



COMMunity BUZZ

News for the Department of Communication
Studies

September 10, 2012 – Volume 2, Number 1

CHAIR'S CORNER - Welcome back to Communication Studies. We are excited for a great

year. The department has undergone some staffing changes and we are looking forward to supporting new faculty and faculty in new positions!



First, welcome to Bradley Bond and Antonieta Mercado who are joining us

as full-time faculty members. Dr. Bond specializes in media effects research and Dr. Mercado conducts research on communication practices and social justice.

The department also welcomes new instructors who will be teaching a variety of courses: Dr. Alisha Solan, Dr. Chuck Goehring, and Mr. Michael Canepa (former editor at the SD Union Tribune).

Dr. Esteban del Río has agreed to serve as interim director of the Center for Inclusion and Diversity, so he is not on sabbatical but can be found in his temporary office in UC 225.

Prof. Gina Lew has agreed to serve as the student media advisor for the *Vista*, USDtv, and USD Radio. Prof. Lew will work within Student Affairs in her advisor role, but also still teach courses for the department.

All these personnel changes mean the office space has been rearranged, so make sure to check the department website for office assignments.

Be sure, as well, to stay connected with other department information through the website:

www.sandiego.edu/cas/commstudies

and with our facebook page:

<https://www.facebook.com/USDComm>.

DEPARTMENT ANNOUNCEMENTS

COMM 462: Political Communication

You're probably 18 years old or older, and, very likely, this fall is your first swipe at exercising your enfranchisement. Get into the action: Take Political Communication! The Republicans wrapped up their national convention last week in Tampa, Fla., with intriguing speeches from Vice Presidential candidate Ron Paul ... ah, no, that's wishful thinking ... Wis. Representative Paul Ryan, Utah's House of Reps. candidate Mia Love (with a name like that, how can she lose?), and Clint "It's Halftime, Kind of, in America" Eastwood. The Democrats have their own rising stars and grizzled veterans lined up this week for their convention in Charlotte, NC. The polls show that the 2012 presidential race is the closest in US presidential election history since ... well, since 2004 and, before that, 2000. Okay, this seems to be a trend. Why are US politics these days so fractured, divisive, hell-bent, and funner than all heck to study from a communication studies perspective? Find out by taking Comm 462, Political Communication (M,W,F, 9:05, in Serra Hall 204). Comm 462 students will explore the tactics, strategies, and effects of political message campaigns, focusing on US political elections this fall, in part by taking part in local campaigns for political office. All are

welcome. Counts as an UD elective in Comm. Studies, and it will make you a better citizen. For information, see the Comm 462 syllabus posted on the Department web page or contact Dr. David Sullivan in Camino Hall 105-A or via email at sully@sandiego.edu.

USD Vista (COMM 491): Open Positions

If you're looking to add Upper-Division Comm. Studies units to your Fall course schedule, then consider enrolling in Comm 491, the *Vista* Practicum. Comm 491 students work on the staff of the *Vista*, USD's Communication Studies-supported and award-winning student print and online publication. You may write, edit, or copyedit stories for *Vista* publication toward satisfying course requirements. Comm 491 students also attend all regularly scheduled *Vista* staff meetings, training sessions, and instructional seminars to become fully immersed in student journalism as a practice and craft. The course provides pre-professional training in public communication skills and ethics, and it is especially beneficial for those interested in journalism, message and social marketing, promotions and public relations, publishing, and advertising. In the two decades since this course has been offered, many dozens of USD graduates who've taken Comm 491 are now pursuing or have settled into careers within these fields. Experience counts. For more information, check out the course syllabus, posted on the Department of Comm. Studies web page and contact Dr. David Sullivan in Camino 105-A or via email at sully@sandiego.edu

USDtv

Interested in television production? Broadcast journalism? Marketing? Creating a new show?

We're looking for students who are interested in joining USDtv, the ONLY television station on campus! We meet weekly on Tuesdays at 1:00pm in IPJ 219! The 1st meeting is on Tuesday September 18. Students of all majors and career interests are welcome!

You can also come by our table at the Alcala Bazaar or visit us at the SLP Open House on Tuesday

September 18 from 12-2pm on the 3rd & 4th floor of the Student Life Pavilion.

Check us out:
[facebook.com/usdtv](https://www.facebook.com/usdtv) or [vimeo.com/usdtv](https://www.vimeo.com/usdtv)
or email us: usdtvstaff@gmail.com

COMM 494: Independent Cinema at the Sundance Film Festival

Need an Intersession Course? Like films? IT IS NOT TOO LATE! Sign-up for Comm. 494: ***Independent Cinema at the Sundance Film Festival!*** January 14th-January 25th, 2013

- 3 Units Upper Division Credit
- Open to ALL majors
- Interesting and Thought-Provoking Films
- Meet Directors, Producers, Screenwriters
- See Film Stars, Celebrities, and Wannabes
- Counts for all Comm Studies Emphases
- Greatest Snow on Earth



Application deadline is **September 12th!** Hurry—there are only a few spaces left!

Contact Dr. Roger Pace: pace@sandiego.edu or ext. 4059.

LAMBDA PI ETA



Lambda Pi Eta Informational Meeting and Officer Elections, Thursday September 27 at 12:30 in Camino Hall Room 128. Lunch will be provided.

Lambda Pi Eta is the National Honor Society for Communication Undergraduates.

Requirements

- Junior standing (60+ units)
- Communication Studies Major
- Cumulative GPA of 3.0+
- Comm Studies GPA of 3.25+
- Completed 12+ units in Communication

Benefits

- Leadership opportunities
- Networking with professionals
- Peer Relationships
- Interactions with faculty
- Recognition at graduation
- Resume builder

FACULTY HIGHLIGHTS

**Susannah Stern was interviewed for and appears as an expert in the 2012 documentary “Sext Up Kids: How Children Are Becoming Hypersexualized,” now being distributed by the Media Education Foundation. Stern was also interviewed over the summer by the Minnesota *Star Tribune* and the *Toronto Star* regarding teens’ online and mobile app safety.

Susannah Stern was a featured speaker at the Boys and Girls Club National Convention held in San Diego in May. Her presentation focused on teenagers, the Internet, and well-being, and was geared toward BGC leaders from across the nation.

An article Stern published on online research ethics in *New Media & Society* in 2003 was selected to be included in *SAGE Internet Research Methods*, an anthology of classic works on research methods (part of Sage Publications Library of Research Methods) in 2012.

Professor Stern has an ongoing research agenda focusing on youth and electronic media. If you are interested in serving as a research assistant, please send an email of interest and your CV to Dr.

Stern at susannahstern@sandiego.edu. She will contact you to arrange an interview.

**Dr. Mary Brinson has a new article co-authored with Dr. Michael Stohl: Brinson, M. & Stohl, M. (October, 2012). “Media framing of terrorism: Implications for public opinion, civil liberties, and counterterrorism policies.” *Journal of International and Intercultural Communication*, 5(4).

<http://www.tandfonline.com/doi/abs/10.1080/17513057.2012.713973>

Abstract: This study presents experimental findings on the impact of media framing of the 2005 London bombings. A total of 371 American participants were exposed to one of two frames to test their effect on public attitudes towards civil liberties and Muslims, and support for counterterrorism policies. Results show that the “domestic homegrown” frame produces greater increases in fear than the “international” frame. This leads to greater support for restricting civil liberties of Muslims and, under certain circumstances, general feelings of negativity toward Muslims. The study also finds support for the hydraulic effect of framing in that the domestic homegrown frame suppresses party identification in attitude formation.

**Dr. Jonathan Bowman wins Outstanding Preceptor award. The Outstanding Preceptor Award is given to a faculty member who demonstrates excellence in teaching and advising, and is selected by a combination of faculty, administrators and student life professionals.

**Esteban del Río writes for “Bike San Diego.” Check out his columns, including *How to Read News Stories about Cycling* at <http://www.bikesd.org/author/dr-esteban-del-rio/>

**Dr. Chung spent the summer teaching abroad in Jamaica. When she came back, she co-facilitated a workshop in Portland Oregon and gave the Fall 2012 Convocation keynote address at

Grossmont college. The title of the speech was "Live the Way you Teach: How to Keep It Real, Keep It Fresh, Keep It Together."

Jamaica 2012: The Summer of Cultural Immersion



"our class!"

With 23 students from USD and Clayton State University (Atlanta), Dr. Rafik Mohamed and I had the unique opportunity to teach together in Jamaica. Communication, Ethnic Studies and Sociology students shared classes, volunteered in the community, bonded with their "house mothers," and shared in some very memorable excursions together, which many called "life changing experiences."



"dinner with the community"

At the end of the program, students worked on a community project for the all age school and the Place of Safety, a safe house for Jamaican girls who need shelter.



"students at work"

From Mohamed and Chung, we say One Love!



STUDENT PERSPECTIVES

Summer Student-Faculty Research Project

Connor Sullivan and Jonathan Bowman participate in Keck Faculty Fellows program, which provides funding to support research in collaboration with an undergraduate student. After collecting data during summer 2012, here is Connor's reflection:



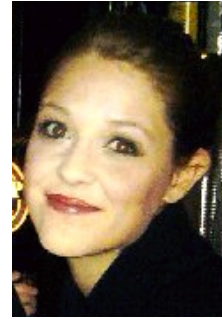
"I was fortunate enough to be asked to participate in a research study with Prof. Bowman looking at the differences between the way a pair of friends communicate over the phone, compared to the way they communicate in person on a day to day basis. Although we aren't quite finished with the study at this point in time, the progress we have made over the summer has really helped us to find the shape of the experiment and to make all of the minor adjustments needed to make it function.

A lot of my friends asked me this summer what the hardest part of the study has been so far, and the answer is never what they expect to hear. It hasn't been the paper and all of the revisions that come along with it, or even the countless amount of hours spent on campus running pairs of participants through the study. The hardest part by far has been recruiting participants to come and be a part of the study! I had to stand in front of summer school classes and ask for volunteers, knowing they weren't even paying attention, much less ready to come spend 15 minutes participating in the study. In the end, we interviewed 42 pairs.

It has been a lot of work so far, but creating a research project with another person from scratch is a great accomplishment. I would definitely recommend getting involved in research. It seemed overwhelming at first and although it was a lot of work, it has helped me to grow as a college student and a scholar. I can't thank Adam Morris (another research assistant) and Prof. Bowman enough for all of their help. Research isn't as scary as it sounds and it can actually be very enjoyable and fun."

Lindsey Butcher Thanks Ron Bonn

Students often wonder if the course they take in college will provide them relevant information for their future plans. Lindsay Butcher ('13) explains how "Intro to Media Writing" gave her the advantage at her summer internship.



"I have been fortunate enough to have parents who pay for the majority of my college education and they will not soon let me forget it. As I sit in my classes I think, "Is ANY of this going to apply or just plain matter after I leave this classroom? Is all of the money my parents spend going to waste?" I have had my doubts.

But after coming back from my semester in Italy, I started an internship at a small PR firm in Santa Monica. I had always wanted to go into journalism but I thought I would see what else there was out there before I decided my fate. I was a bit nervous because I really had no idea what PR was let alone how to do it. And then came a moment that I will always remember. One that made all of my hard work and all of my parents' spent money worth it.

I stepped into my my first meeting with all of my coworkers and my boss asked, "Who here knows what a headline and a lead are?" I raised my hand. I noticed that I was one of the very few who did. She looked at me, surprised. Everyone else had been working there for at least three months. "Go ahead Lindsay. What are they?" I proceeded to define both and then listed the different types of leads as well as the different rules that apply when writing them. She added to what I had said a bit and then continued with her questioning. She asked of the five W's and H and the inverted pyramid. I raised my hand for each one. Even some of the year-round employees did not know!

Thanks to Prof. Ron Bonn, I was able to establish myself in my new surrounding as an intelligent, professional, and prepared individual."