

The COMMunity Buzz

News for the Department of Communication Studies
University of San Diego

Chair's Corner

Be Yourself. Everyone else is already taken
~ Oscar Wilde

How bittersweet. On behalf of the faculty and staff of communication studies, we celebrate the Class of 2015 on your hard work and effort it took to earn your Bachelor of Arts degree. You may not know where the journey will take you, but we appreciate you spending some of that time with us. --

Congratulations to those who are employed, off to grad school or have plans to travel. But if you among the 47% who feel insecure - Fret Not. You are not alone:

***This is the road trip called life.**
Be Inspired. You will be missed.*

**See What Alumni
Are Up To**
Pages 2, 7



**Endless Reasons Why
Comm. Students Are
the Best**

Pages 3, 5-6



**Our Fantastic Faculty
Doing Great Things**

Page 4

Congrats!

No More
Dollarz!!!
:(

I know you'll
miss us!

Yay!

Where's the
after party?





Message to Graduates - Nate Martinez ('07)

I've been fortunate enough to meld two of my passions, cars and writing, into a profession. I landed an online news writing position at the world's biggest automotive enthusiast print publication and website, Motor Trend. In seven years at MT, I've met countless car industry movers and shakers (as well as in other worlds, like fashion, tech, etc.), traveled the globe on assignment, and test driven hundreds of cars (from economy hatchbacks to half-million-dollar exotics).

Now that I've spent some time in the real world, I can say that my writing career would be much duller if I had lacked the sound communication and media background shaped by USD Comm professors. To this day, I find myself implementing my former advisor Dr. Chung's insights and lessons. I'm fluid in my thinking and reactions because of her and

other Comm faculty. I imagine that I'm more prepared, mindful, open, and informed. Soak in everything, they taught — technologies, histories, environments, you name it. Be aware of how it all interacts, because although you may not recognize the symbioses at first, the relationships are there.

Cultures are different; people are unique. Engage them in multiple ways, they instructed, because they are all beautiful. Travel as much as possible. There's a reason why Comm faculty are all over the world when they're not grading papers. The impressions a new travel experience leaves on your heart, soul, and mind not only broadens your character, but also inspires your future and strengthens your love for home. **Drink a lot. Eat more. Never stop learning. Prejudices suck.** They also opened my eyes to how powerful the written word is.

On March 10, 2008, without having typed a letter on behalf of Motor Trend, I had unknowingly impacted society. Granted, it was on an incremental level, but still, it counted. At the time, the mastheads of enthusiast-aimed automotive publications rarely displayed Spanish surnames. I like to think my hiring at the largest automotive media brand in the world was a positive step for Mexican-Americans, and in reality, for all minorities. I had my grandparents and parents and their vast social and economic struggles to thank for it. Even if just by a hair, it was a step forward. And even if it was through my opining about shiny inanimate objects and the brains behind them, I would strive to make them proud. I wanted to make a difference by excelling in my chosen profession.

Then I began to write.

To my newbie eyes, things moved at an unparalleled pace. News stories and social media blurbs were always being written, photo shoots unrelentingly being arranged, features getting brainstormed months in advance. Beyond my everyday tasks, I began to grasp the bigger picture. Stratifications came into view: my place within the storied Motor Trend brand, Motor Trend's – and also automotive journalism's – within the car industry, the car industry's within the connected global society.

When I signed on the dotted line, I had not only become a contributor, but an influencer. My voice became that of Motor Trend's, and vice versa. I represented a 60-year-old icon with an audience of millions. I represented USD Communication Studies. The obligation to broaden my knowledge base, to investigate all leads, to uncover anything and everything automotive, all in the name of informing our readers, became vital. I needed to drive every test car that parked in our garage.

I hope that my work inspires my young nieces, nephews, and cousins, as well as others. Maybe they'll see what can be done with passion, with education and with drive. Maybe they'll understand that loving what you do is possible; that making money is fine, but not necessary; that having fun, being happy, and working hard aren't mutually exclusive. Maybe they'll even fall in love with the written word at USD, just as Uncle Nate once did a long time ago.

STUDENT UPDATES



Sundance registration for 2016 Winter Intersession is still open! Don't miss out on this opportunity!

Contact Dr. Pierson (epierson@sandiego.edu) or Dr. Pace (pace@sandiego.edu) for more information on how to sign up.

Congratulations to all of the 2015 Communication Studies Honors Awards Recipients

Academic Excellence Awards:

Bonnie Campbell
Gwyneth Shoecraft

Award of Excellence in Research or Creative Work:

Rachyl Pines

Award for Excellence in Departmental Service:

Lauren Vujovich

Departmental Honors:

Alexis Barber • Aidan Breaux • Bonnie Campbell • Chelsey Fruth • Alexandra Gigliotti • Lindsay Giles • Kelsey Grey • Aeron Hall • Kerry Hayden • Tatum Hohl • Erica Johnson • Darcy Mikrut • Kiley Morgan • Amanda Moriarty • Hannah Nicholson • Kathryn Parker • Mackenzie Paschen • Gabrielle Perez • Rachyl Pines • Irving Rogers • Gwyneth Shoecraft • Jackson Somes • Victoria Valdes • Lauren Vujovich



Communication Studies major Trent Saiget ('16) has been awarded a Summer Undergraduate Research Experience (SURE) award from the Office of Undergraduate Research so that he may conduct an empirical study examining how magazine advertisements influence audience's perceptions of products. Trent will conduct his summer research under the guidance of Professor Bond.



Dr. Bowman talks to Kiley Morgan during her presentation at Creative Collaborations.

The Communication Studies presenters at 2015 Creative Collaborations were:

- Bonnie Campbell (advisor Dr. Susannah Stern) on "Dialogue with the Deceased: An Exploration of Virtual Spaces of Grieving"
- Kiley Morgan (advisor Dr. Jonathan Bowman) on "50 Shades of Cray: A Feminist Critique of Sexual Roles in 50 Shades of Grey"

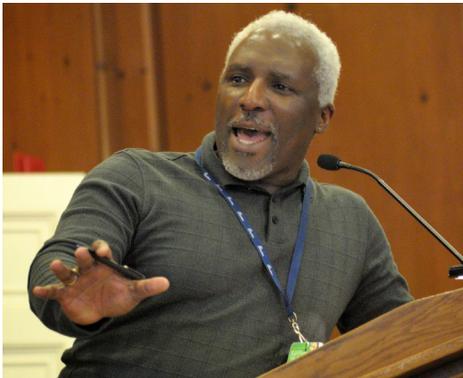


Congrats to the newly initiated members of Lambda Pi Eta!

FACULTY FU UPDATES

Dr. Moran has been enjoying her sabbatical working on a project on Spanish-language advertising on Univision. She will present “Trademarks, trends, and traditions: Shifting advertising practices on Univision” at the International Communication Association’s annual meeting in San Juan, Puerto Rico in May.

Dr. Pierson was invited to the 17th Annual Roger Ebert Film Festival (Ebertfest). This year he served as moderator for the academic panel, *Challenging Stigma Through the Arts*. Panelists included film critics and mental health professionals who discussed the power of film in helping us to address issues related to stigma. The panel was sponsored by the Champaign County Alliance for the Promotion of Acceptance, Inclusion & Respect.



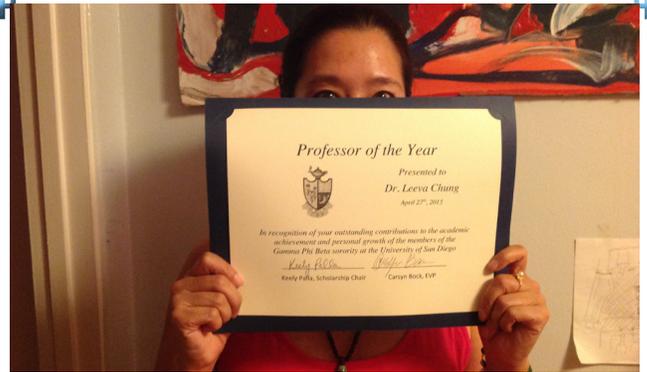
<https://www.youtube.com/watch?v=f8Xz361BqPQ>

As part of the Alliance’s mission to raise awareness they also sponsored a screening of the film *Girlhood*. Dr. Pierson participated in an informative Q&A that took place after the screening.

<https://www.youtube.com/watch?v=adoNvd0frjY>

Dr. Pierson has been part of the festival since he was a student at the University of Illinois.

Dr. Stern and Dr. Moran spoke to the *North County Mothers of Multiples Club* on April 21st to help parents learn strategies to navigate, understand, and monitor their children’s media use. As mothers and media scholars, Drs. Stern and Moran have many personal experiences to draw from, but grounded the evening’s discussion on academic theory and research about the media’s role in children’s lives.



Dr. Chung: “Gamma Phi Professor of the Year.” ‘Nuff Said!



Dr. Roger Pace visited Thailand and Cambodia as part of his sabbatical research.

Here he is pictured with Diane Pace at Angkor Wat, an ancient Cambodian temple

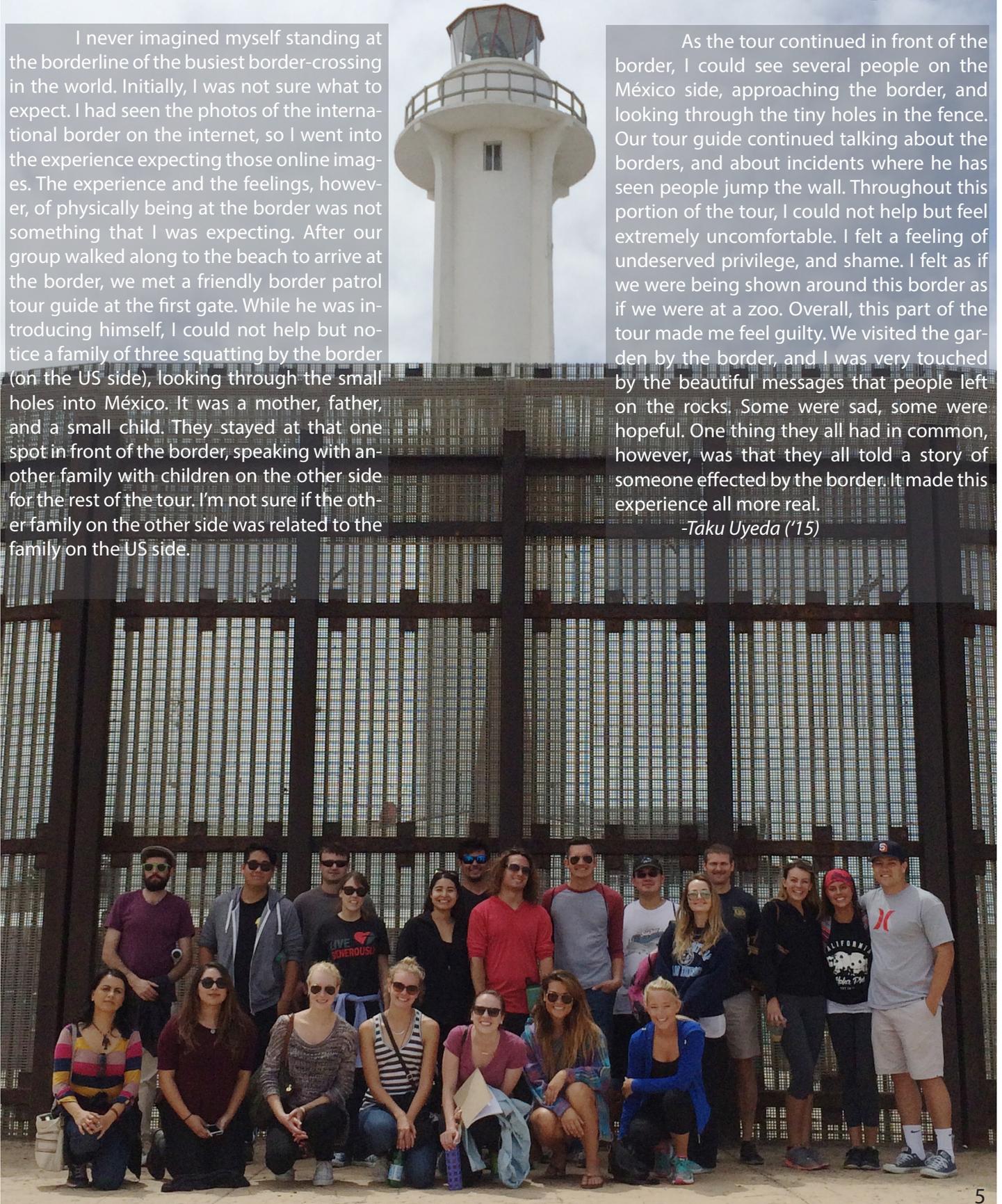
listed as a World Heritage Site by UNESCO. Also pictured above, Dr. Pace with his traveling companions practicing Thai and his negotiation skills for cab fare in Bangkok. His research, in part, examines Thai documentary films from the first film of King Rama V’s (King Chulalongkorn) visit to Europe, to explorations of contemporary social issues. The production of Thai documentary films is closely related to the ebb and flow of freedom of expression. The current military repression in the country makes film making difficult. Yet brave filmmakers are producing an amazing variety of documentaries on political dissent.

Comm. Studies Student Impressions of Friendship Park

I never imagined myself standing at the borderline of the busiest border-crossing in the world. Initially, I was not sure what to expect. I had seen the photos of the international border on the internet, so I went into the experience expecting those online images. The experience and the feelings, however, of physically being at the border was not something that I was expecting. After our group walked along to the beach to arrive at the border, we met a friendly border patrol tour guide at the first gate. While he was introducing himself, I could not help but notice a family of three squatting by the border (on the US side), looking through the small holes into México. It was a mother, father, and a small child. They stayed at that one spot in front of the border, speaking with another family with children on the other side for the rest of the tour. I'm not sure if the other family on the other side was related to the family on the US side.

As the tour continued in front of the border, I could see several people on the México side, approaching the border, and looking through the tiny holes in the fence. Our tour guide continued talking about the borders, and about incidents where he has seen people jump the wall. Throughout this portion of the tour, I could not help but feel extremely uncomfortable. I felt a feeling of undeserved privilege, and shame. I felt as if we were being shown around this border as if we were at a zoo. Overall, this part of the tour made me feel guilty. We visited the garden by the border, and I was very touched by the beautiful messages that people left on the rocks. Some were sad, some were hopeful. One thing they all had in common, however, was that they all told a story of someone effected by the border. It made this experience all more real.

-Taku Uyeda ('15)



Impressions of Friendship Park (cont.)



Downtown San Diego is never as alive as Friday night in the Gaslamp. The lights and excitement of a modern metropolis shine on an adult playground to thousands, but thirteen miles south, a different type of lamp lights the night. Periodically spaced stadium lamps light up a no man's land between two fences, illuminating the US Mexico border. Every day, Border Patrol agents stop people and contraband from moving north, but at Friendship Park a few agents carry out a different sort of job, public relations. It was this park we came to visit Saturday morning.

The trek to Friendship Circle was far from friendly. The main road flooded with sewage runoff, our path instead cut across marshland to an empty beach, what I thought was an impossibility in San Diego. We walked on the sand for half a mile, passing washed up trash and the carcass of a dolphin, until we reached an iron fence, a dozen feet high, protruding from the beach. From the moment we were in sight of the bars, we were being watched, and a

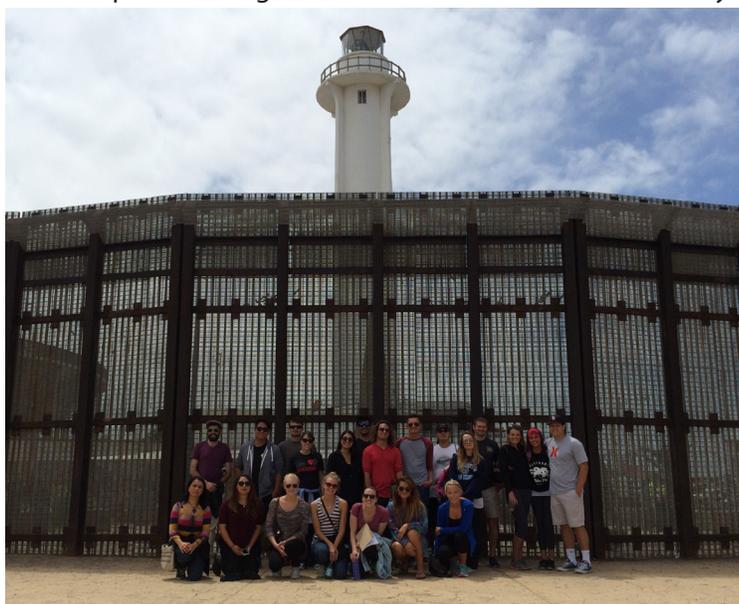
gradual unease began building.

First we turned from the beach, a sign prohibiting us from getting closer to the wall outside the designated "park," and we walked past a 4x4 whose driver watched us all silently. Then we passed through an aluminum fence, slight and unassuming but for the signs telling us we were entering a controlled area and into the cage. Between the rusting iron bars in front and the aluminum bars behind, we entered the Friendship Circle - a doublespeak of Orwell's if ever there was one. The feeling of Friendship Park is an unnatural and forced happiness. A family reunited, pinky fingers grasped through the tight grate covering the already imposing fence, but with cameras tracking their every step, and border patrol agents watching their every move. We talked with the agent in charge, and with some of the visitors, but did so with the knowledge that almost everything we did in the area could be considered a crime. From stepping outside the wired-off zone, to approaching the fence outside the circle, the agents around could have us detained, our identity papers investigated, and our freedoms taken merely at their discretion. We were assured the agent in charge that day would not let that happen, that it wouldn't be in the spirit of the "safe zone" the park was meant to embody, but it was obvious that spirit has long since been crushed. The account may seem hyperbolic, but it's hard to overstate the discomfortability that being in the cage made one feel.

As we left, we decided to try the main road again. The flooded portions were circumvented by trekking partially through the marsh. It showed how much a priority the park was, that after nearly two decades of operation, no one had gotten around to draining the main road. Additionally, from the wear on the signage, the road had been out for months.

Ultimately, Friendship Park doesn't need renovation; it needs a re-imagination. Until the shops, the people, or at least the life taking place on the southern half of the circle are mirrored, the park will continue to be ignored, most people in the US never knowing that such a place even exists.

-Parker Winship ('15)



ALUMNI AU UPDATE

Sarah Jorgenson ('13)



I'm currently working as a production assistant at Fareed Zakaria GPS, the Sunday global affairs show on CNN. I specialize in special projects and documentaries that the show's team works on in addition to the weekly program. As a production assistant, I help producers with research and logistics to help make their visions come to life on the screen. Before I started this job in late February, I worked as a news assistant in the New York breaking news bureau here at CNN. I had many of the same duties in that job, but the pace and focus of what we covered was completely different. On the show, we focus on big, global issues, like the Iran nuclear agreement

or the Greek debt relief program. In the bureau, for example, I took to the streets with a camera crew to cover the Eric Garner protests here in New York. I broke into CNN as an intern last summer in the investigative unit here. Internships are so important, especially in media and journalism. Every job I have had at CNN, including my internship, was the result of having a strong network. After USD, I attended Columbia University's Journalism School to further expand my network and my skill set.

I was a Comm. Studies minor at USD, but the classes I took were invaluable. Gina Lew's Advanced Journalism class really honed my news instincts and writing skills. And her speed writing drills are no joke - that's exactly what it was like working in the New York bureau. I also loved Dr. Esteban del Rio's Media and Conflict class, which I actually took over the summer in Paris. It made me so much more aware of bias and perspective in media, which has made me more aware of it in my own work and in the work of others.

My biggest tips if you're interested in journalism: have a strong network and people who are willing to vouch for you and your skills. Internships and experience are immensely important in this business, and you can get that at USD by working for USD Radio, The Vista, or USD TV. I was super involved in USD Radio and the Vista as a student, and I even used a Vista article as a part of my application for Columbia - every clip counts!

COMM 365W

with Dr. Mary Brinson

Fall 2015

This course will teach students how to quantitatively measure and explain communication behaviors and attitudes through hands-on research engagement.

The class will work together to carry out a research project involving a non-profit organization. Students will engage in methods of experimental and survey designs, in order to test marketing/public relations programs and to understand the the impact of the "be good to people" foundation's message on people's attitudes and behaviors.

See www.begoodtopeople.com.

Prerequisite: COMM 265

Great for future resumes!



- Research experience
- Statistical analysis
- Marketing
- Public relations
- Non-profit experience