

COMMunity Buzz

The monthly newsletter of the
Department of Communication Studies

Volume 10, No. 1

Welcome back to the fall semester!

The start of the fall semester is typically signified by the sounds of student chatter in the hallways, activities popping up around Paseo de Colachis, and a distinct reduction in available parking on campus. In 2020, the start of the fall semester has been signified by the sounds of students saying “can you hear me,” activities popping up in Zoom breakout rooms, and an abundance of available parking on campus.

This is not a typical semester. Students are not only returning to the remote classroom during a pandemic, but also in the midst of a civil rights movement sparked by the continuing murder of Black Americans at the hands of law enforcement.

Though 2020 seems to be shrouded in a gloomy cloud, remember that sunlight always finds a way to peek through, especially in San Diego. Here on campus, communication studies faculty have spent much of their shortened summer ensuring that students are provided with the best educational experience possible under the circumstances in which we are all living. Faculty have attended seminars and workshops on remote learning, and also participated in anti-racist reading groups and discussions to drive departmental changes that reflect our commitment to anti-racism.

The semester will be challenging, but I know that our students and our campus community can thrive in the face of challenge—that’s the changemaker way. I look forward to watching our faculty and students excel this semester, and to assist in any way I can. Wash your hands, wear your facemask, and have a good laugh now and then.



-- Dr. Bond
*Associate Professor & Chair
Department of Communication Studies*



Department of Communication Studies welcomes its newest faculty member, Dr. Aziz Muqaddam

The University of San Diego Department of Communication Studies has a new faculty member on board: Dr. Aziz Muqaddam. An assistant professor of Strategic Communication, he was hired to oversee the development of strategic communication courses within the Department of Communication Studies. Originally from Saudi Arabia, he's spent the past 13 years in the United States and recently graduated from the Media Studies Ph.D. program at Michigan State University before coming to USD.

His expertise covers the aspects of influencer marketing, personal branding, luxury brands, social media analytics, body image, online dating, and strategic visual communication.

He said when he saw the job opening at USD, it was almost as if the job description had been written for him.

"I thought it was a really good fit, and that I could fill a really important gap at the institution," Muqaddam said. "When I was applying for jobs, I was doing my Ph.D. program at a big university."

He was looking for a different atmosphere in his career — a smaller, liberal arts university with a nice campus and a community feel.

"I wanted a place where I felt like I could contribute," Muqaddam said.

In the past, Muqaddam worked on projects in fashion marketing, food and restaurant services, non-profit development, decision-support systems, and educational outreach and training. His research interests lie in the interaction of personality traits and visual media images.

His current research project centers on how status seeking affects charitable behavior online and offline, and how to strategically convert virtual connections into real-live transactions.

In his new role at USD, Muqaddam hopes to add a practical aspect of communication. The department has already done a great job of developing

critical thinking and media literacy skills, opening student minds to a wide array of issues and theories, he said.

But he can contribute by developing marketable skills and showing students how strategic communication can fit into a variety of careers — media management, the entertainment industry, advertising, public advocacy, and nonprofits, just to name a few.

"Students will learn something that's relevant to where they see themselves in a few years when they graduate," Muqaddam said.

In his free time before COVID-19, he frequented the gym and held weekly card and board game sessions with his friends. Now that he's regulated to his own home in the pandemic, he's spent more time in the kitchen. His most recent culinary obsession? Stew.

"It should be a festival of flavors when you're done," he said.

Despite beginning his USD career remotely during a pandemic and dealing with all the complications that come with it, Muqaddam's excitement to join the USD community has not diminished.

"I'm so grateful for the people who are working hard day after day just to make our work possible," he said.

Next semester, Muqaddam is teaching Intro to Research (COMM 265 \$01, 02) and Strategic Communication (COMM 494 \$01) for the Department of Communication Studies.

Summer memories from the Comm Studies faculty



Take a look at the [pop-up course](#) in the Humanities Center for Black Lives Matter, co-organized by Comm Studies professor Dr. Tullis.

Black Lives Matter
Interdisciplinary Perspectives
Fall 2020 Humanities Center Seminar (HUMC 294)

BLACK LIVES MATTER

Heeding the call of the Black Lives Matter movement and global network, this course gives the participants a chance to discuss and explore the complex history, current Black resistance and social movements, and the impact of the well-known and well-documented Black Lives Matter. This collaborative, interdisciplinary course will deconstruct the complex history of Black people in the US and across Black studies, past and present. Topics will be explored in a range of interdisciplinary contexts of the movement for Black lives and engaged in critical, intersectional reflection.

This course is offered through the Humanities Center and is taught by a diverse group of faculty from across the university, with expertise spanning history, philosophy, ethnic studies, theology, and religious studies, engineering, communication studies, biology, environmental, art history, sociology, political science, environmental science and more.

Fall 2020 Seminar: HUMC 294

Dates: Tuesdays at 12:15-2:15 pm, POT
September 8 - October 19
Admission: none/no-fee/no-cost

Contact: May Fu, PhD
Associate Professor of Studies
mftullis@ucsd.edu

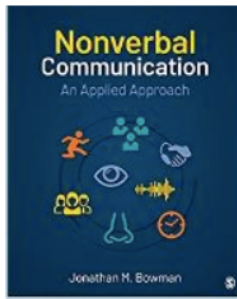
Details: One 15-unit credit
Priority enrollment only
Classes will be held online only

BLM Course Schedule Themes and Speakers

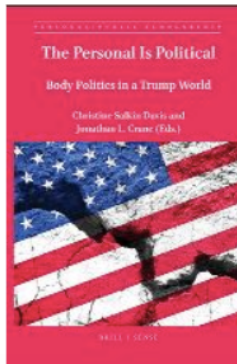


- Week 1 - September 8: Unpacking Race**
Corey Barnes, PhD / Philosophy - On the Notion of Race
David Miller, PhD / History - Black History Matters: A Short History of Race in the U.S.
T. J. Taylor, PhD / History - Black Queer Lives Matter
Gabriela Salvendy, PhD / Industrial and Systems Engineering - Rethinking Blackness in an Anti-Black World
Kwame Tashima, PhD / Theatre - Rethinking Blackness in an Anti-Black World
- Week 2 - September 15: The Problem of a Colorblind Society**
Gail Baker, PhD / Vice President and Provost - Colorblind Rethinking Race
Belmont Crenshaw, PhD / Biology - Genetics and Race: Unraveling the Story of Science
Aunt Hattie, PhD / History - The Unfinished: Compensations of Colorblind Racism
Alex Steps, PhD / Integrated Engineering - Colorblind Racism in Engineering Education
- Week 3 - September 22: Living in a Police State**
Greg Hines, PhD / Sociology - Defund the Police, Richard P. French
Bernard Barker, PhD / Art, Architecture - Art History - The Reclamation of Property and its Destruction
Carlson Ford, PhD / English - Justice: Toward Black Law
Joan Mills, PhD / African Studies - The Lives of Black, Black, and Other Colors
- Week 4 - September 29: Black Lives Matter**
Janet Callahan, PhD / Theology and Religious Studies - A Theological Dialogue about the Healing in Birmingham
Joan O'Leary, PhD / Ethnic Studies - On Science and the Movement for Black Lives
Chantel Miller, PhD / History - A History of Anti-Black State Violence in America
Angela Hines, PhD / Sociology - What Do Clothes Have to Do with Black Lives Matter?
- Week 5 - October 6: Black Wellness and Health**
Rev. Christopher Carter, PhD / Theology and Religious Studies - When Black Lives are "Invisible" for Front Matter
Martha Pugh, PhD / School of Nursing - Black Health Matters
Dana Valley, PhD / Environmental and Urban Sciences - Environmental Racism
Katherine Hall, PhD / Connecting to Mental and Family Therapy - Self and Trust of Being Sick and Tired
The World Health Center of Blackness
- Week 6 - October 13: Local Resistance and Global Solidarity**
Greg Gendall, PhD / Political Science and International Relations - Black Organisms and the Movement for Black Lives
Frank Rangel, PhD / Art, Architecture - Art History - Connecting the Subject: Photography and as an Image
Angel Hines, PhD / Ethnic Studies - BLM in Decentralized Futures
Alicia M. M. M. - PhD / Communication Studies - The Street Speak: Black Lives Matter as a Global Social Justice Movement

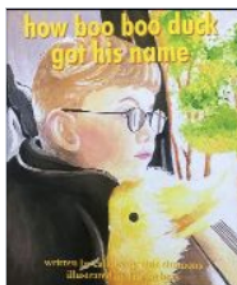
Recent faculty publications



Dr. Bowman's new book was published this summer: *Nonverbal Communication: An Applied Approach*.



Dr. Tullis published "[Necessity, Uncertainty, and the ACA: Health Insurance Coverage in the Age of Trump](#)," which was published in the book *The Personal is Political: Body Politics in a Trump World*.



Dr. Simmons published a children's book this summer, *How Boo Boo Duck Got His Name*, and she'll be holding a book signing for it soon. Check it out on [Amazon](#).



Dr. Keeling recently published "[Colonizing cuts of labyrinth mythology, a tangling, parable of white sensibilities](#)" in *Communication and the Public*.

USD Student Media wins four journalism awards

USD Student Media has added four more journalism awards to its list of accomplishments during the 2019-2020 school year.

The USD Vista, USD's student-run newspaper that's been in operation since 1968, won two first-place awards for its story "USD Theology and Religious Studies Professor Suspended After On-Campus Threats" by Kaia Hubbard, Anderson Haigler, Celina Tebor and Amy Inkrott.

This story won first place in the College Media Division for News Story at the Society of Professional Journalists San Diego Pro Chapter 2020 Journalism Awards, as well as first place for Best Breaking News Story at the 2020 California College Media Awards.

Gina Lew, professor of communication studies at USD and USD Student Media advisor, explained how the students reported the breaking news involving sensitive and personal topics for USD community members.

"I thought that our students were extremely ethical in pursuing the story and they were dogged," Lew

said. "They were so dogged that mainstream media, the heavy hitters, cited The USD Vista as a source. We were breaking news on that story and had information that the mainstream media had not gotten yet."

A judge's note from the California College Media Awards read, "This was a story that required some digging. Nice reporting job; you know you've done well when the professional media is chasing your story."

USDtv, another branch of USD Student Media, won awards for its story "Hate Crime on Campus" by Victoria Holmes. The story won third place in the College Media Division for News Story at the Society of Professional Journalists San Diego Pro Chapter 2020 Journalism Awards.

Episode 6 of USDtv by Victoria Holmes, Cameron Record, Hunter Hanks, Eli Roberts, Sheera Nadjar, and Melissa Hernandez also won third place for Best News Video at the 2020 California College Media Awards.

The "Hate Crime on Campus" story covered a hate crime against a USD student, and Lew spoke to

how her students handled the sensitive situation.

"That was great teamwork, that was great sensitivity, and it was also taking a story and being as sensitive as we could and reporting something that was pretty painful," Lew said. "Not just for that student, but that community. I thought our students did a fantastic job."

Lew said she'd put any of her students up against a student at a journalism school, even though USD doesn't have a journalism program or major.

"I think that's what's great about our program," Lew said. "Is that we want our students to go from a classroom to a national newsroom, because our students are landing jobs."

Victoria Holmes, whose stories won awards this past year, recently landed a job as a reporter at the WNCT9 television station in Greenville, North Carolina.

"It's been pretty great," Holmes said about her new gig. "It's my dream job, literally."

It hasn't been without its difficulties, however. Holmes said the biggest difference between USDtv and her new job was transitioning from doing journalism on the side to a full-time career.

"Deadlines are a little more serious," Holmes said, who graduated in 2019 from USD with a degree in Communication Studies. "Gina's class prepares you for the real world."

She spoke about her award-winning story about the hate crime on campus,

and how the reporting she did for USDtv helped her in the workforce.

"That one was a pretty serious story because even local news outlets worked on it," Holmes said. "It's exactly what I'm doing right now, and it's prepared me for what I'm doing right now."

Lew said she isn't surprised that her students are winning awards.

"We're producing great work and we're adhering to ethical and professional standards day in and day out," Lew said. "I'm impressed by the tenacity of our students. These are kids that are doing it for the love of it, and they're using best practices as we maneuver deadlines and breaking news and I couldn't be prouder."

To read The USD Vista, watch USDtv, and listen to USD Radio, go to uofsdmedia.com.

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-Gina Lew

Lambda Pi Eta, the National Honor Society for undergraduates in Communication, is recruiting new members



To become a member of Lambda Pi Eta, a student must:

- Have completed at least 60 semester hours in college.
- Have completed at least 12 semester hours in communication studies.
- Have a cumulative GPA of at least 3.0 and a minimum GPA of 3.25 in the major.
- Be currently enrolled as a student in good standing.
- Display commitment to the field of communication.

Apply [here.](#)

The 2020 election is quickly approaching. Visit the USD Votes [website](#) for information about how to register to vote, how to receive your ballot, and more.



Need career help? Check out the Career Development Center's list of [upcoming events](#) this semester. If you want to talk to a Career Counselor, all of CDev's appointments are being held via Zoom and students can [schedule an appointment on Handshake](#).



Need to figure out how to navigate the library during COVID-19 times? Don't know how to start that research paper? Copley Library has you covered. You can find the library's fall workshop schedule on [its website](#).

Check out our social media pages to stay up to date on the latest department updates.



Visit our website [here](#).

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