

Seminar in Narrative Communication

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Hours by appointment

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Description

This seminar will explore theory and research in narrative, a topic of growing importance in academia and popular culture. Taking a broad overview approach, we will study a diverse set of perspectives on narrative, focusing on perspectives from rhetoric, narratology, media studies, neuropsychology, organization studies, social movements, computer science and strategic communication.

Readings

H. Porter Abbott, *The Cambridge Introduction to Narrative*

Donald Polkinghorne, *Narrative Knowing and the Human Sciences*

Lisa Cron, *Wired for Story: The Writer’s Guide to Using Brain Science to Hook Readers from the Very First Sentence*

Other papers as assigned on the class calendar. Readings are due on the day they are listed.

Assignments

Lead class discussion on assigned readings; dates to be assigned (50 points).

Two reaction papers, approximately 1000 words each, that integrate concepts from different units of the class. Dates to be assigned. 75 pts. each.

A final paper, 20-30 pages in length, comprising an analysis/critique of actual strategic communication. Due before the final exam period. 200 pts.

Grade	%
A+	100 - 99
A	98.9 - 92
A-	91.9 - 90
B+	89.9 - 88
B	87.9 - 82
B-	81.9 - 80
C+	79.9 - 78
C	77.9 - 70
D	69.9 - 60
E	59.9 - 50

Final grades will be based on standard percentages at right. The presumptive grade for all work is “B” which indicates a very good work. To get a grade in the “A” range you must demonstrate excellence in both effort and outcome in your work in some clear way.

Academic Integrity and Other Policies

Plagiarism: Students are expected to submit their own original work for this class, quoting and making appropriate citations for the work of others, and otherwise conforming to the HDSHC Academic Integrity Policy. Plagiarism or other academic dishonesty will result in a failing grade for the course and referral to the appropriate academic standards bodies on campus.

Attendance: Students are expected to attend all class meetings, and to get catch-up materials from classmates if they miss. If you must miss class, let me know in advance.

Due dates: Due dates for all assignments are firm. If you need an extension, please negotiate it with me in advance.

Incompletes: We will not award grades of incomplete except in cases of bona fide calamity and then only if it is negotiated in advance.

Calendar

Date	Topic	Readings	Leader
Aug 22	Welcome to class/Intro to Narratology	Bamberg, M. (2012). Why narrative? <i>Narrative Inquiry</i> , 22(1), 202-120.	Steve/Scott
Aug 29	Intro to Narratology cont'd	Abbott Text (all)	Scott
Sep 5	Communication & rhetoric approaches	Fisher, W.R. (1984). Narration as a human communication paradigm: The case of public moral argument. <i>Communication Monographs</i> , 51, 1-22. Lucaites, J.L. & Condit, C.M. (1985). Re-constructing narrative theory: A functional perspective. <i>Journal of Communication</i> , 35(4), 90-108. Burke, K. (1989). <i>On Symbols and Society</i> . Chicago: University of Chicago Press. (pp. 135-157) Appel, M. & Richter, T. (2010). Transportation and need for affect in narrative persuasion: A mediated moderation model. <i>Media Psychology</i> , 13, 101-135. Niederdeppe, J., Shapiro, M.A. & Porticella, N. (2011). Attributions of responsibility for obesity: Narrative communication reduces reactive counterarguing among liberals. <i>Human Communication Research</i> , 37, 295-323. Tal-Or, N., et al. (2004). Counterfactual thinking as a mechanism in narrative persuasion. <i>Human Communication Research</i> , 30(2), 301-328.	Steve
Sep 12	Narrative and social science	Polkinghorne I-IV	Steve
Sep 19	Narrative and social	Polkinghorne V-VII	Scott

science			
Sep 26	Postmodern, postcolonial, & systems approaches	<p>Meuter, N. (2004). Geschichten erzählen, Geschichten analysieren: Das narrativistische Paradigma in den Kulturwissenschaften [Storytelling, story analysis: The narrative paradigm in cultural sciences] (S. Corman trans.). <i>Handbuch der Kulturwissenschaften, Buch 2</i> (pp. 140-155).</p> <p>Bhabha, Homi. "DissemiNation: Time, Narrative and the Margins of the Modern Nation" in <i>Location of Culture</i>. Routledge, London, 1994. (139-170).</p> <p>Kinder, Marsha (2002) "Hot Spots, Avatars and Narrative Fields Forever." <i>Film Quarterly</i> 55/4.</p> <p>Watch on your own one of: <i>21 Grams</i> <i>Pulp Fiction</i> <i>Phantom of Liberty</i></p>	Scott
Oct 3	Cognitive narratology	<p>Jahn, Manfred (1997). "Frames, Preferences, and the Reading of Third-Person Narratives: Toward a Cognitive Narratology." <i>Poetics Today</i> 18, 441-68.</p> <p>Branigan, Edward (1992). <i>Narrative Comprehension and Film</i> (New York: Routledge). CHAPTER 1</p> <p>Herman, David (2007). "Cognition, Emotion, and Consciousness." <i>The Cambridge Companion to Narrative</i>. Cambridge: Cambridge UP, 245-59.</p> <p>*Hogan, Patrick Colm. (2010) "Consciousness, Ethics and Narrative: Reading Literature in an Age of Torture" in Frederick Aldama (ed.) <i>Toward a Cognitive Theory of Narrative Acts</i> (Austin: University of Texas Press) 227-250.</p> <p>(*recommended but not required)</p>	Scott
Oct 10	Neuropsychology approaches (Guest: Prof. Brewer)	<p>Logothetis, N.K. (2008). What we can do and what we cannot do with fMRI. <i>Nature</i>, 453(12), 869-878.</p> <p>Adolphs, R. (2009). The social brain: Neural basis of social knowledge. <i>Annual review of Psychology</i>, 60, 693-716.</p> <p>Mar, R. A. (2004). The neuropsychology of narrative: Story comprehension, story production and their interrelation. <i>Neuropsychologia</i>, 42, 1414-1434.</p> <p>Deety, J. & Lamm, C. (2006). Human empathy through the lens of social neuroscience. <i>The Scientific World Journal</i>, 6, 1146-1163.</p> <p>Maguire, E.A., Frith, C.D. & Morris, G.M. (1999). The functional neuroanatomy of comprehension and memory: The importance of prior knowledge. <i>Brain</i>, 122(10), 1839-1850.</p>	Steve
Oct 17	Neuropsychology approaches cont'd	Cron (all).	Steve

Oct 24	Transmedia , digital, locative approaches	<p>Jenkins, Henry (2003). "Transmedia Storytelling". Technology Review.</p> <p>Ryan, Marie-Laure. "Beyond Myth and Metaphor: Narrative in Digital Media." <i>Poetics Today</i> 23.4 (2002): 581-609.</p> <p>Ruston, Scott W. (2010). "Storyworlds on the Move: Mobile Media and their Implications for Narrative." <i>Storyworlds</i> 2/1: 101-120.</p> <p>Scolari, Carlos. (2009) "Transmedia Storytelling: Implicit Consumers, Narrative Worlds, and Branding in Contemporary Media Production" <i>International Journal of Communication</i> 3, 586-606.</p> <p>Watch: <i>Run Lola Run</i></p>	Scott
Oct 31	Social Movements	<p>Davis, J.E. (2002). <i>Stories of Change: Narrative and Social Movements</i>. Albany, NY: SUNY Press. Ch. 1, Narrative and social movements.</p> <p>Stewart, C.J., Smith, C.A., & Denton, R. E. (2007). <i>Persuasion and Social Movements</i> (5th ed.). Long Grove, IL: Waveland Press. Ch. 9, Argument from narrative vision in social movements.</p> <p>Polletta, F. (1998). Contending stories: Narrative in social movements. <i>Qualitative Sociology</i>, 21(4), 419-446.</p> <p>Squire, C. (2012). Narrative, connections and social change. <i>Narrative Inquiry</i>, 22(1), 50-68.</p> <p>Couto, R. (1993). Narrative, free space, and political leadership in social movements. <i>Journal of Politics</i>, 55(1), 57-79.</p>	Steve
Nov 7	Organization science	<p>Manuti, A. & Mininni, G. (2013). Narrating organizational change: An applied psycholinguistic perspective. <i>Text & Talk</i>, 33(1), 213-232.</p> <p>Bennett, W. L., Foot, K. & Xenos, M. (2011). Narratives and network organization: A comparison of fair trade systems in two nations. <i>Journal of Communication</i>, 61, 219-245.</p> <p>Nissen, T. (2013). Narrative led operations. <i>Militært Tidsskrift</i>, 141(4), 67-77.</p> <p>Dailey, S. & Browning, L. D. (in press). What happens when stories ripple through organizations? The functions of narrative repetition. <i>Academy of Management Review</i>.</p> <p>Langallier, K.M. & Peterson, E.E. (1993). Family storytelling as a strategy of social control. In D. Mumby (Ed.), <i>Narrative and Social Control: Critical Perspectives</i> (pp. 49-76. Newbury Park, CA: Sage.</p>	Steve

Nov 14	Computer science (Guest: Dr. Finlayson)	Gervás, P. (2009, Fall). Computational approaches to storytelling and creativity. <i>AI Magazine</i> , 49-62. Schank, R.C. & Abelson, R. P. (1995). Knowledge and memory: The real story. In: R. S. Wyer, Jr (ed) <i>Knowledge and Memory: The Real Story</i> (pp. 1-85). Hillsdale, NJ. Lawrence Erlbaum Associates.	Steve
Nov 21	NCA No class		
Dec 5	Strategic comm	Hallahan, K., Holtzhausen, D., van Ruler, B., Vercic, D, & Sriramesh, K. (2007). Defining strategic communication. <i>International Journal of Strategic Communication</i> , 1(1), 3-35. Halverson, J.R., Goodall, H.L. & Corman, S.R. (2011). <i>Master Narratives of Islamist Extremism</i> . New York: Palgrave-Macmillan. Chapters 1 & 14. Corman, S.R. (2013). Toward a fitting end: Concluding the Afghanistan War Narrative. In S.R. Corman (Ed.) <i>Narrating the Exit from Afghanistan</i> (pp. 117-143). Tempe, AZ: Center for Strategic Communication Antoniades, A., O'Loughlin, B. & Miskimmon, A. (2010). <i>Great power politics and strategic narratives</i> . Working paper no. 7, Centre for Global Political Economy. Hansen, R.H (2010). The narrative nature of place branding. <i>Place Branding and Public Diplomacy</i> , 6(4), 268-279. Shankar, A., Elliott, R. & Goulding, C. (2010). Understanding consumption: Contributions from a narrative perspective. <i>Journal of Marketing Management</i> , 17(3-4), 429-453. Hinyard, L.J. & Kreuter, M.W. (2007). Using narrative communication as a tool for health behavior change: Conceptual, theoretical, and empirical overview. <i>Health Education Behavior</i> , 34, 777-792.	Steve
Final TBA	Strategic comm cont'd	Bernardi, Cheong, Lundry, Ruston (2012) <i>Narrative Landmines: Rumors, Islamist Extremism and the Struggle for Strategic Influence</i> (Rutgers UP). INTRO, CHAPTER 1 *(and one of chapters 2-5) Halverson, Ruston, Trethewey. (2013) "Mediated Martyrs of the Arab Spring: New Media, Civil Religion, and Narrative in Tunisia and Egypt" <i>Journal of Communication</i> 63/2 312-332. Roselle, Laura. Strategic Narratives of War: Fear of Entrapment and Abandonment During Protracted Conflict" SGIR 2010 Conference Paper. *(recommended but not required)	Scott

Additional Recommended Reading:

Barthes, Roland ([1966] 1977). "Introduction to the Structural Analysis of Narratives." *Image Music Text*. New York: Hill & Wang, 79–124.

Barthes, Roland *S/Z: An Essay* trans. Richard Miller (New York: Hill and Wang, 1975)

Baudrillard, Jean *Simulacra and Simulation* (Ann Arbor: University of Michigan Press, 1994)

Herman, David. (2004) "Towards a Transmedia Narratology" in Marie-Laure Ryan (ed.) *Narrative Across Media* (Lincoln: U. of Nebraska Press), 47-75

Jenkins, Henry *Convergence Culture: Where Old and New Media Collide* (New York: NYU Press, 2006)

Lyotard, Jean-Francois. *The Postmodern Condition: A Report on Knowledge*. Trans. Geoffrey Bennington and Brian Massumi. Minneapolis: University of Minnesota Press, 1984 [*La Condition postmoderne: Rapport sur le savoir*. Paris: Éditions de Minuit, 1979].