

THE ANNENBERG SCHOOL FOR
COMMUNICATION
UNIVERSITY of PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

TO: George

FROM: Kathleen

DATE: October 25, 1993

I don't know anything about the process of offering courses through CGS but have no objection to Oleg offering them if they meet with the requisite approvals of those in charge.

October 12, 1993

K - I am writing on behalf of Oleg Pocheptsov. He seems to have made a good recovery but he must stay here while the treatment is still needed. He needs work. He asked me to explore with you his offering some courses through CGS. The descriptions are attached.

The Pragmatics course he taught at the University of Wisconsin, and the Soviet Propaganda course here through CGS. Do you have any objection to offering these two through CGS, entirely on CGS budget, and only if the enrollment reaches the necessary level (otherwise cancel)? If not, I can discuss with CGS. Please advise.

Professor George Gerbner
ASC

October 6, 1993

Dear Professor Gerbner,

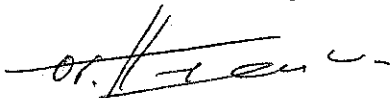
I am sorry to bother you again.

I offer for your consideration a short description of
of the following courses:

- 1) Phenomenon of Soviet Propaganda
- 2) Pragmatics of Communication
- 3) Speech-act Analysis of Communication
- 4) Communication and Culture.

I have read the first three courses. That is why they are of most
interest for me. The first course I read at the University of
Wisconsin (Milwaukee) and the University of Pennsylvania (CGS).
In each case I had approximately 20 students.

Yours sincerely



Course Description & Objectives

This course is designed to introduce students to the field of pragmatics and to show how pragmatics is used and can be used in communication research.

The course has the following objectives: a) to familiarize students with basic notions of pragmatics and b) to introduce them to methods of pragmatic analysis of communication.

Assignments

Students will be required to write a term paper (12 double-spaced pages) which will be either a) discussion of a certain pragmatic notion (and as such this paper will be based primarily on the existing literature on the question) or b) pragmatic analysis of mass-communication texts (e.g. advertisements, news) or interpersonal-communication texts (e.g. real dialogues or dialogues drawn from fiction).

Main topics

1. Pragmatics and its subject-matter.
2. The notion of the speech act.
3. Communicative act.
4. Illocutionary act.
5. Felicity conditions.
6. Indirect speech acts.
7. Perlocutionary act.
8. Taxonomy of speech acts.
9. Speaker's intention.
10. Speech acts: Universal and ethno-specific.
11. Pragmatic analysis of interpersonal communication.
12. Pragmatic analysis of political communication.
13. Pragmatic analysis of news.
14. Comparative pragmatics.

List of Readings

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- Handbook of discourse analysis/edited by T.A. van Dijk. - London; Orlando: Academic Press, 1985. 4 v.
- Hurford J.R., Heasley B. Semantics: A coursebook. - Cambridge, New York: Cambridge University Press, 1983.
- Pragmatics at issue: Selected papers of the International Pragmatics Conference, Antwerp, August 17-22, 1987/edited by J. Verschueren. - Amsterdam; Philadelphia: J. Benjamins Pub. Co., 1991.
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- Levinson S.C. Pragmatics. - Cambridge; New York: Cambridge University Press, 1983.
- Mulholland J. The language of negotiation: A handbook of practical strategies for improving communications. - London: Routledge, 1991.

- Pragmatics: A reader/edited by S. Davis. - New York: Oxford University Press, 1991.
- Pragmatics, discourse and text: Some systematically-inspired approaches/edited by E.H. Steiner, R. Veltman. - Norwood, N.J.: Ablex Pub. Corp., 1988.
- The pragmatics of style/edited by L. Hickey. - London; New York: Routledge, 1989.
- Pragmatics of language and literature/edited by T.A. van Dijk. - Amsterdam: North-Holland Pub. Co.; New York: American Elsevier Pub. Co., 1976.
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- Speech acts, meaning, and intentions: Critical approaches to the philosophy of John R. Searle/edited by A. Burkhardt. - Berlin; New York: W. de Gruyter, 1990.
- Vanderveken D. Meaning and speech acts. V. 1. Principles of language use. - Cambridge, New York: Cambridge University Press, 1990.
- Watzlawick P. Pragmatics of human communication. - New York, Norton, 1967.
- Wierzbicka A. Cross-cultural pragmatics: The semantics of human interaction. - Berlin; New York: Mouton de Gruyter, 1991.
- Wilson J. Politically speaking: The pragmatic analysis of political language. - Oxford, UK; Cambridge, Mass., USA: B. Blackwell, 1990.

Course Description & Objectives

This course is designed to present Soviet propaganda as a type of propaganda.

The course will trace the evolution of Soviet propaganda from 1917 onwards, concentrating on the period from the early 70's to the late 80's when Soviet propaganda took on the most refined and sophisticated forms.

The course will cover rhetorical as well as organizational aspects of Soviet-type propaganda.

It will be shown that Soviet propaganda as a type has no geographical, historical or social bounds.

The course has the following objectives: a) to familiarize students with characteristic features of Soviet-type propaganda; b) to introduce them to methods and techniques employed in propaganda of this type and c) to show the elements of Soviet-type propaganda which are present in the propaganda of former Soviet republics as well as of other countries.

Assignments

Students will be required to write a term paper (15 double-spaced pages) which will focus either a) on a certain aspect of Soviet-type propaganda (and as such this paper will be based primarily on the existing literature on the question) or b) on a certain method of Soviet-type propaganda which is employed by the mass media of a country other than the Soviet Union (and as such this paper will be based on the analysis of mass media texts).

Topics to be discussed and readings

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Remington, Thomas F. The truth of authority: Ideology and communication in the Soviet Union. - Pittsburgh: University of Pittsburgh Press, 1988, 133-156, 189-199.

Benn, David W. Persuasion and Soviet politics. - Oxford, New York: B. Blackwell, 1989, 190-210.

2. Soviet propaganda: Aims, principles, structure

Barghoorn, Frederick C. Soviet foreign propaganda. - Princeton: Princeton University Press, 1964, 3-30.

Benn, David W. Persuasion and Soviet politics. - Oxford, New York: B. Blackwell, 1989, 76-85.

Hopkins, Mark. Mass media in the Soviet Union. - New York: Pegasus, 1970, 122-149.

3. Soviet pre-war propaganda

Benn, David W. Persuasion and Soviet politics. - Oxford, New York: B. Blackwell, 1989, 56-71.

Inkeles, Alex. Public opinion in Soviet Russia: A study in mass persuasion. - Cambridge: Harvard University Press, 1958, 26-37, 67-120.

Kenez, Peter. The birth of the propaganda state: Soviet methods of mass mobilization, 1917-1929. - Cambridge, New York: Cambridge University Press, 1985, 51-62.

4. Soviet war propaganda

Redlich, Shimon. Propaganda and nationalism in wartime Russia: The Jewish Antifascist Committee in the USSR, 1941-1948. - Boulder: East European Quarterly, 1982, 1-13.

Spring, D.W. Soviet newsreel and the Great Patriotic War. In: Propaganda, politics, and film, 1918-1945 / edited by Nicholas Pronay and D.W. Spring. - London: Macmillan Press, 1982, 270-292.

Winkler, Allan M. The politics of propaganda: The Office of War information, 1942-1945. - New Haven: Yale University Press, 1978, 1-7.

5. Soviet post-war propaganda

Bittman, Ladislav. The new image-makers: Soviet propaganda and disinformation under Gorbachev. In: The new image-makers: Soviet propaganda & disinformation today / edited by

Ladislav Bittman. - Washington: Pergamon-Brassey's International Defense Publishers, 1988, 11-33.

Dingley, James. Soviet television and Glasnost'. In: Culture and the media in the USSR today / edited by Julian Graffy and Geoffrey A. Hosking. - New York: St. Martin's Press, 1989, 6-42.

Mickiewicz, Ellen. Understanding the world: The Cognitive grid of Soviet television news. In: Politics and the Soviet system: Essays in honour of Frederick C. Barghoorn / edited by Thomas F. Remington. - New York: St. Martin's Press, 1988, 12-28.

Shanor, Donald R. Behind the lines: The private war against Soviet censorship. - New York: St. Martin's Press, 1985, 12-47.

6. Forms of Soviet propaganda

Kenez, Peter. The birth of the propaganda state: Soviet methods of mass mobilization, 1917-1929. - Cambridge, New York: Cambridge University Press, 1985, 95-118.

The politics of ideas in the U.S.S.R. / edited by Robert Conquest. - New York, Washington: Frederick A. Praeger, 1967, 97-117.

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Taylor, Richard. Film propaganda: Soviet Russia and Nazi Germany. - London: Croom Helm; New York: Barnes & Noble, 1979, 19-32.

7. Soviet foreign propaganda

Lukes, Igor. Radio Moscow's North American Service: A study in radio propaganda. In: The new image-makers: Soviet propaganda & disinformation today / edited by Ladislav Bittman. - Washington: Pergamon-Brassey's International Defense Publishers, 1988, 77-112.

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12. Pragmatic analysis of Soviet-type propaganda

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Wilson, John. Politically speaking: The pragmatic analysis of political language. - Oxford, Cambridge: B. Blackwell, 1990, 16-64.

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Richardson, Kay. Pragmatics of speeches against the peace movement in Britain: A case study. In: Language and the nuclear arms debate / edited by Paul Chilton. - London and Dover, N.H.: Frances Pinter, 1985, 23-44.

14. Case-study: Reporting the August coup (New York Times v. Pravda)

Oleg G. Pocheptsov

SPEECH-ACT ANALYSIS OF COMMUNICATION

Overview. The course has two main objectives: a) to familiarize students with the basic notions of the speech act theory and b) to introduce students to methods of speech-act analysis of communication.

Topics to be discussed.

1. Performatives v. constatives.
2. The notion of the speech act.
3. The structure of the speech act.
4. Communicative act.
5. Illocutionary act.
6. Felicity conditions.
7. Indirect speech acts.
8. Perlocutionary act.
9. Speech-act object.
10. Taxonomy of speech acts.
11. Speaker's intention.
12. Speech acts in discourse.
13. Communicative status.
14. Conversational maxims.
15. Speech acts: Universal and ethno-specific.
16. Speech acts in news.

Oleg G. Pocheptsov

COMMUNICATION AND CULTURE

Overview. The course has three main objectives: a) to introduce students to the field of ethnography of speaking, b) to introduce students to the field of intercultural communication and c) to introduce students to the problem "language and culture".

Topics to be discussed.

1. Ethnography of speaking.
2. Communicative competence.
3. Communicative repertoire.
4. Communicative event.
5. Communicative performance.
6. Intercultural communication.
7. Intercultural communicative competence.
8. Intercultural business communication.
9. Intercultural political communication.
10. Intercultural everyday communication.
11. Language and culture.
12. Whorfian hypothesis.
13. Linguistic mentality.
14. Speech mentality.
15. Linguistic-mentality differences.
16. Linguistic-mentality differences in the mass media.