

# The COMMunity Buzz

Volume 4, Number 1  
September 2014

News for the Department of Communication Studies



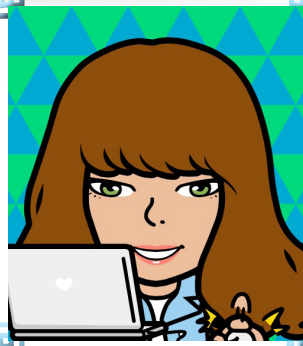
## Chair's Corner

Welcome to Fall 2014! We are excited to welcome our new first year students and many new transfer students who join our department this year. The best part of being a professor is that we always get a fresh start come September. There is always something special about the first day of school!

Faculty had great adventures this summer. Dr. Pierson was in London teaching students about the British media system and Dr. Bowman taught a unique interpersonal courses focusing on French and US cultural differences. In San Diego, Drs. Chung, Sullivan, & Bond taught their course on campus and Prof. Ghio directed 22 students in an internship experience. So, now you can plan ahead for next summer and look into the great opportunities that Communication Studies offers!

We are excited to host another visiting scholar from Tec de Monterrey in Guadalajara, Mexico. Digo Zavala Scherer is joining the department for the Fall semester and is teaching the Latin American Film class.

The department will be hosting some great activities this semester, so keep an eye out for flyers and facebook announcements to stay connected and to take advantage of what we have to offer. The



main office is open from 8:30 – 5:00, Monday through Friday. Office hours for each instructor, office location, and faculty email are posted under the faculty tab on the main website. Please be sure to access the website for all department related information:

<http://www.sandiego.edu/cas/commstudies>.

## Lambda Pi Eta



Students may now apply online to join the national honor society for communication majors, Lambda Pi Eta. To be eligible, students must have a junior class standing (at least 60 units completed) and must be either a communication studies major or minor with at least 12 communication studies units completed. Students' overall GPA must be at least 3.0, with a minimum 3.25 GPA for communication studies courses. Apply online by October 15, 2014:

<http://www.tinyurl.com/usdlph>

For more information about Lambda Pi Eta at USD, contact Dr. Bradley Bond ([bond@sandiego.edu](mailto:bond@sandiego.edu))



## Summertime for Faculty

Wondering what Dr. Moran did this summer? Other than advising new transfer students, she had fun visiting Lake Tahoe in July and Cabo San Lucas in August!



Dr. Esteban del Río and the Center for Inclusion & Diversity moved to new offices on campus during the summer break. The new location is Maher Hall 253, and he may be reached at x7455. Below is a picture from a long distance bike ride between Seattle and Portland this summer.



Dr. Susannah Stern spent most of the summer chasing her 2, 4, and 6 year old children around San Diego, Washington state, and Colorado. Hiking, scootering, swimming, picnicking, and reading picture books were the mainstay activities. She continued to work on her research on young people's online self expression and began a new project exploring how youth & technology are covered in the popular press. She received a Keck Faculty Fellow grant to work with an undergraduate in the 2014-2015 school year.



Dr. Diane Keeling spent her summer traveling. She started in San Antonio, Texas where she presented research at the Rhetoric Society of America's biannual conference and then flew to Wisconsin for two months to be with family. She closed out the summer with a writing retreat on the shores of Winter Harbor, Maine and a weekend holiday with friends and family in Rosarito, Mexico.

Dr. Bradley Bond has two original research articles forthcoming this fall. "The Mediating Role of Self-Discrepancies in the Relationship between Media Exposure and Well-Being among Lesbian, Gay, and Bisexual Adolescents" will appear in *Media Psychology*, Volume 17, Issue 4. *The Journal of Children and Media* will also publish his study, "Parasocial Breakup among Young Children in the United States" in Volume 8, Issue 4.

## Diego Zavala, PhD

Visiting Professor from Guadalajara, México



Dr. Diego Zavala focuses upon documentary theory, war in film and television, and expanded cinema. Dr. Zavala is a full-time professor and leads the Media Convergence research group at Tecnológico de Monterrey, Campus Guadalajara.

He received his BA in Communication at ITESO (Guadalajara, 2000), Master in Documentary Theory and Practice at Universitat Autònoma de Barcelona (Barcelona, 2001) and PhD in Social Communication, focused in Cinema at Universitat Pompeu Fabra (Barcelona, 2009). Dr. Zavala has also been a visiting professor at UC Berkeley, USA (2013); at UNAM, México (2012-2013); and ESAN, in Lima, Peru (2011).

Since 2009, Dr. Zavala has been an active collaborator at the Guadalajara International Film Festival. He is part of the editorial committee of the magazine *El ojo que piensa* ([www.elojoquepiensa.net](http://www.elojoquepiensa.net)). Since 2013, he is the chair of REDIC, a research and academic network of film professors in Guadalajara. He is also a collaborator of the Museum I+D+C, Laboratory for the Digital Culture and Hypermedia Museography at the Universidad Complutense de Madrid.

Besides of his academic work, Dr. Zavala has been an independent media professional for more than 17 years, and has been teaching since 1999, in six different Media BA programs, in Guadalajara. Right now he's working in his first personal project: a documentary about the city of Guadalajara.

## USDtv Seeking Writers, Reporters, and Videographers

With the semester quickly picking up speed, everyone will be busy. USDtv is looking for students who would be willing to join our team who have taken, or are currently taking, media writing and/or the video production class.

USDtv is looking for writers, reporters, and videographers. Students who join USDtv will not only be able to cultivate their talents; they will also be creating work in a welcoming atmosphere and building their portfolio for future interviews. Students able to receive practicum credit for the major or minor may also enroll in Communication 493 for credit.

Interested students should email USDtv News Director, Kelsey Grey ('15) at [kgrey@sandiego.edu](mailto:kgrey@sandiego.edu) and meet members of the USDtv team at the Alcalá Bazaar on Tuesday, September 9th during dead hours. No experience is necessary; however, if students do have experience in a particular area, we would like to know.

## USD Athletics Looking for Talented Media Interns Help at Home Games

Are you a current USD student interested in the sports media industry? Do you have experience with videography – camera work and/or video editing? Ever dreamed of being a sports broadcaster? The USD athletic department is looking for students just like you to help during home games. Apply now to become involved with USD Athletics Media Relations by emailing [bpearson@sandiego.edu](mailto:bpearson@sandiego.edu).



Are you a current USD student interested in a career in sports marketing? Are you enthusiastic with a genuine love for sports? Apply now to become a USD Athletics Sports Marketing Intern by emailing [lauren@sandiego.edu](mailto:lauren@sandiego.edu).



## Update and status of the USD eSports Club

by Wesley Jackson ('15)

USD eSports serves as the be-all and end-all for video games at the University of San Diego. The key to our club is striking a perfect balance between competitive and casual players, so that there is something for everyone in the club and nobody is left out. I stepped up as president of USD eSports exactly one year ago, a time where the club consisted of only 40 members, and the only event of the entire year ended up being cancelled due to lack of interest. Since my inception as president, USD eSports has more than tripled its member count, to 140 members, without even having a booth at the Fall 2013 Alcalá Bazaar. Instead we focused heavily upon grassroots recruiting efforts through word-of-mouth recruiting.

The competitive arm of our club focuses solely upon the video game League of Legends as of right now, which we began to play competitively back in November 2013 at the Fall 2013 San Diego LAN-A-THON, when we won our very first tournament we ever attended. Since then, we placed 2nd in the following Spring 2014 LAN-A-THON, 1st place at the Grossmont College Summoners Rift Open 2, and most recently 1st out of 54 teams in the [loltourneys.com](http://loltourneys.com) Summoners League Season.



On the casual side of things, we began hosting bi-weekly general body meetings as of the Spring 2014 semester, which drew an average of around 20-30 people per meeting. We organize our general body meetings in such a way that we combine them with LAN parties, in which we decide upon a general theme or specific game (for example Super

Smash Bros.) that all of the members get together and play for several hours at the meeting. However, much of my work over the summer will lead to our events becoming significantly bigger and better, so that USD eSports situates itself as a leading name in the San Diego and Southern California eSports scene.

Over the summer, I have been hard at work developing USD eSports' reputation and connections, for I believe it is important to strengthen the connection between collegiate student organizations not only in the local San Diego area, but the greater Southern California region as well. As a result of this USD eSports is proud to announce that it is an official TeSPA (The eSports Association) chapter as of August 2014, which now consists of 60 chapters throughout the U.S. TeSPA serves as an intercollegiate organization that helps student organizations with funding, developing, and promoting their events through their partnership with Blizzard Entertainment. USD eSports has also been an official member of the Riot Games Collegiate Program, host of the aforementioned NACO, which consists of both event support and a database of schools that people can search in order to find their local collegiate *League of Legends* club. Lastly, we have partnered with SoCal eSports, which is a regional network of collegiate student organizations throughout California that hosts annual LAN events and promotes intercollegiate collaboration along with garnering sponsors for a variety of gaming-related events in the SoCal area.

For the 2014-2015 academic year, USD eSports has its sights set on even higher goals. We will be positioning ourselves as the source for gaming-related intercollegiate events in San Diego, as we solidify the network and establish productive communication between colleges and universities in the San Diego area. Each year I hope the club will continue to grow in terms of scope, reputation, and member count. With this being my last year at USD, I plan on making it count for USD eSports by cementing it as an organization that USD can be proud of, and as a perfect example of student leadership in action.

## Student Profile

### Matt Hose ('15)

I took Gina Lew's advanced journalism class my sophomore year, and in that class we had an assignment in which we had to meet with real professional journalists to discuss an ethical issue and then write a paper about it. While on its surface, this assignment seemed like another grade to put in the book, Professor Lew's true intentions were to set her students up with real life contacts beyond our college campus.

As of this week, that paid off for me in a very real way.



For this assignment, I decided to call a journalist whom I had never met before. He worked at Voice of San Diego, and I had been following

his work for the past several months. I called him at his office one day and arranged to meet with him over coffee to discuss the project.

Professor Lew suggested that we meet with these professionals face-to-face in lieu of a phone interview. That piece of advice proved crucial for me. The reporter and I met and talked about the project, but we then spent the next hour discussing journalism in general, and he shared valuable advice for a student trying to enter the field of journalism. We had a very candid conversation that went beyond the project, and I left the meeting thinking that I had left a lasting impression on him.

We parted from the coffee house, and I sent him a follow-up email thanking him for his time. I also asked him if he knew if Voice of San Diego had any open internships. He said that he didn't think so, but he would let me know.

For the next year and a half, we didn't have any correspondence. Then, last week, I got an email from one of the editors at Voice of San Diego asking me if I was interested in an internship that I hadn't even applied for. Apparently, the reporter I had spoken with over a year ago had remembered me, and he gave me a stellar recommendation to the editor. It was shocking to me to think that a professional journalist working 40 plus hours a week still has time to think about the college student he met with for just one hour.

In the end, it was because of one small connection that I made that I now have an internship at a company whose work I highly regard. Because of Professor Lew's insistence that we turn what we learn in class into real-world connections, I am now able to work in a professional journalist's environment while still at school.



## Alumni Update

Michelle Ruben ('14)



I'm currently a multi-media journalist for a local news station in Corpus Christi, Texas. I signed a three year contract to do both sports and news depending on what they need each day. I love it but it is A LOT more work than I ever anticipated. When I was in college, dozens of people told me how much work it would be and still, it is SO much more work than they said. Since I'm really passionate about my job and have been since I was little, it keeps me motivated on the tough days.

A challenge I've faced is that I have to learn more than the average rookie because I didn't major in broadcast journalism. With that said, I don't regret going to USD at all. Classes like Media Writing, Advanced Journalism, Media and Conflict, Media Processes and Its Effects, Communication Criticism, and Interpersonal Communication helped me more than I could imagine. Of course my media classes prepared me for how the media world works, but it was Professor Lew's journalism-type classes that gave me actual practice and showed me what a newsroom expects out of me. I also think people truly underestimate the power of communication.

Dr. Chung's Interpersonal Communication course taught me that I NEED to be flexible no matter what. I'm a pretty stubborn person but after learning that being able to adapt is the key to successful relationships, the work place is a much more friendly environment.



If I had to tell a USD Communication major to expect one thing once they enter this industry, it's that the hard work and studying DOES NOT STOP once you graduate! I'm so thankful for all of the professors I had at USD. They did everything they could to help me prepare for this extremely competitive industry and not once did they try to discourage me from pursuing my dream. I wish I could go back!



INTERSESSION COURSE

# SUNDANCE 2015

INFORMATIONAL MEETING

**WHEN:** Tuesday, September 16

12:15PM - 1:15PM

**WHERE:** Camino Hall 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

Course Dates: January 18th to the 27th, 2015

If you are interested, come to this informational meeting where we will discuss the nature of the course, the application and selection process, costs, dates, and accommodations.



For more information, please contact Dr. Roger Pace (ext. 4059 or email [pace@san Diego.edu](mailto:pace@san Diego.edu)) or Dr. Eric Pierson (ext. 7437 or email [epierson@san Diego.edu](mailto:epierson@san Diego.edu))



## Ryan Sidhoo ('10) ON VIDEO PRODUCTION

**When:** Tuesday, September 23, 2014  
4:00 PM - 7:00 PM

**Where:** KIPJ Rooms EF

Come join the Communication Studies Video Production class and listen to guest speaker, Ryan Sidhoo, a USD Communication graduate who is now a producer for the upcoming docu-series, “Welcome to Fairfax,” premiering this October on PivotTV.



“Welcome to Fairfax” is a behind-the-scenes look at a vibrant, artistic and unique block that has emerged in the Fairfax area of Los Angeles, seen through the eyes of the young visionaries who inhabit it. A docu-series, “Welcome to Fairfax” focuses on a group of

friends and collaborators as they each pursue their own dynamic version of the American dream. The series will transport viewers deep into the world of this creative community on the cusp of breaking onto the national stage.