

# The COMMunity Buzz

News for the Department of Communication Studies



## CHAIR'S CORNER



There is a lot of exciting news to share this December. The department is in the process of searching for a new addition to the faculty. The new faculty member will be an expert in Health Communication and will add exciting courses to the curriculum. Before the end of the semester, we will invite final candidates to campus. You might see them around or even lecturing in your classes. The new faculty member will start in Fall 2015.

In other news, Dr. Pace and I will be on sabbatical in Spring 2015. Dr. Pace will be working on various research projects including a project that is focused on documentary films in Thailand. He will travel to Bangkok to spend time at the Thai Film Archive in Salaya, Nakhon Pathom, about 30 miles outside of Bangkok, to research this new wave of films,

many of which are unavailable outside of Thailand.

I will also be on sabbatical in Spring 2015 and will engage in a research project to identify Spanish-language advertising trends on Univision in 1998 and 2014 to highlight changing persuasive strategies, cultural codes, and other elements that contextualize shifting socially constructed norms associated with being Latino the United States.

Dr. Leeva Chung will serve as interim Chair during Spring and Summer. She will handle all department business and she will be able to take care of all your advising needs!

As you look forward to the end of fall semester, finish strong! Enjoy the break between classes and use the time to reflect and rejuvenate. Happy holidays!

### ***Need a Letter of Recommendation? Here's some advice!***

As you look for a career post graduation it is good to alert faculty who you will list as references and who you might want to write a generic letter to include in a hiring portfolio. When asking for the letter, here is what you should provide:

- An updated resume.
- A brief personal statement that explains what you have gained from the Communication Degree. What was your favorite class? Why?
- Provide examples of projects or papers that you have completed that demonstrated your skills relevant for the field.

## FACULTY UPDATES

Dr. Jonathan Bowman has just returned from Chicago where he was given the highest teaching award in his discipline at an annual convention of the National Communication Association (NCA). He also gave two presentations (one with a former USD undergraduate), served on the executive committee of the Nonverbal Communication division, and as a member of the NCA Nominating Committee.

Dr. Bowman also recently published a paper, "Self-presentation, individual differences, and gendered evaluations of nonverbal greeting behaviors among close male friends" in the *Journal of Men's Studies* with a recent USD undergraduate, Benjamin Compton. This paper looked at how individual perceptions of informal greetings were influenced by a variety of personal characteristics.

Dr. Carole Huston co-chaired a preconference workshop at the Chicago NCA conference entitled, "Innovative Teaching in Research Methods."

Dr. Esteban del Rio presented in Chicago on a panel sponsored by the NCA Undergraduate College and University Section that included Communication scholars who have assumed administrative responsibilities related either directly or indirectly to institutional diversity. The panel was titled: "On Duty for Diversity: Communication Professionals on the Front Lines of Institutional Diversity." The discussion sought to highlight those disciplinary perspectives that have worked to supply resolution or at least insight into some of the most difficult institutional problems related to diversity and inclusion, while also considering the difficulties of balancing the demand of administration with the need to maintain a connection to the discipline through teaching and research.

Dr. Bradley Bond recently spoke about adolescents' compulsive internet use at the San Diego Media Arts Center following the San Diego premier of *Web Junkie*, an award-winning documentary following three young men as they navigate their time at an internet addiction treatment center in Beijing.

- Something that exemplifies how you to stand out so the letter writer can include that in the letter.
- Information about activities or internships that are relevant to your career path.
- Due date so the letter writer knows when to complete the letter.

Applying to Graduate School? Provide the following to your letter writer:

- Personal Statement about how your undergraduate degree has inspired you to pursue graduate school.
- Information about what you plan to study and why.
- Provide examples of projects or research papers that laid the foundation for your interest in graduate school.
- Information about undergraduate research experiences or internships that are relevant to pursuing a graduate degree.
- Information about the faculty you hope to work with in the graduate program.
- A list that explains each program and the specific due date for each school.
- An updated resume.

For Law School include the following:

- Personal Statement about how your undergraduate degree has inspired you to pursue a law degree.
- Information about the area of law that is most interesting to you.
- Provide examples of projects or research papers that laid the foundation for your interest in law school.
- Information about activities or internships that are relevant to a career in law.
- Information about how you plan to use your law degree.
- Specific due dates.
- An updated resume.

In general, the more information you provide to your letter writer the better the letter!





Dr. Eric Pierson was nominated to be a recipient of USD's 2014 International Impact Award, which is granted in recognition of sustained and deep contributions to promote global understanding through international education. Pierson has worked diligently as a teacher and administrator to support and encourage international educational experiences. As a teacher, he has developed and taught two courses that are regular parts of the international program.



His course, which is taught during the Sundance Film Festival, is entering its 11th year, and the course he developed for the London Program continues to be an important course for Communication Studies majors. He works hard to make sure that each course challenges students to move out of their comfort zone and challenge expectations. It should be noted that even though the Sundance Film Festival course is taught in Park City, Utah it encourages students to have international engagement by requiring that a certain number of their film choices be international in narrative and/or country of origin.



## STUDENT UPDATES

### ΛΠΗ

Lambda Pi Eta

The National Communication Honor Society

#### CONGRATULATIONS

#### FALL 2014 INITIATES!

Kimberly Binder • Sara Butler • Elizabeth Campbell  
 • Charlotte Coover • Caroline Eversman • Rebekah Filiciotto • Chelsey Fruth • Christina Hirth • Amanda Moriarty • Amy Murphy • Kirsten Parris • Trent Saiget • Cameron Willig

For more information, contact the faculty advisor, Dr. Bradley Bond, [bond@sandiego.edu](mailto:bond@sandiego.edu)

## ALUMNI UPDATES

### Chelsea Kott ('09)

I recently celebrated my five-year reunion (Class of 2009 Torero Pride!!!) and reflected on how my education at USD prepared me to tackle opportunities of which I am forever grateful. One year after graduation, I returned to campus at the Law School where I worked in the Office of the Registrar and served as the VA Certifying Official. Working as an employee at USD gave me a new perspective on what it means to be a Torero. I watched mentors challenge students and create policy. I wanted to do the same, but realized I needed a master's degree to move forward. I left for the east coast to attend Boston College where I will earn my master's degree in Higher Education this May.

My focus is on Title IX and working to foster student development within the context of residential life. I had the opportunity to work in student conduct at MIT where I met with students who had violated policy and focused on educational and restorative practices. I also joined the MIT Sexual Misconduct Task



Force and worked to research and identify best practices for investigating and adjudicating cases of sexual misconduct. I collaborated with colleagues to propose improvements to policy and practices that would best serve the needs and rights of survivors. I am proud of this work, as USD instilled in me a drive to serve as an advocate for others.

Joining Lambda Pi Eta at USD also taught me the value of getting involved on campus, so I sought out opportunities at Boston College and volunteered to advise a group of undergraduates on a service trip in Mississippi. We taught in elementary school classrooms and helped high school students with their college applications. I was reminded of the challenges that students often face when pursuing a degree in higher education. I then signed on to coordinate a summer bridge program for first generation students, like myself, who needed help navigating their journey into college.

I continue to work with first year students in my role as a Graduate Staff Assistant for a residence hall of over 300 freshmen. It is in this capacity where I am most reminded of my time at USD. Although I never lived on campus, the faculty and staff in the Communication and Philosophy departments provided me with a well informed perspective on public policy, social justice and intercultural communication which have guided my work with my residents. I have eternal gratitude for my faculty, mentors and peers at USD



### **Genevieve Cruzan ('14)**

A little over four years ago, I remember sitting in my Media Studies class listening to Dr. Moran lecture about Media Advertising. Terms like ratings, shares, and impressions sparked my interest about the advertising industry. But, I focused my studies more on journalism and management. Professor Lew's style of teaching and her "directorial approach" in the classroom helped me excel and love journalism. In class I often felt like I was in a real-world newsroom. This gave me the much-needed confidence for my (many) job interviews after graduation. Now, I am a Sales Assistant at Turner Broadcasting Systems. Turner represents TBS, TNT, CNN, HLN, Cartoon



Network, Adult Swim, TruTV, Turner Sports, and Turner Classic Movies.

In our Century City office in Los Angeles, I am able to see the fast-paced world of digital and linear advertising sales. It is astounding how much work goes into airing a 30-second commercial on one of the Turner networks. It is an extensive process that includes agencies, strategic planners, account executives, and sales assistant like me. Every day is a new learning experience.

Dr. Chung's Global Team Development class introduces students in working with virtual team members and the complications that arise in a global organization. At Turner, our process relies on input from the sales headquarters located in New York City, as well as media traffic analysts in Atlanta, not to mention the hundreds of agencies around the world. As an example, I was on the phone with a Canadian agency, and every Thursday I have a video conference call with the Chicago, Detroit, and New York offices. Having to work with different people in different time zones also makes it a little more complicated. At the end of the day, we are able to get the necessary tasks completed. If one complication arises, there is usually a colleague who has dealt with something similar and is able to help. Teamwork is key!

I am so thankful for my education at USD, and the resources that the Communication program equipped me with. I encourage all Communication majors/minors to take full advantage of the amazing opportunities that are provided.

Oh, and one more thing, make sure you never miss a chance to sleep in, because there's no such thing as sleeping in in the working world.





## Scenes from the San Diego Asian Film Festival Shiley Centerpiece at USD - Fresh Off the Boat Pictures by Christy Howland ('15) & text by Jessica Atkin ('15)



Fresh Off The Boat's premier was hilarious, thought provoking, and refreshing. It was great to see a sitcom about a group outside the white family. The producers, directors and writers did a great job planning this story and telling it in a funny, and relatable way to the audience. I was able to relate to Eddie's story from the pilot episode in a few ways. The lunch scene made me immediately think of myself at that age. Having a multicultural heritage while being American born and raised, I have also experienced mixture of American with other values and customs. The popular lunches when I was in elementary school were Lunchables (like Eddie's classmates), and peanut butter and jelly sandwiches. I would come to lunch with turkey sandwiches with a twist. My Mom always put jalapeno peppers in my sandwiches or black refried beans to give it that Mexican kick she was used to.



The popular lunches when I was in elementary school were Lunchables (like Eddie's classmates), and peanut butter and jelly sandwiches. I would come to lunch with turkey sandwiches with a twist. My Mom always put jalapeno peppers in my sandwiches or black refried beans to give it that Mexican kick she was used to.

It took a while, but at a certain age I felt "different" and developed an awareness of it. Eddie wanted his mom, Jessica, to give him white people food so he could fit in at first. Then he would change the system and show people how cool his culture and food was. This made me think of the American ideals of what is desirable and how throughout history whiteness and assimilation has been a goal for people. Being white or assimilating to whiteness would make you fit in. I like how Eddie is being strategic in working his way around whiteness to get in the group, and then introduces great things from outside of this discriminating ideology. I went to a public elementary school that was quite diverse and saw people of different race and background. I was lucky to go to a school like that. Yet, in that environment, I remember kids still having these "standards," and "expectations," that paralleled the prevalent ideology, although they probably had no idea what they were doing. I was teased for having a "weird" lunch, and my friends laughed at me. But like Eddie, though he assimilates in the beginning, he also uses a strategy to break through ideological boundaries. That is ultimately great if you ask me. It is a strategy I have used a lot in my life.



*Faculty Sightings at the NCA Conference*

*Pictures by Drs. Bond & Mercado*





# LEVERAGING SOCIAL MEDIA FOR BUSINESS & CAREER DEVELOPMENT

A presentation by USD Alumnus

## **Sonia Farace**

Market Development Manager at  
FedEx Supply Chain Solutions

Wednesday, December 3

3:00pm - 4:00pm

KIPJ Conference Room D

**Reception to immediately follow**



Sonia Farace will detail how technology can be used to transform the way our personal brand and leadership style is delivered to others. Attendees will also have the opportunity to view the final projects from HNRS 304/305: The Social Capital of Social Media and vote on their favorite!



*Cosponsored by USD Provost's Office,  
the School of Business Administration,  
& the Department of Communication Studies*





# COMM 480: Asian Cinema

with Dr. Brian Hu

Spring 2015

Mondays and Wednesdays

6:00pm - 8:50pm



The past 20 years has seen a burst of Asian cinema in the United States. This unprecedented interest is connected to the rise of Asian “dragon” economies, and renewals of Orientalism.



PACIFIC ARTS  
MOVEMENT

Dr. Brian Hu - Artistic Director

*COMM 480 is a special topics course students may re-take for credit as the topic varies*

COMM 480 will examine films that collectively form Asian cinema trends, industry, and authorship in the past 60 years.