



COMMunity BUZZ

News for the Department of Communication
Studies

April 2, 2012 – Volume 1, Number 7

CHAIR'S CORNER - Many students have been talking about the changes to the major and some are wondering why is the department making these adjustments. The department underwent a program review in 2009-2010 where the faculty engaged in a process to identify strengths and weaknesses of the program. As part of that process we looked at the major requirements and some felt



that the concentration structure was limiting student choice and making it difficult for faculty to offer a variety of elective courses. The faculty discussed various options for the restructure during the following academic year and debated many different models.

In practice, the experience will not be that different – all of the lower division requirements will remain the same. At the upper division level students take Comm 300 (Communication Theory) and Comm 336 (Communication Criticism). One key difference is that the method requirement will be at the lower division level rather than upper division level.

In terms of the upper division selections, we want students to understand communication across various context so we felt students should take courses that center on face-to-face (human) communication and courses that focus on media studies. We want to offer as much flexibility as possible so we don't require that certain course be taken, but allow the student to choose courses with topics that they find interesting and relevant.

Ultimately, the new structure will empower students to take ownership over their curriculum. Students can take courses that speak to their post-graduate plans. Faculty are here to offer guidance, but students will now be able to have more control over what specific topics to study within the communication discipline.

All current students have the option to complete their degree under the current major. The changes go into effect in Fall 2012.

DEPARTMENT ANNOUNCEMENTS

Summer Courses at USD

Pre-session:

Film and Cultural Politics, Comm 432W

Mid-session:

Communication Research Methods, Comm 365

Post-session:

International Media, Comm 380

Sundance Film Festival—Intersession 2013

There will be an information meeting for students interested in the Sundance Film course on **Thurs. April 12th, 12:30 to 1:15 in C119**. We will discuss dates, costs, course requirements, and the application process. If you cannot make the meeting but are still interested, please contact Dr. Roger Pace (pace@san Diego.edu) or Dr. Eric Pierson (epierson@san Diego.edu).

The Sundance course is:

- *Open to All majors
- *Three units upper division credit
- *Interesting and Thought-Provoking Films
- *An Opportunity to meet Directors, Producers, Screenwriters
- *An Opportunity to See Film Stars and other Celebrities
- *The "Greatest Snow on Earth"

Faculty Highlights

* Congratulations to **Dr. Jonathan Bowman** the winner of the 2012 Innovation in Experiential Education Award. The purpose of the award is to honor faculty who use innovative pedagogy to enhance student learning through experiential methods. **Dr. Leeva Chung** was selected as the award winner in 2007.

* **Dr. David Sullivan** is headed to the Broadcast Education Association annual convention in Las Vegas where he will present a paper titled "How the UFC constructs masculinity." BEA "focuses on the most current thinking and developments in the electronic media curriculum with emphasis on interaction between the purposes, developments, and practices of the industry and imparting this information to future professionals." For more information about the organization visit: <http://www.beaweb.org/>.

* Protesting used to be something you'd go out and do: hand out leaflets, sit-in, hold signs, and perhaps engage in civil disobedience. People in power have always used the media well to get their messages out - but what about dissenters whose views fall outside elite agendas? Professor **Esteban del Rio, Ph.D.**, will present his current research on what he calls aesthetic activism to highlight successful communication strategies that protesters deploy to either garner media coverage or to create their own messages. As we've seen in recent events, from the "Arab spring" to the Occupy movements, protesters are increasingly relying on communication narratives and technology to help tell their stories.

Wednesday, April 4, 2012 at 10:00 a.m.
Deghiri Alumni Center, Room 120.

* **Dr. Kristin Moran** presented "Children's Television in Mexico: Delocalization, Glocalization, and Mexicaness" at the Cultural Studies Association annual conference at UCSD on March 29, 2012.

* We have been lucky to bring **Isaac Artenstein** to campus this semester. A noted filmmaker, Artenstein has screened films at various USD events in the past, but Spring 2012 has been the first time he has offered a semester length class. His vast experience has provided true behind the scenes insight into filmmaking. Next semester he will offer a course in production and a special topics course on the history of the film industry. Join Lambda Pi Eta and the Social Justice LLC for a screening of the comedy *A Day Without a Mexican* on April 25th at 7pm in UC 107. To see a trailer of the film visit:

<http://www.youtube.com/watch?v=P8t8DCSP020>

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USDtv

The 3rd Annual Short Film Festival is taking place on Tuesday May 1st at 7pm in UC Forum C. FREE food, and all are welcome! You could win the GRAND prize if you submit your short film, which must be 20 minutes or less. Submissions are due by Friday April 27th in the Communication Studies Office (Camino 126).

Interested in marketing, television production or broadcast journalism? How about creating a new show? USDtv is looking for students who are interested in joining the ONLY cable station on campus! USDtv meets weekly on Tuesdays at 1:30pm in IPJ 219. Students of all majors and career interests are welcome.

Email us: usdtvstaff@gmail.com or check us out online: [facebook.com/usdtv](https://www.facebook.com/usdtv) or [vimeo.com/usdtv](https://www.vimeo.com/usdtv)

Student Highlight – Christine Horsman '12

Christine Horsman will present her honor's thesis titled, "A Tale of Two Katharines" on April 24 at 4:40pm. Her thesis advisor is Dr. Eric Pierson.



"A Tale of Two Katharines" examines the premise that despite all the advances in women's rights, the

depiction of women in films may actually be devolving women's place in society. In analyzing the films of Katharine Hepburn and Katherine Heigl, my thesis illustrates how far we have fallen in showing women as strong, contributing members of society. Through the analysis of cinema and other textual sources examining the role of women in film, it is demonstrated that society has regressed in its portrayal of the working woman. By illuminating these findings, hopefully the characters in current movies can grow beyond the shallow stereotypes and the characters can be shown as strong members of the workforce. Due to the accessibility of film to young women, these modern films may have damaging real life implications.

Alumni Highlight - Alexandar Bryan ('05)

I left the University of San Diego with a degree in Communication Studies and a minor in Psychology, and began a career as digital strategist and designer for highly-touted company San Diego-based LJJ Partners. I started as an intern, showing up on their doorstep one Monday morning armed with a self-made portfolio, cover letter, and huge drive to start working in the creative industry. Throughout my five years at LJJ Partners, I moved up the ranks from intern to art director, even finding myself filling in for the agency's partner. As a designer and brand consultant I was able to work for many Fortune 100 companies. I helped brands like Disney, Hilton Hotels, Sony Pictures, and Westfield, create and maintain their brands in the online space. However, I was still hungry to learn and do more, so I created my own freelance business – Hyphen8tion Studios.

The success of Hyphen8tion Studios, combined with the aforementioned go-getter attitude, only fanned the flame of my entrepreneurial spirit. I am currently launching two ventures: The PrideFinder (www.thepridefinder.com) a new iPhone app that is a go-to resource for the LGBT community looking to find events and venues worldwide in over 200 cities, and IZZMS (www.izzms.com), a custom t-shirt company that creates vibrant tees with outrageous sayings.

Though I feel like I have accomplished much, I would not be where I am today without the skills I learned at USD, particularly in the class of the most amazing teacher I've ever had – Dr. Leeva Chung. She quite literally helped me take my first step on the journey I'm on today. Yes, at USD, I learned many things, but the most important lesson I took away was that of application. How you apply the lessons you learn is what will take you the farthest.



Comm. Studies faculty at play

Peer Advising with Student Success Coaching Program

Current Approaches to Peer Assistance (MFTS 365)

Communication Studies students may wish to consider the following opportunity to gain valuable and practical leadership skills through a course on peer advising. Fall 2012 registration is rapidly approaching!

Students who take this course are eligible to apply to become a peer advisor in the Center for Student Success or sexual assault peer educator through the Women's Center and Center for Health and Wellness Promotion. This course is only offered once per year during the fall semester.

For more information, email Megan Kennedy, Graduate Assistant, at kennedy@sandiego.edu.

