

### *Chair's Corner*

As the academic year comes to a close, I am sad to say goodbye to our seniors, but I know that they are ready to embark on new adventures. Please let us know how things go as you enter this new stage in your life!



Faculty are keeping busy over the summer with research projects and teaching assignments. Dr. del Río will inspire students in London as they critically examine cultural practices in a global context. Dr. Huston will help students understand intercultural differences as they experience life in Paris! Professor Ghio will supervise students completing summer internships all over the world and gaining experience in the workplace. For the first time, the Comm department will participate with an exchange program on campus. Dr. Moran will teach a group of visiting Mexican students from Guadalajara about the American media system.

Also on campus, Drs. Bond & Sullivan will work closely with undergraduate students on research projects. In class, Dr. Chung will teach many of you how to improve your interviewing and negotiating skills. Dr. Sullivan will focus on ensuring that students understand the relationship between media and audience perceptions of professional sports. Finally, in August, Dr. Pierson will inspire students to

think critically about film and its relationship to how audiences imagine difference.

For faculty, summer is a wonderful time to focus on research and become reinvigorated for the upcoming academic year.

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### *Reception with Faculty - May 7th*

The Department of Communication Studies will be hosting a "Reception with Faculty" for high-achieving students!

Are you over 21? If you have received a departmental citation at the Honors Convocation, or if you qualified for membership in Lambda Pi Eta, mark your calendars for Tuesday May 7th from 5:30-7:00 p.m. Additional information will be sent by e-mail for those students! Questions may be sent to Dr. Bowman at [bowman@sandiego.edu](mailto:bowman@sandiego.edu).



## ***Congratulations Departmental Honors Awardees!***

Alexis Amy • Kandiss Anderson • Regina Bernal  
Paige Brewin • Lauren Bushman • Georgia David  
Hannah Dixon • Elizabeth Ducote • Michelle Ellis  
Erin Fogerty • Blake Freedman • Alessandra Generoso  
Philippa Grint • Haleigh Grisandra • Nathaniel Heinz  
Catherine Hitchcock • Tara Iguidbashian  
Avery Johnson • Jacquelyn Kimmel • Melissa Krause  
Madison Levine • Chloe Manese • William Newman  
Ryan O'Carroll • Katharine Olsen • Jessica Ramirez  
Monique Rico • Kelly Rumsey • Emily Schlauch  
Paige Stables • Alli Swift • Kathryn Zambon

## ***COMM 366 - Fall 2013 Exploring the World, One Question at a Time***

Have you ever wondered what it's like to be part of a gang? Or how it feels to live in a tribal culture in present day times? Or what it feels like to raise a child with a disability? Researchers explore these very questions by participating in, observing and speaking with people who have had such experiences.

This fall, students who enroll in COMM 366W will learn the techniques to answer their own questions about other people's lives and experiences. The course will train students how to conduct meaningful interviews and observations, and how to craft beautifully descriptive written accounts to share what they have learned. Such skills will be useful for any student who wishes to have a better ability to understand the world and people around them, and may prove valuable for those wishing to go into fields where empirical research and descriptive writing are vital (e.g., advertising, marketing, law, human resources, non-profit, education, leadership).

Spots are still available in COMM 366, Interpretive Research Methods, through the registration system. If you have any questions, contact the instructor for the course, Dr. Susannah Stern, at [susannahstern@sandiego.edu](mailto:susannahstern@sandiego.edu)

## ***Dr. Daniel Hallin, UCSD Media Scholar A Lecture on "Media & War" reviewed by Vanessa Hernández***



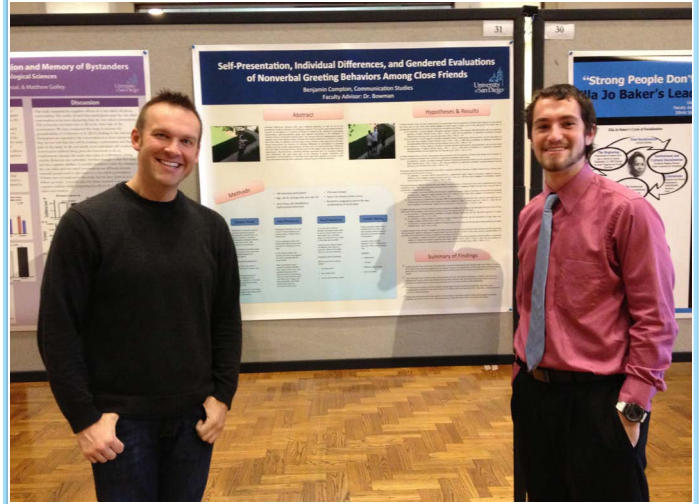
How powerful can the media, today, truly be? According to Dr. Daniel Hallin, a world-renowned media scholar and professor at UCSD, media are both powerful and powerless all at the same time. When it comes to the media coverage of war, even though it is a right for citizens to become aware of topics of importance through freedom of speech, a fine line is drawn between what is acceptable to express and what is not. From the Vietnam War to Iraq, and Afghanistan, Dr. Hallin gave an in-depth outlook on how much media has changed between these three wars. The talk held in the Manchester room on April 11, allowed me to hear Dr. Hallin express his thoughts on how media coverage of war, can potentially have the power to influence a broad spectrum of people. I have family members deployed in Iraq and I have lived through this war, I remember being engulfed on the news of this war. Dr. Hallin stated that media coverage in the war in Iraq and Afghanistan was nearly the same as the media coverage that occurred in Vietnam, since media were not particularly critical of the war until the end, when public opinion supporting the war changed.

The first amendment gives American citizens the freedom of speech. While I am aware that we cannot report everything in the media, I feel that when it comes to media covering war, people should be given the right to speak and receive more facts and less propaganda. No matter how controversial, media coverage needs to be for the people by the people.

## Undergraduate Research Conference

by Kyle Proctor

On Thursday April 18th USD's Hahn University Center was filled with over 350 students presenting more than 200 different research projects from the past year. Students from a wide range of majors and disciplines came together to put their hard work on display in the form of poster presentations, interactive exhibits, and visual arts exhibitions. This academic gathering, known as the Undergraduate Research Conference, has been happening at USD for 23 years. The conference represents the first step along the road to presenting their projects at national, international and regional conferences and eventually publishing their work in academic journals. For many, these projects are a gateway to graduate school acceptances and prestigious scholarship awards and the conference gives many students their first opportunity to present research in a professional environment helping them to develop invaluable skills for future experiences in their field. Students are not expected to go it alone though; the conference represents collaboration between students and faculty, as all students involved are required to work with a University faculty mentor to help them throughout the research process and with the finalization of results and preparation of presentation material.

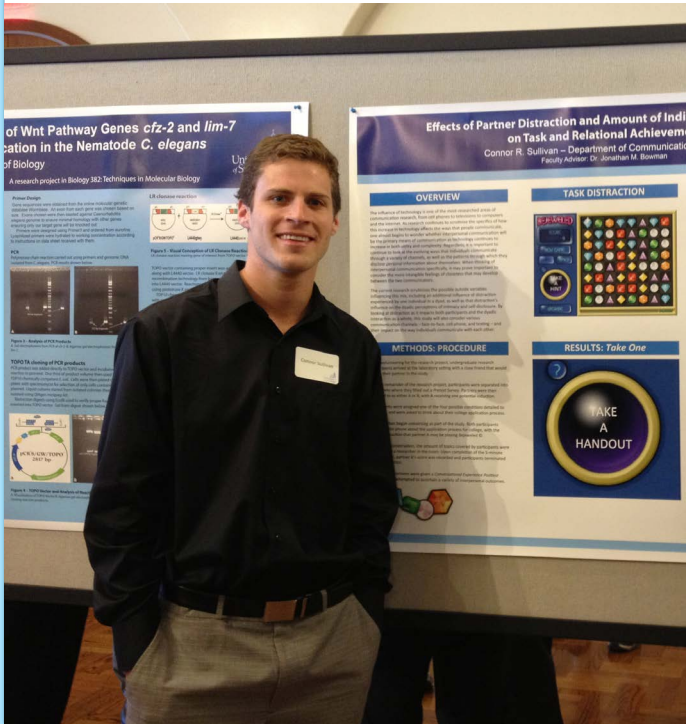


The conference featured the work of many different Communication Studies majors such as Katharine Olsen's project examining the Amanda Knox story called "Amanda Knox Around The World: A Frame Analysis" with faculty advisor Dr. Kristin Moran. The work of Amy Kame, a Communication studies major, who did a project called "The Naturalization and Reinforcement of Ideology in popular film: A Look into *The Cider House Rules*." with the help of faculty advisor Dr. Sullivan the project examines the pro-life and pro-choice arguments about abortion seen in the film *The Cider House Rules*. Connor Sullivan who participated as keck fellow in summer 2012 worked with Dr. Bowman to research "The effects of partner distraction and amount of individual information on task and relational achievement".

Any students interested in research should start thinking up a research concept now and seek out a faculty mentor to prepare for the 24th Undergraduate Research Conference coming next year.

### Other Communication Studies Projects:

- Benjamin Compton with Dr. Bowman "Perceptions of Male Greetings"
- Aeron Hall with Dr. Sullivan "Gender and 'The Real Housewives': Reality Television and Defining Femininity"
- Nicole Balgemino with Dr Moran "Do perceptions of Mexico in the Border Region Change After Exposure to a Given Film?"
- Michelle Ellis with Dr. Sullivan "An Ideological Analysis of Reality Television: The Bizarre Appeal of TLC"



## Student Honoree Profiles

### Katharine Olsen

The *Award of Excellence in Research or Creative Work* is given to a communication studies student who has demonstrated excellence in an independent research project or a creative work.

The 2013 award goes to Katharine Olsen for her honors thesis titled: "Amanda Knox Around the World: A Frame Analysis."



Amanda Knox, a University of Washington student living and learning in Perugia, Italy has been the subject of a constant stream of international media attention since Knox's British roommate, Meredith Kercher, was brutally murdered in November 2007. In this project, media coverage of Amanda Knox's case during the month immediately following Kercher's death will be examined, using all news articles from that time period in the Italian *Corriere della Sera*, the *British Times of London*, and the *American Seattle Times*. This research project will utilize frame analysis to determine the differences in coverage of Amanda Knox's case. Media framing goes beyond agenda-setting in that it invites audience members to apply information and ideas in particular ways. Knox's case may be a perfect example of not only agenda-setting, but, framing that may permeate the audience's perceptions.

### Nathaniel Heinz

The *Award of Excellence in Departmental Service* is given to a student who has been an active participant in department life by organizing co-curricular events, inviting speakers to campus, or by serving as a preceptorial assistant. The 2013 award is given to Nathaniel T. Heinz who was nominated by Dr. Bowman who summed up his dedication to Communication Studies this way:



"Nate has been my preceptorial assistant this past year, and has served with both grace and aplomb. Going far beyond the standards of a typical PA, Nate served as the Head PA for the entire Social Justice Living-Learning Community. In addition to official preceptorial and LLC events, including a trip to a comedy show (that we then discussed from a curricular perspective) and a class dinner, Nate helped organize and implement an advising session and went far beyond his contracted obligations in terms of meeting with students and interacting with them directly. Nate also went on a full-day immersion trip with members of my preceptorial class, taking them on a Center for Community Service Learning border immersion trip (which required multiple meetings before/after the actual trip). I was invited to attend that immersion trip as well, and I was impressed by the way that he modeled engagement and maturity to a group of typically unruly freshmen. Nate then also wrote up a full summary of the experience to include in the Fall Community Buzz newsletter that we put out as a department. I can honestly say that he was changed by the experience. Many of you have described Nate as an engaged student, and I can attest to his genuine desire to serve the department. He is also active in Lambda Pi Eta, and has volunteered to do things that benefit the student experience as a whole at USD."

## Madison Levine

Congratulations to Madison Levine who is awarded *The Academic Excellence Award in Communication Studies* for 2013. The award is given to a student who has demonstrated thoughtful engagement in the classroom environment, excels in written and/or oral assignments, and is among the highest GPAs of graduating seniors. Madison will be attending USD Law School in the fall. Here are her reflections:

*"As I finish the last month of my undergraduate career and start to prepare for law school, I look back to see what I got out of being a communication major. Throughout the four years, I recall having an abundance of communication projects, which I do actually miss. Does that make me a nerd? Probably. These projects were mostly fascinating, some not so much, but all of them have benefited me in one way or another.*

*Let's start with public speaking, the most terrifying subject matter to me. Speeches really put me to the test and pushed me out of my comfort zone, but they are so important for any profession. Professor Ghio not only made this fun and as painless as possible but he also taught us the importance of constructing a message, enunciating, choosing topics relevant to the audience, and looking confident and owning it even when your face turns red and you begin to shake. It is amazing all the information you simply learn from listening to your classmates during those speeches.*

*Another communication project that stands out to me now is the uncertainty reduction video two classmates and I made for intro to human communication theory. I called it pranking for a purpose. For this project our group placed caution tape on stairs around campus and took notes on how students reacted. We had the opportunity to personally experience a theory we were learning, and this is why I will never forget it.*

*Lastly, I want to thank all the media professors who have now ruined my ability to watch television mindlessly. As I sit on the couch and turn on the television, no matter if it is the news or the latest television drama, I am not just wasting brain cells but truly scrutinizing the media, from various class perspectives: media processes and effects, media and conflict, and communication criticism. I truly appreciate all the research papers we were assigned in regards to analyzing media. I have become more critical about what is presented to me and how things are represented. I genuinely feel that*

*this is one of the best skills I have learned as a communication major because this doesn't just apply to the media, but to all messages presented to me. This will be a great asset for law school!"*



## Alli Swift

Congratulations to Alli Swift who is also awarded **The Academic Excellence Award in Communication Studies** for 2013. Alli is now working as an Account Manager for a San Francisco Bay Area event planning company. Here are some of Alli's post-USD reflections:



*"I spent most of my college career being scoffed at for picking Communication Studies as my major. I was constantly hounded with questions like, "What are you going to do with that?" "Isn't that the easiest major?" "Do you even have to study?" Luckily I loved my major way too much to let any of that get to me. I know I could have easily picked a more stream-lined major that would place me in a guaranteed job post-college, but I couldn't imagine studying anything else. And in my short time being graduated from USD- I honestly cannot think of a major more applicable to the real world.*

*Leading up to my graduation last December I was frantic about landing a job and figuring out what I would do after I left the beach. I found that, as many people say, it's all about who you know. I networked my way to my current position as an account manager for an Event Planning Company in the bay area. After being at my job for 3 months now it has become so clear to me what classes in college actually prepared me for surviving in the real world (spoiler alert: it wasn't Logic.)*

*What I have found in the "adult world" is that approximately 75% of people you encounter have no clue how to communicate effectively or appropriately.*

*And honestly, when you are dealing with people, it is not how much you know, but how well you communicate and interact with them. Knowing facts and figures will only get you so far, but being able to call someone on the phone, have a productive conversation and build those personal relationships will get you so much further.*

*My fellow colleagues have been most impressed with my ability to win over clients. They are constantly telling me what a great addition I am to the team because our clients love working with me- and it is not because I am the smartest person, but it is because I am constantly communicating with them, trying to understand their needs and basically employing all the skills I ever learned in my communication classes. I understand that men will communicate differently than women, and that you have to work through the layers of the onion to reach a deeper connection (for the record I don't think I will ever be able to rid myself of that onion metaphor.)*

*I miss college every day, but I also love the new challenges that I am facing. USD taught me that hard work **will** pay off and get you to the places you want to go. Being a communications major opened my mind to so many new concepts and avenues. Most graduates are not able to say that they employ what they learned in their major every day- but I am. I don't think I would be here today- graduated with a job I love, if it wasn't for the many talented professors that pushed me to understand the importance of communicating.*

*And as a final fun fact- one month after starting my job here I gave a presentation to a potential client. My boss was so impressed by my presentation and public speaking skills that he gave me a raise right on the spot. So pay attention in public speaking class- it literally pays off.*

