

The COMMunity Buzz

News for the Department of Communication Studies
University of San Diego

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WELCOME BACK FROM...



Chair's Corner

Dear Students. Much changed over the summer. The department has a new professor, Dr. Jillian Tullis and some new courses including Health Communication. Most of the Communication Studies professors changed offices and it will take you awhile to find where they are located. Each of you is now a semester closer to graduation. And we have a new department chair--me. My name is Dr. Roger Pace and I am starting my 29th year at USD. I am excited to be the department chair and work with students on their educational and career goals.

While watching television this summer, I have learned that a current trend in design and home buying is what HGTV calls Mid Century Modern. This design aesthetic is especially popular with young people who like simple, clean lines from a previous time and homes that were built in the 50's and 60's. It took me awhile to realize that Mid Century Modern simply refers to my childhood and that designers in



this style recreate rooms from my parent's home. It is somewhat amusing to me that I have lived long enough to see the objects and spaces of my youth go from commonplace, to old fashioned and out-of-date, to now trendy and desirable. While change is inevitable, somethings rarely change including success in the classroom. From Plato's Academy to USD's Fall 2015 semester, from Aristotle (one of Plato's students) to you the formula for educational success has stayed the same. Go to class every day and be on time. Read the assigned material before going to class. Start your papers early. Study for tests well in advance of exam dates. Participate in the class dialog and seek help when you need it. I hope you embrace this new semester with a renewed sense of dedication and make the most of your educational opportunities. Good luck and have the best semester ever.

—Dr. Roger Pace

FACULTY FU UPDATES

Dr. Bradley Bond was recently quoted in an NPR article called "How Shows Like 'Will & Grace' And 'Black-ish' Can Change Your Brain." In the article, Dr. Bond discusses how easy it is to connect with TV characters once you welcome them onto your TV screen. Check out the rest at <http://www.npr.org/sections/codeswitch/2015/08/31/432294253/how-shows-like-will-grace-and-black-ish-can-change-your-brain>



This summer, Dr. Stern spent it juggling time with three children, finishing up an article, and doing fieldwork. Her family spent a lot of time at the beach, botanical gardens, playing legos and reading books. They also took trips to Kauai and Lake Arrowhead, and all around San Diego. She (nearly!) finished an article she has been co-authoring that looks at how the news have covered stories related to teenagers and technology. And most recently, she has been working with recent USD Communication Studies major, Victoria Valdes, conducting interviews with teenagers about their experiences with social media.

San Diego Magazine ran a blurb about her and the class she's teaching this fall, "Teens and Popular Culture," which has her excited for a fun semester! (If you want to see the article, read it here: <http://www.sandiegomagazine.com/San-Diego-Magazine/August-2015/Back-to-School/The-Teenager-Whisperer/>).

In May, Dr. Keeling participated in the Rhetoric Society of America Summer Institute. Other summer events included racing in the Boulder Boulder 10k, going to her undergraduate Alma Mater, Ripon College, alumni weekend where her spouse was inducted into the athletic hall of fame, spending a

month in Jackson, WY researching and writing, and taking a family vacation to Hawaii.

Dr. Mercado spent two weeks of this past summer visiting Peru with her husband James. Above is a photo of her on Machu Picchu. She really loved Cusco, walking its streets, and seeing that about forty percent of the architectural structure of the city is still from the Incan period. It made her think about the impact of colonization in the built environment and the stories that made our imagined communities. It was one of the most amazing experiences of her life.



On July 13, Dr. Mercado was able to speak



about the cultural public sphere, and immigrant festivals and public celebrations on the Radio Pulso del Barrio, in Barrio Logan. San Diego.

ALUMNI AU PDATE

Bonnie Campbell ('15)

Photo courtesy of Inside USD



University of San Diego graduate and Class of 2015 College of Arts and Sciences Valedictorian, Bonnie Campbell, has always been motivated to spread compassion.

A communication studies major and sociology minor, the Sebastopol, Calif., native has been active on campus since day one. Read more about her at <http://www.sandiego.edu/insideusd/?p=43791>

STUDENT
SU UPDATES



I had the pleasure of conducting summer research with Dr. Bond through the Summer Undergraduate Research Experience (SURE) program housed in the Office of Under-

graduate Research. Dr. Bond and I were interested in looking at the way that different consumer groups understood and were influenced by advertising that used same-sex couples in the advertisements. Our interest really stemmed from interesting examples in the advertising world. For example, Bud Light ran a campaign called "Up for Whatever" that featured scantily clad women feeding men an endless supply of Bud Light as they performed ridiculous activities. At the time, Bud Light ran another campaign in gay-oriented media that was called "Be Yourself" focusing on same-sex couples posed together intimately in public spaces. If you think about it, you rarely ever see same-sex imagery in mainstream media.

Traditional thought is that companies fear potential backlash and loss of heterosexual consumers if they run same-sex inclusive imagery in their advertisements. We wanted to explore this phenomenon and see if the fear of backlash was actually a valid argument against inclusivity in advertising. We believed, based on the literature, that heterosexual consumers would indeed have more negative feelings toward products that are advertised with same-sex couples in the ad, but that those negative feelings would fade over time. However, we expected gay and lesbian consumers to have positive feelings towards products that feature same-sex couples in the ad, and that those positive feelings would last over time. In order to test this, we

teamed up with Dr. Justine Rapp in the School of Business Administration and created a longitudinal study aimed at measuring perceptions of heterosexual and gay and lesbian consumers over time.

We created a faux digital magazine online with the help of one of my friends who is a graphic designer. We created two versions of the magazine, one featuring advertising that used heterosexual couples in the imagery, and one featuring advertising that used gay male couples in the imagery. We pre-tested the articles in the faux magazine to ensure that they were considered benign (i.e., not politically or ideologically motivated) and we pre-tested to ensure the ads were read as romantic couples rather than just friends etc. At this point, we are nearing the end of the first wave of data collection. Participants will be contacted again at a later date to respond to perceptions about the products being advertised to look for changes over time.

Having the chance to work with Dr. Bond and Dr. Rapp, let alone conducting formal academic research, has been an amazing experience. I never once thought I would be doing research when I first came to USD. I can't wait to see what the results reveal. Hopefully you can see the results yourself in a future academic publication.

-Trent Saiget '16



This past summer, some students were able to travel to Paris and study Media & Conflict with Dr. Esteban Del Rio. They were able to talk about food justice social movements and visit the Marché Enfants Rouge near their classroom in Le Marais.

INTERSESSION COURSE

SUNDANCE 2016

IMPORTANT MEETING

WHEN: Tuesday, September 15, 2015

12:15 - 1:15 p.m.

WHERE: Camino 101A



-
- Open to ALL Majors!
 - Three Units Upper-Division Credit
 - Interesting and thought-provoking films
 - Meet Directors, Producers, Screenwriters
 - See Film Stars, Celebrities, and Wannabes
 - “Greatest Snow on Earth”
 - Honors section available to Honors students
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If you are interested, please contact Dr. Roger Pace (ext. 4059 or email pace@sandiego.edu) or Dr. Eric Pierson (ext. 7437 or email epierson@sandiego.edu).

