



COMMUNITY BUZZ

News for the Department of Communication
Studies

March 2, 2012 – Volume 1, Number 6

CHAIR'S CORNER - "What are you going to do after you graduate?" That is a question that can conjure up joy or panic depending on your journey. I



am here to tell you that no matter what you're feeling at this moment, everything will be ok!

First, take advantage of the services offered at USD and through the alumni network. You are getting a degree from a well-respected

institution so you will want to use that to your advantage. Find ways to network with other Toreros.

Next, prepare for your job search with the same eagerness you approach final papers...NO...approach it with much more enthusiasm! Ask friends and others who are working for details about their jobs. Does a big corporate setting sound appealing? Are you more interested in a small and laid back office? Are you ready for 9 – 5 or do you want a job with more unusual hours?

Now, think about how you can sell yourself. You are well educated and well prepared to meet the demands of your first full-time employer. Explain how the courses you took at USD provided you with strong analytical and critical thinking skills. Explain you are an innovative team player (remember all those group projects?). Showcase your writing skills (we didn't assign papers just for the fun of it!). Prepare a portfolio highlighting some of your best work (yes, class assignments make good examples!). You are an effective communicator. Be confident. Be persuasive. You'll be great.

Finally, use faculty. We are good resources. We write letters of recommendation and can provide references. All we ask is that you keep in touch and let us know how things work out!

DEPARTMENT ANNOUNCEMENTS

Upcoming curriculum changes

Have you noticed the yellow flyers in the office? Pick one up to learn about changes to the curriculum. The requirements for the Communication Studies major will change in the 2012 – 2014 bulletin. Current majors may choose to complete their degree using the current requirements or re-declare under the new major. Please see your advisor or the department chair if you have questions.

Lambda Pi Eta

Lambda Pi Eta will be hosting events this spring that are open to all communication students (and you can bring your friends!) On March 22 at 12:30 join LPH for "What can I do with my Communication degree?" presentation by alum & career counselor, Sue Kelly.

In late April, join LPH for a Spring movie night with filmmaker Isaac Artenstein. He will screen his 2004 comedy *A Day Without A Mexican* and offer insight into the production process.

Miss Representation screening and panel March 13

Join the women's center on Tuesday, March 13 for a screening of *Miss Representation* from 6:30 – 8:30 pm in Warren Auditorium, MRH. The documentary "explores the under-representation of women in positions of power and influence in America, and challenges the media's limited portrayal of what it means to be a powerful woman." Dr. Moran will participate in a panel discussion after the film.

Border Film Week – March 26 – 29.
ALL EVENTS ARE FREE!
Warren Auditorium, Mother Rosalie Hill Hall
(SOLES)

The Trans-Border Institute will host the annual border film week. This year there will be many opportunities for budding filmmakers to learn more about the craft. Apart from screenings of great films about life in the border region there will be panel discussions about production and even a FREE documentary film workshop on Wednesday from 1p.m. – 5 p.m. The workshop will offer students an introduction to film techniques and hands-on experience. Also, if you have a student film, you can submit it to be screened during the student showcase.

Schedule:

Monday (3/26): *Miss Bala*

Actor Jose Yunque will be available for a Q & A session

Tuesday (3/27): Visions of the Border through documentary film with Isaac Artenstein
Discussion & Screenings of Artenstein's border film series

Wednesday (3/28): Documentary Workshop,
Student film showcase, Works in progress panel. Filmmakers discuss what it takes to make a movie in the border region.
Screen: *A Better Life*

Thursday (3/29): *Presunto Culpable (Presumed Guilty)* Panel discussion with members of TBI and the filmmakers to discuss judicial reform in Mexico.

Like us on Facebook!

Stayed connected to department information! "Like" us on Facebook.

<https://www.facebook.com/pages/USD-Communication-Studies/113467242031130>

KGTV Anchor Steve Atkinson to visit class

KGTV Anchor Steve Atkinson will be a guest speaker for Gina Lew's classes on Monday, March 26th. He'll tell you how he got into the exciting world of broadcast journalism and sports journalism. Is there a future for you? The class meets at 8, 9, 10 and 11:00 a.m. in Camino Hall 110. Visitors are welcome!

Intersession 2013 – The Sundance Course

It's never too early to plan! Communication 494 – Independent Cinema (the Sundance Course) will take place January 14-25, 2013 in Park City, Utah. An organizational meeting will be held April 12th at 12:30 p.m. in Camino Hall 119. Please contact Drs. Pierson or Pace for additional information: epierson@sandiego.edu
pace@sandiego.edu

FACULTY HIGHLIGHTS

Faculty Research: Cell Phone Distractions

Talking on your cell phone while driving is dangerous. Research clearly shows that driving while talking or texting on your cell phone inhibits your ability to safely operate a car. But what about the communication? Little research exists which indicates the influence of dual-tasking, talking on your cell phone while doing something else, has on the communication. Drs. Jonathan Bowman and Roger Pace of the USD Department of Communication Studies have been looking into that question for the last three years. Their research, most recently presented at the Nonverbal Preconference of the Society for Personality and Social Science in January, indicates a clear pattern of disruption while dual tasking. Their research shows that communicators who were dual tasking were less satisfied with the communication, remembered less of the conversation, thought less of their communicative partner, and had more shallow or simple conversations than communicators who were not dual-talking. It appears, that not only is dangerous to drive and talk on your cell phone but your communication is less effective.

Society of Cinema & Media Studies conference

Drs. Moran, Pace, & Pierson head to Boston for the annual conference of the Society of Cinema & Media Studies. Moran will present a paper titled, "Contesting *LatiNation*: Audience Response to Bicultural Programming" which offers insight into the ways in which Latino/a audiences read programming that is targeted toward them.

Pace and Pierson will offer a workshop titled "Film Festival Pedagogy: Using the Film Festival as Film Course" using their experience at Sundance as a way to inform others about this opportunity.

“SCMS encourages excellence in scholarship and pedagogy and fosters critical inquiry into the global, national, and local circulation of cinema, television, and other related media”

(http://www.cmstudies.org/?page=About_Us).

Here's Why del Río Gave Up Facebook for Lent



While we often think of the Internet as "new media," it has changed dramatically, right under our noses. Over the last decade, we've heard about "Web 2.0," where user-generated content displaced traditional media distribution modes online. But just as everyone started blogging and making podcasts, social networking took off. Discourse is reduced to a status update or tweet. Parts of our lives that did not generate mountains of wealth for companies and individuals - our personal friendships, acquaintances, our political or religious views - became data-points in sophisticated micro-marketing schema. We are the commodity. Facebook is the dealer. It monopolizes the Internet experience of many young people - even other social networking sites like Pinterest and Instagram are "linked" through Facebook. In these cases, we don't use a pseudonym, but it is our actual identity that moves through these sites, and all along the way, they gather information about us - the *actual* us's with high schools and social security numbers and vacations- that is stored, mined, and used to target us with advertising, services, and who knows what else. So, I've given Facebook up for Lent. I'm trying to use some Catholic guilt along the way, but I'm encouraging Communication Studies students to do the same. What might it be like to browse the Internet with relative anonymity? Its just temporary - but an interesting exercise. Come by Thursdays at 4pm in my office if you'd like to discuss.

Chung's keynote speech



Dr. Chung gave a keynote speech at the Saint Francis de Sales Seminary in Milwaukee, Wisconsin. Her speech was part of the cultural awareness weekend for the seminarian.

Health related effects of media exposure

Dr. Neethi Ratnesar, pediatrician at Kaiser Permanente, has visited the course "Children & Media" many times over the years to highlight the health related effects of media exposure. As a doctor, she has seen first hand the impact that media content and media use can have on young people. She pointed to obesity epidemic and its relation to misinformation often found in food advertising. Recently she says she has seen increased complaints of neck and back pain from using media in awkward positions such as on a bed, as well as complaints of pain in the hand and arm because of texting!

ALUMNI NEWS

✧ Angelique Lizarde ('03) joined the news team of KFMB Channel 8 in February 2012. After completing her degree at USD she earned a master's degree in Broadcast Journalism from Boston University. Before returning to San Diego, she worked at KYMA news in Yuma and KVOA news in Tucson.

✧ Congratulations to Noorie Baig Nanda! Noorie ('09) recently married Ashish Nanda in Mumbai, India and is completing her MA at Cal State Fullerton.

✧ Gyno Pomare ('09) is currently playing with the Hamamatsu Higashimikawa Phoenix in Japan.