

COMMunity Buzz

The monthly newsletter of the
Department of Communication Studies

Volume 10, No. 2

Department Updates

Special session and Interession course offerings

communication studies

SPECIAL SESSION/INTERSESSION COURSE OFFERINGS

SPECIAL SESSION 2020

november 30 - december 18

COMM 338:
Media and
Conflict

Dr. Del Rio
MTWR
9:00 - 12:15

COMM 463:
Communication
and Sports

Dr. Sullivan
MTWRF
1:00 - 3:50

INTERSESSION 2021

january 4 - january 21

COMM 325:
Interpersonal
Communication

Dr. Bowman
MTWR
9:00 - 12:15

COMM 330:
Media Processes
and Effects

Dr. Bond
MTWR
1:00 - 4:15

REGISTRATION
DEADLINE OCT. 29

Spring 2021 special topic course offerings

COMMUNICATION STUDIES SPECIAL TOPICS COURSES

Spring 2021



STRATEGIC COMMUNICATION

COMM 494 §01
MWF 1:25–2:20
with Aziz Muqaddam

ISSUES IN CONTEMPORARY JOURNALISM

COMM 494 §02
MW 4:00–5:20
With Robert Herman



CRISIS COMMUNICATION

COMM 494 §03
TR 9:15–10:35
With Corinne Hoare

USD alumni Corinne Hoare hired as a professor in the Department of Communication Studies



Fifteen years after graduating from the University of San Diego, Professor Corinne Hoare is coming full circle returning as the Department of Communication Studies' newest faculty member.

A California native, Hoare graduated from USD in 2005 with a B.A. in Communication Studies. She remembers falling in love with the discipline of communication as a student; her professors expanded the way she thought about the subject and served as her ultimate supporter throughout college.

She can still recall the day when Dr. del Río mentioned the White House press corps during class; years later, she was working in the White House herself.

Hoare has extensive high-level strategic communication experiences — she served as the press secretary for a U.S. House of Representatives congressman and later the Department of Agriculture.

Her favorite job was serving the White House Office of Management and

Budget as the youngest director of communications in the agency's history, where she led the strategic communications and served as the official spokesperson for the budgetary implications of the U.S. financial crisis of 2008. Throughout her time in government, Hoare traveled extensively and worked with the President of the United States as a Presidential Advance Representative.

"I always knew I would come back to USD in one form or another."

-Professor Corinne Hoare

She continued her career in D.C. as a senior professorial lecturer at American University's (AU) School of Communication.

"The reason why I wanted to become a professor was because of the experiences I had as a student at USD," Hoare said.

Professors like Dr. del Río and Dr. Chung inspired her career path into academia. She even

found herself adopting some of their teaching styles as her own. So when she saw that the Communication Studies department at USD was looking to offer more strategic communication classes, she hopped on the chance to give students the same opportunity she had years earlier as a student herself.

"I always knew I would come back to USD in one form or another," Hoare said.

Although Hoare has held elevated positions during her strategic communications career, she finds teaching to be the most rewarding profession. She hopes to bring her behind-the-scenes experience in Washington to the classroom in San Diego.

"I had some really life-changing experiences in my time (at USD)," Hoare said. "Now, I get to take those experiences I had in D.C. and

bring them back to USD."

One class she'll be teaching at USD next semester is Crisis Communication. And in the midst of a global pandemic and a presidential election, Hoare says there's no better time to study the subject.

"I really feel like this is our opportunity to study communication, so we can restore trust in our society and restore trust in democracy," Hoare said. "Messaging and strategy are really important for keeping the public safe."

Her class will focus on how to prevent communication crises, how to communicate during a crisis, and how to communicate after one including how to restore a reputation and image.

Hoare is grateful for the opportunity to offer the same thing to students as faculty members offered to her when she was at USD.

"I always found that USD is a really supportive environment," Hoare said. "They really care about their students; I think it's a great place to be as a college student. How to grow, how to think, how to develop your interests and what you want to do after college."

After 15 years away from the West Coast, she can't wait to spend some time getting to know it again and exploring the city with her husband and two young children.

"It's really rewarding that this is just a full circle moment in life," Hoare said.

Next semester, Hoare is teaching Communication Theory (COMM 300 §02) and Crisis Communication (COMM 494 §03).



Torero Tuesday is 10/13. This year, donors can contribute directly to the department. Donations will be used to fund our pop-up classes that are 1-unit experiential workshops taught by alumni that give students real-life experiences in the community. Learn more or donate [here](#).



Communication Major and soon to be Lambda Pi Eta initiate, Lily Yates is a student producer for There's More, a storytelling initiative sponsored by the Humanities Center, Changemaker Hub and College of Arts & Sciences. Lily organizes live storytelling events and produces the stories as podcast episodes.

The first live virtual storytelling event of the semester was on Thursday, September 24 with the theme "a/part." There were three storytellers from across campus, including our own Professor Haley Swartz. Professor Swartz shared a story titled "Wigs" about her relationship with her mother as her mother underwent treatment for cancer.

Lily is now producing the stories shared at the live storytelling event as episodes on the There's More podcast (theresmore.sandiego.edu). You can visit the website to hear other stories she has produced and published for the podcast.



Dr. Mercado was featured in a Univision story where she speaks about the California Karen Act and the stereotypes, racism, and classism that minorities face from typically white, older women. Watch it [here](#). (note: the story is in Spanish).

Upcoming events



The College of Arts and Sciences is hosting an expert panel to examine the impact of fake news, misinformation and conspiracy theories on American democracy, past and present. Panelists will look at instances of these phenomena to help us understand the challenges they present to our democracy both historically and today and what remedies we might pursue. You can register for the event [here](#).



CAREER AND INTERNSHIP FAIR

☒ MARKETING ☒ COMMUNICATIONS ☒ PUBLIC RELATIONS

The [Marketing, Comm, and PR Career Fair](#) will take place on October 27.


Create Your Future in



Tuesday 10/20/2020
12:30 - 1:30 PM PST
Register at: [bitly/CYFCCP](https://bit.ly/CYFCCP)

Panelists
Alyssa Powers
Content Marketing Manager
Karl Strauss Brewing Company
B.A. Communication Studies, 2012

Lauren Cody Hoffman
Content and Copy Consultant
Lauren Cody Creative
B.A. English, 2013

Melanie Ordonez
Senior Content Strategist
NuVasive
Marketing 2017

 CAREER DEVELOPMENT CENTER | ENGLISH DEPARTMENT

Content Creation & Production

The Career Development Center is collaborating with the English Department to put on [Create Your Future in Content Creation and Production](#) where students can learn how USD alumni have created thriving careers in content creation.



Interested in attending graduate school in San Diego? The Career Development Center is offering an information session. Students can sign up for schools they'd like to speak with [here](https://bit.ly/ESDGS).



Students who are interested in marketing can apply for the [**Marketing Virtual Torero Trek**](#) where they'll visit four companies within the marketing industry over two days where and will have the opportunity to gain behind-the-scenes insight from alumni and employees at these organizations. The companies are Seer Interactive, Puzzle Pieces Marketing, Kashi, and Raindrop. The deadline to apply is 10/11.

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



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commstudies@sandiego.edu

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