

Volume
5

THE COMMUNITY BUZZ

Issue
2



What's Happening?!

Old School

What's the Meaning of...

Faculty Updates

Student Updates

Upcoming Events

Department of Communication Studies

Faculty Updates

Dr. Keeling was awarded a travel grant by the Center for Educational Excellence to attend the Teaching Professor's Technology Conference in New Orleans in early October. She learned about applying the principles of game design to non-game situations to make course content more engaging. She will be presenting on this topic to other USD professors later this year.

On Monday, October 12, Dr. Mercado, along with other faculty from various departments, was part of the panel for the discussion based on "Columbus Day or Day of Indigenous Resistance: (De)Colonizing Universal Thought" This conversation reflected the significance of October 12, traditionally known



as "Columbus Day" in the United States. This panel successfully considered notions of modernity, development, and epistemological hierarchies in the construction of the West.

Applications are now available for

Lambda Pi Eta,

National Honor Society for Communication Undergraduates!

Benefits:

- Leadership Opportunities
- Networking with Professionals
- Relationships with Peers
- Interactions with Faculty
- Recognition at Graduation
- Resume Builder

Requirements:

- Junior Standing (60+ Units)
- Comm Studies Major/Minor
- 3.0 Cumulative GPA
- 3.25 Major GPA
- Completed 12+ Units in Comm Studies

Apply Online by November 1!

<http://tinyurl.com/usdlph>

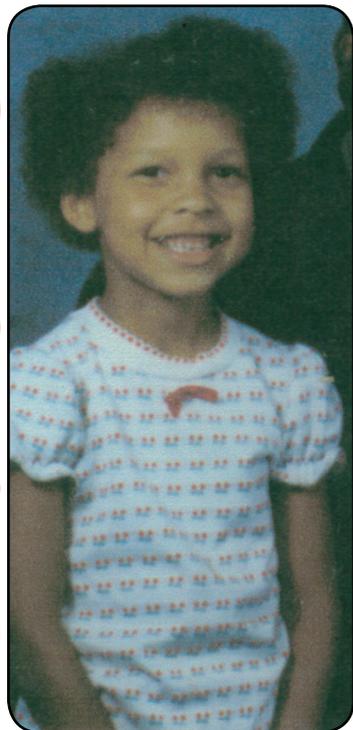
For more information, contact the faculty advisor:
Dr. Bradley Bond (bond@sandiego.edu)

Student Updates

Congratulations to
Sara Butler,
President of Lambda Pi Eta
& Caroline Eversman,
Vice President/Treasurer!



Dr. Tullis



Welcome to USD!

Born in the LBC (Long Beach) and raised in Sacramento, Dr. Jilian Tullis comes to us from the University of North Carolina at Charlotte where she spent 6 years teaching and developing their health communication track. She is excited to be a Torero and expand our program offerings and continue her research focus on communication at the end of life. True to her word, Dr. Tullis is already working with students to study coverage about former President Jimmy Carter's cancer diagnosis and selfies at funerals. Here is our interview with Dr. Tullis

What was your Defining Moment:

Dr. Tullis: I hugged Shamu. I know that people are hating on SeaWorld right now, but when I was seven and had the chance to hug Shamu, it was my first exposure to curiosity. That one moment shaped my life and the curiosity I have about the world around us.

What is the meaning of your approach to studying end of life?

T: I use ethnographic methods, such as participant observation and interviewing to understand how people communicate about serious, and sometimes terminal diagnoses and prognoses. I want to be there when these conversations happen. I am not interested as much in what doctors and patients claim they say, but the actual words they use, their tone of voice, their nonverbal behavior. By understanding how healthcare providers and their patients and families communicate about these issues, I want to contribute to the conversation about improving the quality of communication. Yes. It is true! I want to improve when and how these conversations take place, patients and their family members can have better quality of life at the end of life.

What is the meaning of your Interest in the end of life?

T: People often ask me if my work, what I study, is morbid or depressing. It's really just the opposite. Yes, sometimes being present when a person is dying is sad, but it is also life affirming. When I leave the field, I usually feel very grateful to be alive, to have good health. Because I know that this life is finite, it encourages me to live life to the fullest.

What are you working on right now?

T: I just completed a study which examined communication during tumor board meetings to determine if non-medical issues are ever discussed, such as a patient's economic status or caregiver support during the treatments process.

What are things you may not know about Dr. Tullis?

Comfort food: Chile verde with flour tortillas (and maybe a margarita)

Spirit Animal: A bear



Hobby: Watching independent film

Movie watched more than 1 time: Twister, it's not an Academy Award winner, but I'll sit down and watch it if it's ever on.

Dogs or Cats?: I love all animals, but I have to go with DOGS!

If you were not a professor you would: Water plants in large buildings. And for full time work, be a Dietician, Therapist, or Chaplain.



Alumni Spotlight

How Impressive is Commander Hershman?

At sea

- ≈ Commanded the USS Tortuga (LSD 46) and USS Ashland (LSD 48)
- ≈ Served as Executive Officer in USS Arlington (LPD 24).
- ≈ Held leadership assignments aboard USS Tarawa (LHA 1), USS Comstock (LSD 45), Amphibious Squadron 4/Nassau Amphibious Ready Group, USS Anzio (CG 68), USS Wasp (LHD 1) and USS Kearsarge (LHD 3).
- ≈ Served in Operations Iraqi Freedom and Enduring Freedom, Operation Allied Force in Kosovo, and Operations Desert Shield/Storm.

On Land

- = Director of Fleet Management, U.S. Sixth Fleet, as Executive Assistant and Maritime Planner to the Director, Standing Joint Force Headquarters, U.S. Northern Command, as well as NROTC, University of San Diego, NSGA Chesapeake, Va., NSA Manamah, Bahrain, and NAS Sigonella, Sicily.

Degrees Matter

- B.A. Double major in Communication Studies and Italian
- M.A. in National Security and Strategic Studies from the Naval War College
- M.S. in Global Business Leadership from the USD School of Business Administration.

Awards

- Defense Meritorious Service Medal,
- Meritorious Service Medal (two awards),
- Navy Commendation Medal (five awards),
- Navy Achievement Medal (six awards), and
- various unit and campaign awards.

Brett Hershman ('02)

I was born in Norfolk, Nebraska and I enlisted in the Navy in 1987. I was commissioned a Surface Warfare Officer in 1995 and am assigned to the Staff of the Chief of Naval Operations, Amphibious Warfare Branch (OPNAV N953). So what makes a great leader?

As a naval officer – or leader in a civilian organization - it is not enough to be able to speak and write well. One must be able to communicate well.

A leader who understands the fundamentals of how people send and receive information across all the various media available to us in the modern age, is a leader who can best communicate organizational guidance, direction, and purpose. Leadership relies on the ability to explain to people across an organization why they are doing what they are doing rather than just telling them to do it. It is critical to translate guidance from the most senior levels of leadership down to the deck plates or factory floor in order to develop a team that is aligned

Alumni Updates



with a unity of purpose and esprit de corps. Only then will the majority of an organization work together efficiently towards a common goal. Comm majors not only speak and write well, they understand their audience and the framework they are working within, enabling them to communicate vertically within the organization to both juniors and seniors alike. I cannot count the number of times I have been called upon to brief senior military officials as part of my duties. Knowing how to streamline the information and address the “so what” question for that admiral, general, or senior civilian so they can make a decision that impacts hundreds of thousands of people or millions of dollars in the budget is the difference between just providing information and empowering decision making to help direct the course of an organization. At the same time, I have stood in front of Sailors and Marines under my command, having to tell them about our next deployment or our next assignment. They don’t need (or want) to know the strategic decisions that resulted in us being tasked. They want to know their role and what’s expected of them so that they can best perform their duties in support of the greater good. A leader with good communication skills bridges the gap across all levels of an organization, from most senior to most junior, for the success of the team as a whole.

Christie Torkildsen ('09)



Believe it or not, I write papers for a living. Not exactly the kind I wrote at USD but similar. The major difference is that the topic never changes, so I get unlimited attempts to improve. At least that’s how I prefer to think of it. In truth, if I fail to convey my message just once, the immediate cost might be high. My company might lose a lot of money and my efforts for the last 4 - 5 weeks might be fruitless. I am a Bid Manager at one of Norway’s (yes - I am from a country of 5 million people, right next to Sweden) largest computer software resellers. Bid management as a profession requires a structured nature, attention to detail, time management skills, ability to work with a variety of people and strong communication skills.

Professor Williamson once made me hand in a paper three times before accepting it as gradable material. I never thought of that as a luxury. Now I know it was. What I learned at USD has been invaluable when it comes to my career. How to not just read, but understand and critique, messages, how to use clear and concise language, keep the audience in mind, and the importance of storytelling are key points I strive to incorporate into my work. I use what I learned from ENGL 121 to interpret procurement law, what I know from COMM 370 Rhetorical Theory to construct arguments, and I lean on methods from COMM 455 Interviewing and Negotiating in real negotiations to achieve real contracts.

However, those are all technical communication skills, and I know now that they actually only account for half of what I learned. The other half is the way I think; the way I process information, the questions I think to ask, how I construct chains of arguments and how I outline and share my ideas. That might be the most valuable advantage I gained from my USD education, and one I believe is impossible to achieve without spending time and working together with such talented, skilled and experienced students, professors and counselors.

My communication degree provided an amazing foundation that I have been able to build on. I expect it to excel my career going forward, as it did for the first six years.



Phoebe Gurrola ('14)

After graduating, I moved to L.A and started my career in tv production. After working on a TBS sitcom and an NBC Drama, my new home is with "Supergirl" (CBS/Warner Bros. TV). I work in the post-production department (aka post)--dealing with everything that happens after the camera stops rolling. We do it all from color correction to visual effects, sound mixing, editing, etc. Although working in TV is different from the classroom setting, everything I learned at USD prepared me pretty well for what the "industry" has thrown at me.

When it comes to effectively communicating to co-workers, producers, and editors, the Comm Major put me ahead of most.

Applying the methodology and techniques learned in Dr. Chung's Interpersonal class has been an invaluable asset. Working in a high-stress atmosphere like TV forces you to read the room and the people in it, a skill that most "film majors" that I've encountered don't have. In Post, we work with our writers' room on making sure their original vision for each episode is played out according to plan. It is also amazing to see the connection between what I learned in the classroom and what's actually being made, such as parasocial relationships with characters in TV and film. Thanks Dr. Bond! But what I remember most about my major are the classes challenged me the most. Everyone knows that Professor Lew is tough but

will push you to create the best product you can. She taught me so much and I highly recommend everyone taking at least one class with her while at USD. My involvement with USDtv and the media lab was one of the best decisions I made for my future. Scott Lundergan and Ed Ybarra in the Media Lab gave me the tools to understand the technical aspects I use at work. My advice to anyone looking to get into production is (1) be positive and keep trying; (2) work hard to maintain your contacts; and (3) network! I miss USD and can't wait to go to my favorite hot spot Aromas the second I get back for Homecoming!



*To submit any items for next month's
COMMunity Buzz,
contact James Bartoli and Cristina Ramos
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cristinar@sandiego.edu*

DAY OF THE DEAD ALTAR AND EXHIBIT

University of San Diego

FRIDAY OCTOBER 30, 2015

@ STUDENT LIFE PAVILION EXHIBIT HALL

Exhibit: 10 am-5pm, Talk 2:00-3:30 pm



SPEAKER
JOSE
GONZALEZ@

2PM-3:30PM

BEAUTIFUL &
POWERFUL
STUDENT ART.

FREE
FOOD!

YOU DO
NOT
WANT TO
MISS
THIS!

The Communication Studies Department. Social Justice LLC . Provost Office. PILAS | Program In Latin American Studies