

A MASTER CLASS IN PRACTICAL THEORY

Thursday, October 24 and Friday, October 25, 2013



LIBERAL ARTS
TEXAS A&M UNIVERSITY

COMMUNICATION

Focus of the Master Class

Communication scholars have traditionally been interested in ways to develop theory and practice that addresses significant problems and issues. Practical theory represents one approach to building communication theory that takes seriously the challenge of theory-practice integration.

This Master Class features three of the dominant voices of practical theory in the United States:



Mark Aakhus

A leader in the development of the communication as design perspective.



Robert T. Craig

The originator of grounded practical theory focusing on the normative reconstruction of practice.



Vernon E. Cronen

Co-creator of Coordinated Management Theory (CMM), a transformative practical theory.

Design of the Master Class

The Master Class is divided into three working sessions

Session #1: Introducing Practical Theory, October 24, 5:30-8:30 pm-Bolton Hall 003

(Dinner Provided-Registration Required)

This session will feature keynote presentations by our three featured scholars on their approach to practical theory.

Session #2: Deeping Our Understanding of Practical Theory, October 25, 9:30-12:00-Location TBD

To attend Session #2 please email Josh Barbour (barbour@tamu.edu)

Faculty and students will have the opportunity to schedule one-on-one or group tutorials, consultancy, or conversations about practical theory with our Master Teachers.

Session #3: Using Practical Theory in our Research, October 25, 1:00-4:30-Rudder Tower 302

(Refreshments Provided-Registration Required)

Three Department of Communication Faculty (Josh Barbour, Jennifer Jones-Barbour, Antonio La Pastina) will present research they are currently working on and will work with one of our Master Teachers on how practical theory may be used to develop their project. Participants will be able to experience practical theory in action and see how this approach may inform organizational, rhetorical, and telecommunication/media studies research.

For additional information, please contact

Kevin Barge (kbarge@tamu.edu) or Josh Barbour (barbour@tamu.edu)