

# WELCOME TO... **COMM CANDY LAND**

**GUMDROP-LEY  
LIBRARY**



**CAMIN-O-REOS**



**IMMACU-  
CHOCOLATE**

**JOLLY-CRAIG  
PAVILLION**



# COMM CANDY LAND

## ANCIENT RUINS

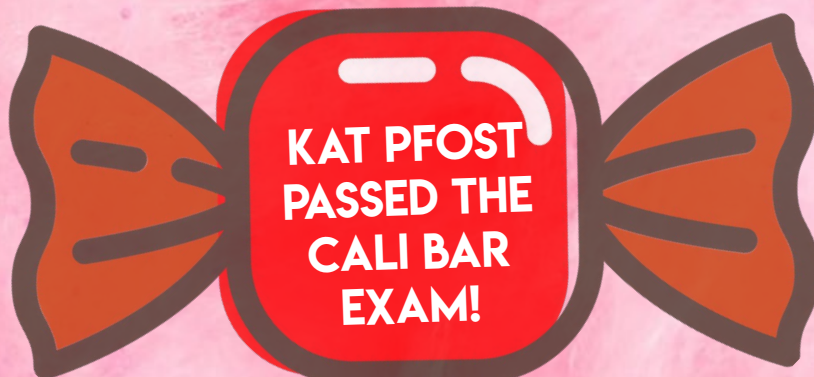
CHARLESTON CHEW



Bubble  
Tape

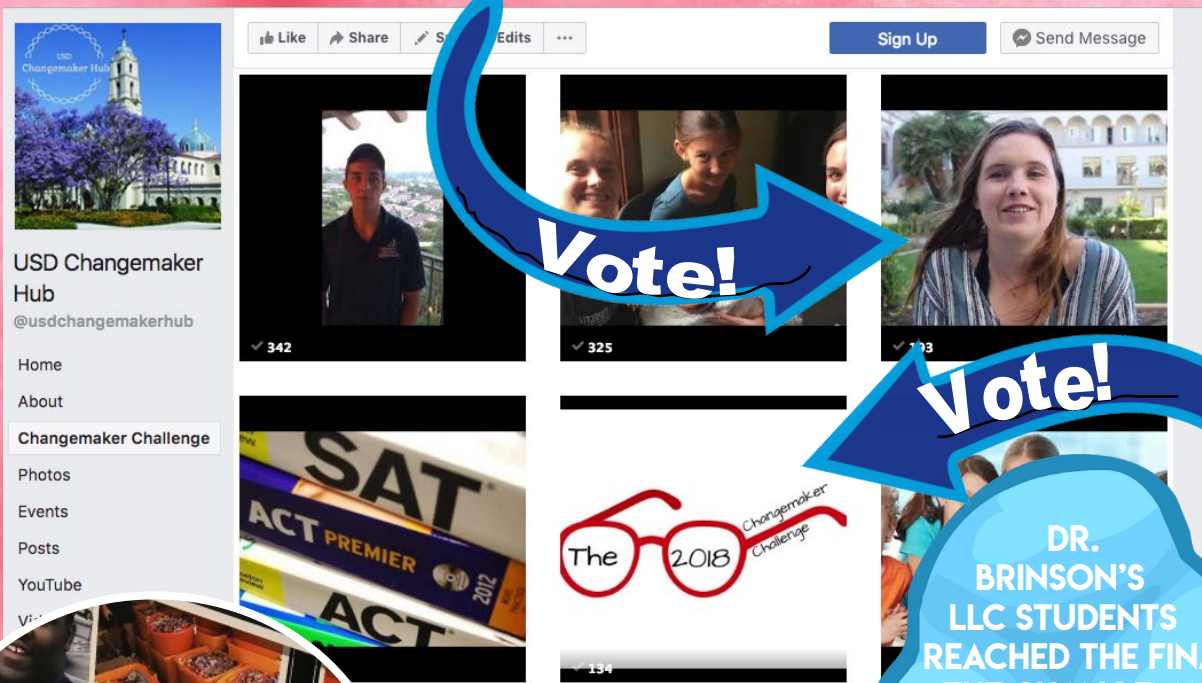
Trolli





Katherine Pfof (Class of 2014), recently graduated from law school at Belmont University where she specialized in entertainment law. Katherine's work is focused on advocating for gender equality in the film industry and we are very excited she's coming back to USD to teach in the Spring of 2019!

# SWEET STUDENT UPDATES



**Can you spot USD's own Anderson Haigler? He's on a U-Haul!**

**DR. BRINSON'S LLC STUDENTS REACHED THE FINALS THE CHANGEMAKER CHALLENGE. CLICK ON VIDEOS #3 AND #5 TO VOTE FOR HER STUDENTS! GOOD LUCK!**

# OUR FACULTY IS SWEET!



Dr. Keeling presented research at the roundtable "With Neither Structure, nor Sign" and responded to a panel at the National Communication Association conference in Salt Lake City, UT.

Keeling with Marguerite Lehman, a second year M.A. student in rhetoric at Penn State.



Dr. Pace was also in attendance!



Dr. Chung got her first win as the honorary basketball coach on "faculty appreciation night" against SDSU!

Amy Kame, Grad Assistant for Women's Basketball

# HOW DOES IT FEEL...

## ...To be the founding father?

Like an antique! Don't get me wrong. It feels good. Gratifying. To watch our department grow and blossom. Back in the day I taught 11 different classes, all full. At least 35 students in a class.

## ...To be an old skool rhetorician?

**I AM NOT AN OLD SKOOL RHETORICIAN!** I include postmodern critique. Now if you mean I am a rhetorical critic who subscribes to the canon of rhetoric as the foundation of human public persuasion, then yes I am!

## ...To move from being an avid surfer to riding horses?

I am a self proclaimed hedonist, as in i am drawn to a the feeling of being STOKED. Surfing gave me the poetry of the ocean and the power and consumption of the water. Riding my horse Sir, on the other hand is a completely different feeling of beings stoked. I feel Powerful. Spiritual because I feel connected to Sir.

# SWEET FACTS!

## Do you ride solo or with your wife Dea?

I ride with Dea and Dylan (her horse) but I love riding solo.

## How do you describe yourself as a teacher?

I am challenging (but not intimidating), timely, and demanding.

## What quality do you wish you had to add to your nearly perfect teaching style?

That I was more experiential, using community involvement.

## If you had to do a podcast what would you speak on?

Mythology

## The title of your podcast?

Mythic America. The rhetorical power of American Mythology and how it has been shoved around especially with our current president.

Alternate career choice?  
criminal defense lawyer

Sunrise or sunset?  
Sunrise  
Comfort food?  
Fish burrito + IPA



# KRISTEN YOON '10

## SCORING A HOLE-IN-ONE!

I worked in the Human Resources department at USD as a Benefits Assistant and for the San Diego Padres as part of the Padsquad. By chance, I met the CEO of TaylorMade (Mark King) who was at a game to throw out the first pitch. I sent Mark my resume and cover letter for a position I found on their website that evening...and I was hired several months later.

**Second Stop:  
The Foundation**

I'm so proud  
to be a  
Torero!

**First Stop:  
Post Grad**

I worked at TaylorMade golf in the HR department and switched over to the R&D department as the executive assistant and department coordinator, working under the Chief Technical Officer, Benoit Vincent. I earned my Masters in Sport Management at University of San Francisco's Orange County campus. It was then I was eager to marry my Comm background in media and marketing. I was fascinated with working in women's golf, especially because of the disparity between men's and women's sports media coverage.

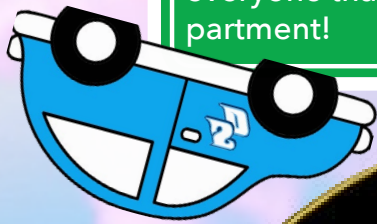




**Fourth Stop:  
Florida and Lucky  
2017!**

I was supposed to be in Seoul for 1 year but I felt like I didn't gain enough language skills to move back home. Fortunately I was hired to work for the PGA TOUR the last six months in 2017 on their first regular season event in South Korea—the CJ Cup @ Nine Bridges as a Tournament Services intern. An opportunity with the LPGA Tour Communications team opened up before 2018 and I applied. I GOT THE JOB and started working for the LPGA as a PR and Tour Media Official in Florida. I've been able to apply my culture, language and experience to facilitate some LPGA players from South Korea with writers from Golfweek, Golf Digest, The NY Times, ESPN Magazine, even translating messages from Korean to English. For TV, I've translated winners' press conferences and GOLF Channel's tournament coverage.

The biggest thing I learned: I am the only one who is responsible for and passionate about my dreams. No one else will understand your convictions. Once you figure it out, go for it and do whatever it takes! It may be unconventional. You may stand alone. All your hard work and sacrifice is worth it when you reach your goals. There is no better reward! I am so thankful for my experience at USD and everyone that contributed to my development in the Comm Department!



As a 4th gen. Korean American who didn't speak Korean, I saw an opportunity to leverage my cultural background and apply what I had learned to an industry that needed to address some of the issues that came with marketing to female athletes, in terms of culture and language. Hello Seoul!

I moved without a place to live and no friends. First, I worked as an English instructor for about 2.5 years, also working as an undergraduate English professor at Hanyang University in the Sport Industry and Management department. Second, I kept in touch with the LPGA office in Asia, asking for any opportunity to get involved in golf while I was learning Korean.



**Third Stop: Seoul  
South Korea!**

**KRISTEN YOON '10**

# DECEMBER 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2  HANUKKAH BEGINS!	3	4	5	6	7	8
9	10	11	12	13	14 LAST DAY OF CLASSES	15
16	17 	18 FINAL EXAMS!			20 	22 WINTER BREAK! 
23	24	25 	26  KWANZAA BEGINS!	27	28	29
30	31 HAPPY NEW YEAR! 					

# The Exigency of What We Teach and Who We Teach

## Dear Students:

At a Communication Studies faculty meeting in early September I expressed my opinion that “what we teach and who we teach has never been more important.” Since then, I have repeated the phrase at several University meetings and my conviction grows that communication is vitally important in contemporary civilization and that you have an opportunity to impact society in a very positive way.

The world needs what you are learning. Media, social media, personal experiences and conversations are endemic with examples of profound misunderstandings, conflicts, relationship troubles, and languages of exclusion. And this semester, just as in previous semesters, you have learned theories, perspectives, experiences, and critiques that inform each of those problems and teaches you the intellectual and ethical skills to engage with the problematic.

As I interact with you in and out of the classroom, I am impressed with your abilities and your caring nature. Most of you want to live in a better world and I believe strongly that you have the talents to make a difference. I have been at USD for thirty-two years. In those years I have had many, many excellent students who have achieved post-graduate success. But collectively, this is the best prepared and trained group of Communication Studies majors we have ever had at USD. Your considerable talents have coincided in time and place with a strong exigency for social improvement. But it takes will: the will to study and to learn; the will to engage; the will to make a difference. My experience tells me you have the will, and are up to this important moment in history. Make the most of your education and have the courage to use that education to improve our flawed society.

**- Dr. Pace**