

COMMUniqué

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A publication of the Department of Communication

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Notes from the Chair

By Dr. Michelle A. Holling

How times flies when . . . we stop and realize that we're in week 11 of the semester, whew! During the past 11 weeks, there have been events that give us pause and bring delight. A notable, yet averted, event would have been the faculty strike. Days ago faculty learned that a tentative agreement between the Chancellor's Office and the California Faculty Association has been reached.

Near the start of the semester, there was another significant event (i.e., news that Arturo O'Campo was "no longer with the university") that provoked great concern and disappointment for many campus community members. Yet, news of what occurred brought out the fierce commitment faculty and students have to issues of diversity, equity, and inclusion by taking public positions, advocating for change, and using the "transformative power of communication." In particular, as I reflect on the actions taken by faculty and students in the Communication Department, I am very heartened to know the ways in which we embodied and modeled the department mission statement.

These past 11 weeks also include student-scholars presenting their scholarship at the Undergraduate Scholars Research Conference (USRC) held in Mission Bay this past February (see the story in this issue). I'm delighted and

proud to have witnessed students challenge themselves and present their scholarship; I'm also thankful to the faculty who advise and help prepare those students. Similarly, I'm gratified for the daily ways that faculty and student majors in the department making classroom spaces active learning environments!

Several other noteworthy items bear mention that make the past 11 weeks feel like a whirlwind. This semester we prepare to say "well wishes" to our colleague Dr. Vincent Pham (see story in this issue). I am so appreciative of the years spent with Dr. Pham as a colleague, his many contributions, as well as his humor and patient demeanor that enriched the department. Continuing an annual tradition for five years is MaC Days – Media and Communication Days. I hope that students had an opportunity to attend one of several events that occurred on April 11 and 12. Look for a recap of the events in the next issue of *COMMUniqué*.

Looking ahead to the remaining five weeks of the semester: news of a new faculty hire in rhetorical studies beginning fall 2016, and celebrating MASS and COMM graduates at the annual department graduation recognition celebration on May 18th. Until then (and, the third issue of the newsletter), well wishes for a successful conclusion to the semester.



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DID YOU KNOW?...

The Communication Department, along with Lambda Pi Eta and Communication Society, invite all graduates to attend the annual graduation recognition! It is open to and welcomes both Communication and Mass Media majors.

May 18th, Wednesday in USU Ballroom

- 5:30-6:30 pm for the reception
- 6:30-8:00 pm for the program

On behalf of the graduation committee, we look forward to seeing you!

Reflections on and Reflections by Dr. Vincent Pham

by Kevin Hsieh

Dr. Vincent N. Pham has been working as an assistant professor of Communication here at CSUSM since the fall of 2011. Before he arrived, Dr. Pham received his doctorate in Communication from the University of Illinois, Urbana-Champaign, and has brought great insight and a different perspective to this campus. In addition to teaching COMM 200, 401, 402, 410, 420, 460, and 465, Dr. Pham helped revamp the Mass Media program, and bring Asian-American studies to the Communication Department's catalogue of courses.

Dr. Pham's contributions include multiple upper-division Communication courses, but one highlight for him as a professor has been the ability to strengthen further and teach COMM 200: Argumentation & Dialogue, along with Dr. Michelle A. Holling. He commented that "[COMM 200] cultivates students' critical thinking and their ability to understand

argumentation [and] dialogue in ways that aren't always exemplified in everyday life." The course, from his perspective, also highlights internal biases, deliberation skills, among other fundamental attributes for communication student-scholar who take the course.

Much of what Dr. Pham has sought to accomplish with his students can be tied to the idea of cultivation, and the limits to which he can push his students' abilities. "Education requires risk and uncertainty" says Dr. Pham, who believes that the university environment is one of the few places in the world where a person has the option to succeed *and* fail. In order to fulfill their academic potential, a student must push themselves to challenge their own beliefs, sharpen their abilities, and risk failure and uncertainty if it means leaving college a better thinker.

Evolution is something he hopes to see in his students, just as he has seen it in himself. As a professor, Dr. Pham understands that there is a give-and-take with his students, and just as he has imparted his knowledge for years, the students of CSUSM have taught him to be more pragmatic. He has become more comfortable with his teaching persona and his scholarly voice, and he thanks his excellent peers at the Communication Department for being a part of that growth.

Dr. Pham's next stop in his scholarly career will be at Willamette University in Salem, Oregon beginning in August 2016. There he hopes to be a positive impact on the student body, continue contributing to the field of Communication, and publish works on



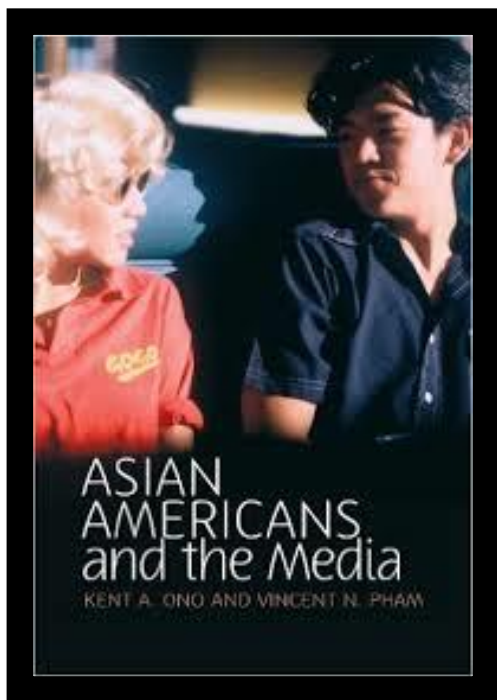
Asian-Americans, media, social justice, and rhetorics. Dr. Pham brings a unique perspective and a wealth of experience to an entirely new environment, and as his time here in California winds down, he wants to thank the faculty, staff, and students at Cal State San Marcos. He will be missed and the Communication Department wishes Dr. Pham and his family the best in the next part of his journey.

Students have one final opportunity to take a course with Dr. Pham this summer. He'll teach COMM 410, Asian Americans and the Media, a course he developed and will deliver one last time online in the second summer session.

Did you know?

Registration for fall 2016 courses is around the corner. Are you ready to register?!? Got help?

- Faculty advisors are tenure track faculty in department. Find your by visiting: <http://bit.ly/studentadvising>
- An academic advisor is also available to guide students. Visit with Silverio Haro in Undergraduate Academic Services



USRC Accepts Five CSUSM Students' Research

by Kevin Hsieh

The Western States Communication Association hosts the Undergraduate Scholars Research Conference (USRC) every year, and gives undergraduates an opportunity to competitively submit and present their original work in front of other students as well as members of the communication association from across the western region. Five students from San Marcos were selected to present at the 13th Annual USRC this year at Mission Bay. They are: Bryce Dollarhide and Kimberlee Zolghadri, Nick Shumate, Sonni Simmons, and Katie Orphey. With the guidance of Cal State San Marcos professors Dr. Dreama Moon, Dr. Vincent Pham, and Professor Alexandra Jackson Nevis, these students took their original, scholarly work, and created a presentation as their contribution to the field of communication.

Sonni Simmons presented her work on "Poetic Fantasy: Fantasy-Theme Analysis of a Spoken Word Performance" with guidance from Professor AJ Nevis, as part of the Approaches to Rhetorical Criticism class (COMM 402). She chose to tackle the medium of spoken word, specifically those addressing and responding to violence and school shootings. Though hesitant at first, Sonni eventually submitted her paper to the USRC. Once the USRC accepted her submission, Sonni took feedback provided by the USRC, and worked closely with Prof. Nevis to trim her 16 page paper into a five minute presentation. Given initial



Sonni Simmons presenting at the conference.

apprehension, the time commitment, and unfamiliarity with conferences like the USRC, she felt the entire experience was worth it and rewarding. Presenting and being around the conference for the weekend with classmates and her professors allowed Sonni to appreciate not only the works of others, but her own work in the field of communication better.

Katie Orphey also took her work in Dr. Vincent Pham's Rhetorical Criticism class and presented it at the USRC. Her work focused on the 2015 *Always #LikeAGirl* Super Bowl commercial. Though initially nervous about the possibility of submitting her paper and presenting it at a conference, Katie wanted to challenge herself and



Katie Orphey at her USRC panel.

measure the quality of her work, as a writer and as a scholar of communication and gender issues. Katie also faced difficulties determining what aspects of her lengthy paper were the most vital to present.

Both student scholars encourage future students who have the opportunity to submit their paper to do so, regardless of apprehension over public speaking or inexperience presenting at communication studies conferences. Sonni noted there was a degree of intimacy, being at the conference with family and friends. The help and encouragement she received from Prof. Nevis also helped the process a great deal. Katie's words say it best: "I would say not to stress yourself out over it, submit what you have and give it a chance. Getting out of your confront zone is where the possibility for growth lies. You have nothing to lose, but a lot to gain so just do it!"

Though they did not attend the conference, Bryce Dollarhide and Kimberlee Zolghadri's work, "The Relationship between Popularity and Self-Disclosure on Facebook" was accepted by the USRC. Nick Shumate's "A Dance with the Devil in the Pale Moonlight" presented but was unavailable for questions

The USRC is held every year with paper submissions due in early December. To read about prior student scholars from the department who presented their scholarship, visit <http://www.csusm.edu/communication/student/undergradres.html>

Touting the Faculty

by Dr. Michelle A. Holling

Faculty in the Department of Communication are teacher-scholars, who remain actively engaged in their scholarship. Evidence of that consists of recent publications, grants awarded to support teaching and/or research, teaching awards, and conference presentations. Likely their research will find its way into the classroom or provoke conversations between and amongst faculty and students.

Congratulations to our faculty on their many accomplishments!!

Faculty Publications

- Race(ing) Intercultural Communication: Racial Logics in a Colorblind Era co-edited by Dr. Dreama G. Moon and Dr. Michelle A. Holling was published in January 2016 by Routledge. For more information, visit <https://www.routledge.com/products/9781138921764>
- "Cyber Memorial Zones and Shamanic Inheritance in Korea" authored by Dr. Joonseong Lee (2016) is published in *The Media and Religious Authority* (S. Hoover, Ed.) by University Park, PA: Penn State University Press. Visit <http://www.psupress.org/books/titles/9780271073224.html>
- Dr. Rivera and her former graduate student T. Dykstra published "Cyberactivism or Cyberbalkanization?: Dialectical Tensions in an Online Social Movement" in 2016. Their article may be found at the *Journal of Social Media Studies*, 2(2), 65-74.
- Prof. Caroline Sawyer and Dr. Kendra Rivera co-authored "Three Strategies for Implementing Authentic Altruism Into Your CSR Campaign" in January of 2016. It is available at *CSR & Green PR Guidebook*. PR News <http://www.prnewsonline.com/>
- "Overseas Filipino Workers and Text Messaging: Reinventing Transnational Mothering" authored by Dr. Cecilia Uy-Tioco is reprinted in *Mobile Technologies* (G. Goggin, R. Ling, and L. Hjorth, Eds.) published by Routledge.

Celebrating Grant Recipients

- ❖ Dr. Fredi Avalos received \$750.00 grant to support her participation in the Storywork Facilitation Workshop.
- ❖ Dr. Catherine Matsumoto received a grant of \$750.00 from the CSU Palliative Care at CSUM. The grant will support her participation at the American Academy on Communication in Healthcare—AACH Research Forum.
- ❖ Dr. Dreama Moon received a \$220.00 grant from the CSU Palliative Care at CSUM. The grant will support her work in "Integrating Palliative Care Issues into Existing Coursework."
- ❖ Dr. Anne Randerson received \$750 grant from the Faculty Center Professional Development Grant to represent CSUSM at the Western Academy of Management 2016 Conference in Portland, Oregon in March 2016.
- ❖ Dr. Kendra Rivera as a co-principal investigator, along with her principal investigator Dr. Kimberly D'Anna Hernandez and student investigator Guadalupe Chim, earned a grant award in the amount of \$26,999 in February 2016. The grant is from the National Institute of Health/National Institute of Mental Health Diversity Supplement Grant
- ❖ Dr. Cecilia 'Lia' Uy-Tioco's research entitled "Dual Citizenship, (Trans)Nationalism, and Public Office: Grace Poe for President of the Philippines" earned her \$675.00 to present her scholarship at the Cultural Studies Association in June 2016.

Faculty Awards

- Dr. Kendra Rivera earned the 2015-2016 CSUSM President's Outstanding Faculty Award for Teaching Excellence and Innovation.

Did you know?

During summer 2016, the department will offer seven (7) courses.

- Three courses are upper-division electives: COMM 410 & 440, and MASS 470-2
- Four courses are cores that serve either/both COMM and MASS majors: COMM 330, 360, and 390

Conference Activity

- ❖ Dr. Cecilia Uy-Tioco will serve as chair, discussant, and respondent for the panel "Do Not Turn Off or Unplug: Approaches to Digital Cultural Studies" at the Cultural Studies Association in June 2016.
- ❖ Dr. Joonseong Lee will present "Anal Sphincter Exercise as Meditative Prayer: Seeking a New Direction for Prayer in the Digital Age" at the International Association for Media and Communication Research Convention, Montreal, Canada in July, 2015.
- ❖ Dr. Gloria Pindi in March, 2016 presented "Transnational Black Feminisms: A Theoretical Alliance between Black Feminist Thought and African Feminism" Guest presentation for the Global Studies Colloquium of California State University San Marcos.
- ❖ Dr. Gloria Pindi, in February, 2016, was a panel participant in "Dear White People." Panel organized by the California State University San Marcos' Black Student Union and the Office of Diversity, Educational Equity, Inclusion & Ombud Services. San Marcos, California.
- ❖ Also in the month of February, Dr. Pindi was the guest presenter of "Crossing the Borders of the Academy: A Congolese Woman's Journey of Education across Cultures." Her presentation was part of Tukwut Talk, organized by the Cross-Cultural Center of California State University San Marcos. California State University San Marcos.
- ❖ Dr. Anne Randerson has delivered and/or will deliver several presentations including:
 - "Comparing the Cultures of Japan and Belgium" at Lake San Marcos Kiwanis Club, San Marcos, CA in March 2016.
 - "Teaching about global cultural differences: Supporting and challenging the mainstream." Co-presented with R. Pillai, M. Gannon, and P. Deb at Western Academy of Management Conference, Portland, Oregon, March 2016.
 - "Intercultural Communication: Leading Diverse Teams with Sensitivity and Efficiency" to Live Well San Diego North Central Region Leadership Team, April 2016.
- ❖ Dr. Rivera in February 2016 presented "An Economy of Guilt for Single Moms at the Intersections of Identity and Work-Life: Building Theory of Marginalization and Privilege" at the Organizational Communication Traditions, Transitions, and Transformations, Austin, TX. She also co-presented with M. D. Harvey and L. Vizcarra "Collaboration, Innovation and Convergence Between the Classroom and the Community: Community Engaged Research as a Tool to Engage Communication Students." Western States Communication Association Conference in San Diego, CA, February 2016.

Until the next
issue...

If you're interested
in contributing
stories to the
newsletter, contact
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