



### ***Chair's Corner***

It is hard to believe that the month of November is upon us. We made it through mid-terms and now we are in the final push toward finals. Make sure that as you prepare for the end of the semester, get healthy!



November also marks the month when the National Communication Association (NCA) holds their annual meeting. The department of Communication is thrilled to not only send faculty to represent USD, but to also provide the opportunity for Ben Compton ('14) to present his research! Watch for his summary of his experience in the December issue. Among the faculty, both Dr. Diane Keeling and Dr. Jonathan Bowman will be each participating on three separate panels, while Dr. Bradley Bond will chair one. The convention is an opportunity for faculty to interact with colleagues from other universities while discussing research, teaching, and other issues related to faculty life.

NCA was founded in 1914 as a way to bring together professors of public speaking. Since its inception, it has provided opportunities for faculty development, which allows professor to bring the cutting edge research of the discipline back to students at USD.

Another exciting event happening in November is the San Diego Asian Film Festival. Communication Studies has been there from the beginning with Dr. Leeva Chung leading the charge to ensure that SDAFF continues to provide avenues for Asian and Asian American filmmakers to find opportunities to tell their stories.

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### ***Communication Studies Faculty at NCA 2013***

Dr. Bradley Bond will be chairing a panel on gender stereotypes in the media at the 99th annual convention of the National Communication Association this month. Dr. Bond will also be presenting the results of two of his studies examining children's and adolescents' parasocial relationships with media characters.

Dr. Jonathan Bowman will participate in a competitive panel co-sponsored by both the Nonverbal and Interpersonal divisions of NCA, on a paper he co-authored with Communication Studies Senior Benjamin Compton. They will present their research on evaluations of nonverbal greeting behaviors. Dr. Bowman will also serve as a member of the National Communication Association's Nominating Committee and will present as a member of the executive committee for the Nonverbal Interest Group.

Dr. Diane Keeling will be presenting on three panels at NCA. In the first she will present research summarizing the breadth of methodological approaches of scholars who study “material rhetoric” within the past decade. In her second panel she will present a historical analysis that demonstrates how mirror technologies act rhetorically. Her third and final presentation will be a critical tribute for Dr. James Arnt Aune, who recently passed, and his acclaimed book *Rhetoric & Marxism*.

## Upcoming Events

### Lambda Pi Eta



Lambda Pi Eta will hold a general membership meeting on **Tuesday, November 5th from 1:00-2:00 p.m. in Camino Hall 108**. All current members of Lambda Pi Eta are encouraged to attend this brief meeting to discuss upcoming events and philanthropic opportunities.

## 14th San Diego Asian Film Festival

The SDAFF is the largest showcase of Asian cinema on the West Coast, also featuring filmmakers, celebrities, industry panels and parties. There are seven venues, including North Park, Mission Valley, La Jolla, and Downtown San Diego. Tickets start at \$9.

**November 7 - 16, 2013**

For the schedule and ticket information:  
[www.pac-arts.org/sdaff](http://www.pac-arts.org/sdaff) | (619) 400-5911  
[info@pac-arts.org](mailto:info@pac-arts.org)

## International Association of Business Communication - USD



# IABC

University  
of San Diego

### Profile Optimization: Branding Yourself through LinkedIn

As we've seen by the numbers LinkedIn is trading, the value of the social medium is going through the roof. Is it sufficient to just have a standing profile? No. You want to optimize your online professional presence to best appeal to recruiters. Learn how to compose your profile from the simple pictures and tag line, to the content of the 'experience', 'recommendations', and 'publications'. Plus, learn the ins-and-outs of the complex medium in terms of searching for valuable network prospects, and how to best be searched.

**Tuesday, November 12, 2013**  
**7:30 p.m. - 8:45 p.m., UC 103**

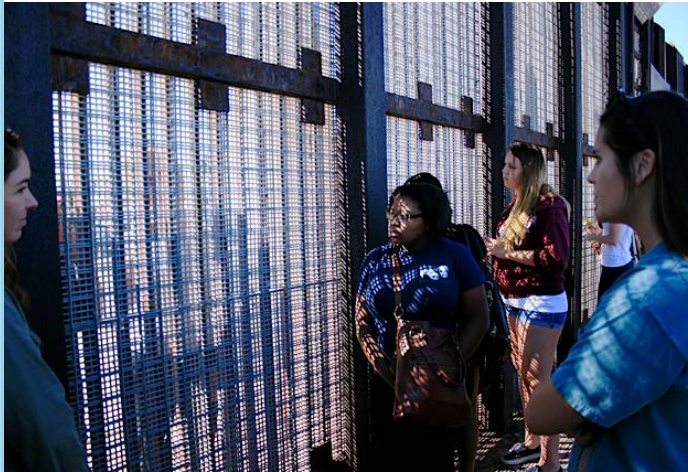
**Presenter:** Monica Palecek, PRC  
Senior Recruiter at Bridgepoint Education

## COMM 338 Visits Friendship Park at the U.S.-Mexico Border





Dr. Antonieta Mercado, joined by Visiting Professor Dr. Salvador Leetoy, took a field trip to Friendship Park at the U.S.-Mexico Border with Communication 338 (Media and Conflict) students.



Comm 338 student Leeza Earl wrote an article about her impressions from the trip that was featured on the front page of the October 24, 2013 issue of the *USD Vista*. To read her article online, please follow the link below:

<http://theusdvista.com/2013/10/29/seeing-border-firsthand-offers-new-perspective-comm-338-students-visit-friendship-park/>

## Spin Doctors, Pundits, and the Media from the Iraq War to Syria: An Eyewitness Account

By Austin Rodriguez

*Media have a major impact during times of war, whether or not the media acknowledges this responsibility. The media's choice of framework sets the stage for discourse, debates, and events covered by journalists. This agenda setting can indirectly influence its viewers to feel or think a certain way about a person or event. However, the question that Dr. Ibrahim Al-Marashi of the Department of History from California State University San Marcos asked was what influences the media.*

*Dr. Al-Marashi spoke to a group of USD students and faculty last week in the Warren building at the University of San Diego. The purpose of the lecture was to provide a new perspective for the "war narrative" as he described it.*

*Dr. Al-Marashi said that the United States' views on what are acceptable standards and norms are great-*

*ly biased in favor of their interests. Norms are the unwritten rules of international behavior, and the country with the most power or global influence has the power to set or dictate the norms.*



*An example that Dr. Al-Marashi provided was the United States' view on chemical weapons. The United States has taken a firm stance against Syria in recent months in regard to their chemical weapons arsenal. They have drawn a "line" stating that if Syria decided to use their chemical weapons the United States would be forced to intervene. The U.S. claim that the use of chemical weapons are inhumane and violate basic human rights, and that a country with a chemical arsenal like Syria is a threat to global safety.*





## Dora the Explorer's Cultural Impact: the Changing Faces of Preschool

By Ed Cruz



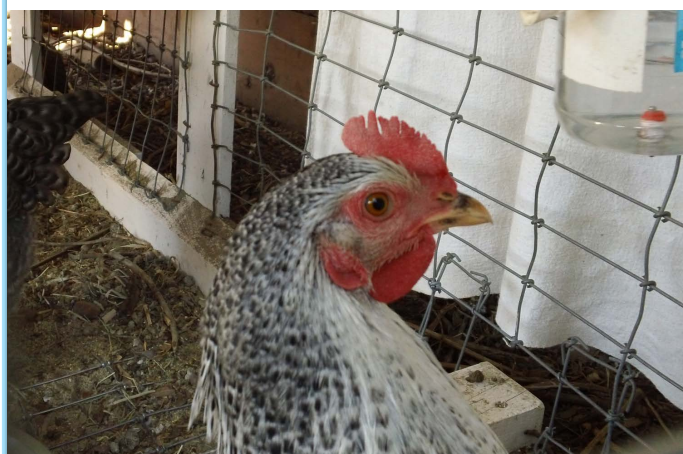
As part of their 3-part series called *Directions in Latino Representation*, the Communication Studies department brought Mariana Diaz-Wionczek, Senior director of Research and Development at Nickelodeon, to discuss the impact of the popular children's television show *Dora the Explorer*. Diaz-Wionczek, herself and American of Hispanic heritage, explained to us the various steps involved in creating each episode, and stressed the impact that *Dora* has had on children's education and cultural awareness. Also of interest however, was her describing to us how much of the actual staff that produces *Dora* is of various Hispanic or Latin-American heritage, and how they will discuss with each other about *Dora's* grammar or use of expressions in order to create a general Hispanic-American lead female character that is meant not to appear to be from any one specific country and thereby appeals to a broader audience. Personally, I had no idea the amount of work that went into each of these episodes, and I found it reassuring to hear how Diaz-Wionczek stressed the importance of the educational aspect of *Dora the Explorer* rather than its marketability. I thoroughly enjoyed listening to her presentation, and it has given me a greater interest in the educational potential of children's programming as a whole.



## Meet the Office Staff



When James Bartoli, Executive Assistant, is not working in the office, or writing his masters thesis, he is often with a group of friends who have created a community garden on a half-acre in La Mesa. Aside from raising chickens and turkeys, they are also growing their own fruit and vegetables.





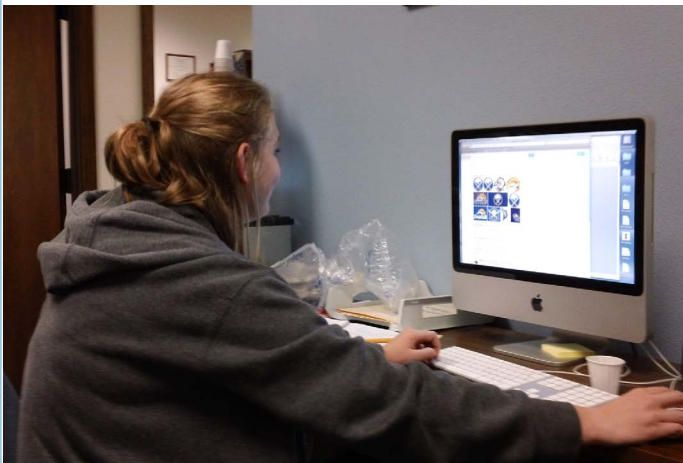
## Work-Study at the COMM Office



Hello! My name is Cristina Ramos and I'm a work-study employee in the Communication Studies office. I'm currently a freshman and am originally from Los Angeles, California. I hope to pursue a major in Communication Studies to follow my dreams in someday becoming a sports broadcaster, or something in the sports industry. I'm in the office every day in the afternoon to help you or answer any of your questions in the best way that I can. Feel free to stop by sometime! Have a wonderful rest of your Fall Semester!

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Hi everyone. I'm one of the new work-study employees at the department office. My name is Sharon Varshay and I'm a freshman at USD. I moved here from upstate NY for my education and am loving the weather but missing the hockey. You guys are really missing out in the area of sports. San Diego should seriously make hockey a bigger thing out here. I look forward to meeting all of you and throwing my team, the Sabres, in your face.

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## Alumni Highlights

### Lisa Leyda Petersen ('12)



Lisa Leyda Petersen graduated magna cum laude from USD in 2012 with a bachelor's in Communication Studies and minors in Marketing and English. A month after graduation, she moved back to Los Angeles to pursue her post-grad job search. She married a fellow Torero, Benny Petersen, who graduated from USD in 2012 with a bachelor's and master's in Accountancy and now works for an accounting firm, Grant Thornton. During her undergraduate studies, Lisa interned and volunteered with several nonprofits including LiNK (Liberty in North Korea) and Discover the World. Through a connection at one of these organizations, Lisa was introduced to TV Producer Karen Covell. She is now Karen's assistant, working as the **Office Manager and Program Coordinator of Hollywood Prayer Network**, a nonprofit organization that supports people of faith in the entertainment industry. Lisa feels that her COMM degree, concentration in Images and Influence, and USD media classes all prepared her for the ideas and issues she deals with working in Hollywood. On top of her career in the nonprofit sector, Lisa is also a freelance event planner. She is employed as a **Wedding Planner at Happily Wedding** and hopes to own her own full-service wedding consulting company one day.

Lisa Leyda Petersen  
LMLEYDA@gmail.com

**Alyssa Powers ('12)**



*As unbelievable as this may sound, my entire career started out as a joke between Professor Ghio and I. I was preparing to take his internship class, and I had no idea what I wanted to do with my life. I told him I liked beer and that I thought it would be fun to work at a brewery. One thing led to another and I was able to land an internship in the marketing department at Karl Strauss Brewing Company.*

*After graduation I was not ready to leave Karl Strauss, but their marketing department wasn't hiring. I applied for an open position in Karl Strauss' group events department and worked there for the next year. That is when I realized one of the perks of being a Communication Studies major: you never get pigeonholed into a certain career path. I was able to say, "Marketing isn't hiring? No problem! I can do this, this, or this instead." That was incredibly convenient, because when there was finally an opening in marketing, I was right there ready to apply.*

*Now I am the Marketing Programs Coordinator for Karl Strauss. I am in charge of our Email Marketing program, which consists of sending weekly emails to all our employees as well as writing a bimonthly newsletter for our fans. I also write the menu copy for our company's eight brewery restaurants. I have recently jumped into label copy as well. I am looking forward to seeing*

*my words on the side of our beer bottles. Every day is busier than the last!*

*Earlier this month, I was able to attend the Great American Beer Festival in Denver as part of the Karl Strauss team. Besides being a complete blast, the festival put my communication skills to the test. I am actually pretty shy when it comes to talking to strangers in small groups, but I was able to network with industry members from all over the country. (Of course, the fact that we were talking about awesome beer certainly didn't hurt!)*

*I can't imagine a better major than Communication Studies for what I'm doing now. When I jumped into the working world, I felt prepared and able to tackle projects that came my way. My weekly marketing meetings consist of a lot of collaboration, so I promise you – those group projects totally pay off. My Comm professors at USD really helped me craft my individual writing style, and I use that knowledge every single day. Later this month I'm going to be presenting a project to the restaurant division of the company, so I'm very grateful that Public Speaking was a requirement for the major. I also love that I still keep in touch with my professors as an Alumni. How could I not? They had so much to do with leading me in this direction, and I am genuinely excited to keep them posted on what I'm up to.*

*Cheers, Communication department. Thank you for the unforgettable 4 years.*

Check out Alyssa's blog about her activities at the Great American Beer Festival at the link below:  
<http://www.karlstrauss.com/blog/a-weekend-in-denver-gold-medals-great-beer-and-a-love-for-the-craft/>

