

Message From The Chair

**Celebrate Accomplishments, Pause to Embrace New Beginnings, Help Those in Need**

The semester, and indeed the year, draw to a close. The season of endings and beginnings, the joy of being with family and friends, and the well-deserved break are upon us. End of semester busyness can sometimes distract us from pausing and taking stock of where we've been. And this semester, we have a lot to celebrate

For starters, 47 Communication Majors 3 Communication minors and 9 Mass Media majors will be graduating this semester. To enhance student learning, faculty members have been productively presenting their research, offering innovative instruction, and providing significant service. Keeping all these processes running smoothly, the Department Administrative Coordinator, Debbie Andrews, and our Student Worker, Tiffany Boyd, have been working behind (and sometimes in front of) the scenes.

Continuing students are busily enrolling in courses for next semester. To that end, some suggestions for the 9 units of UDJG are listed on p. 6. I encourage you to work with your faculty advisor to determine what is most appropriate for your needs and to ensure your spring 2014 schedule is conducive to your academic success. Also upon us this season is our obligation to remember those less fortunate. With that in mind, the CommSociety is collecting non-perishables; a barrel for donations is in SBSB. I hope you will take time to celebrate and to help others. Here's to a productive and happy end of semester and congratulations to all our graduates!

¡Adelante!

- Liliana Castañeda Rossmann, Ph.D.

Professor and Chair

Department of Communication



# COMM Unique

December 2013

Volume 1, Issue 2

## GEO 102 Students Encouraged to Tweet During Their Peers' Speeches

In an unusual reversal of common practices (and common sense), students in Section 36 of GEO recently were actually encouraged to use Twitter during speeches given by their peers. This unconventional and iconoclastic section of Oral Communication is taught by Prof. Caroline Sawyer, who gave her students the option to tweet during speeches instead of doing the standard peer evaluations. The assignment was two-fold. First, it was to show how public speaking

and presentations can make a larger impact outside of the classroom. Second, it was to give speakers the opportunity to experience what it might be like if the audience seems to be disengaged but is actually engaging through technology. Students had to tweet ten times during each speech and had to use their class hashtag (#F13GEO36). For about 20 minutes, the class hashtag was ranked number two in trending hashtags and

caused the hashtag to be "trolled", meaning others were using it for advertisements. In sharing her experiences, she reported "My students seemed to be very engaged during this activity and I think that their presentation recall was much higher after." Prof. Sawyer created a Storify of the tweets from her class which can be viewed at <http://storify.com/bugenius/fl3geo36>

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## 2013 Employee Service Awards on Dec. 13

The campus community is invited to attend the 2013 Employee Service Awards on Friday, Dec. 13, from 3:30 to 5 p.m. in the Grand Salon at the M. Gordon Clarke Field House/ University Student Union.

The awards program is scheduled to start at 3:50 p.m. This annual event recognizes CSUSM employees who have served the cam-

pus for 5, 10, 15, or 20 consecutive years on a part-time or full-time basis. The following are the names of Communication Department award recipients for 2013:

### 5 Year

-Joonseong Lee

### 10 Year

-Patricia McMurren-Pollack

### 15 Year

-Jennifer Lynch

-Teresa Metzger

-Dreema Moon

-Liliana Castañeda Rossmann

### 20 Year

-Marilyn Ribble

**Faculty Research Featured at 2013 National  
Communication Association Annual Convention in  
Washington, D.C.**

**Faculty Service Also Helps Students, Staff, Faculty Excel.**

**Fredi Avalos** is the new Faculty Advisor for the Invisible Children's Club and the faculty Advisor for the newly established Public Relations Club at CSUSM. Avalos has also established three professional internships for her students in the areas of public relations, translation/interpreting, and journalism. She has established, facilitated, and successfully completed four Community Service Partnerships/Projects for her COMM 456 course, two of which were new partnerships. Dr. Avalos also has a publication in the area of Latino/Chicano/a Studies: Bread and Roses Too. Special Edition: Social Justice. A Life in Struggle/Elizabeth "Betita" Martinez, Vol.39, 2-3.

**Katherine Brown** made a presentation on "Effective PowerPoint Presentation and Business Correspondence" as part the Professional Development Series: Public Speaking" sponsored by the Temecula Valley Chamber of Commerce on Nov. 15.

**Anthony Cuomo** presented in two panels at NCA: "Del Realismo Mágico a Camera Obscura: Constructing/Confronting Fascist Aesthetics, the Imaginary Homeland, and the Trope of the Childlike Innocent in Pan's Labyrinth" and "Women in Higher Education: Establishing Connections and Creating a Cultural Climate of Inclusion into the Classroom." Prof. Cuomo will be participating in a panel titled "Transferring Undergraduate and Graduate Learning into Opportunities for Service and Activism: A Roundtable Discussion" at the Western States Communication Association in February, 2014. Cuomo will also be chairing "Negotiating the Classroom Space as Female Teaching Associates" at the WSCA Conference.

**Michelle Holling** served as respondent to a panel titled "Latina and Chicana Feminisms: Connections Past, Present, and Future." Also at NCA, she was an invited discussant to a panel titled "Womentoring: How Do I Publish a Book?"

**Jennifer Lynch** has been appointed by Provost Graham Oberem as Lecturer Liaison for AY 2013/14. Ms. Lynch will be working with various units on campus to establish a communications infrastructure for lecturers at CSUSM, including an electronic newsletter for lecturers.

**Pablo Martin's** students in his MASS 302 class took a field trip to the Warner Bros. Studios in Burbank to watch the taping of their new sit-com, *Mom*. The trip was coordinated by its Emmy Award-winning Director of Photography, Steve Silver (*Two and a Half Men*, *Big Bang Theory*).

**Dreama Moon** was a roundtable participant for the NCA Women's Caucus "Womentoring Panel on Building Bridges Among Women Across Colorlines and Borders." She also was nominated as Chair of the Intercultural and International Division. In addition, Prof. Moon was nominated for the President's Inclusive Excellence and Diversity Award at CSUSM.



**Bud Morris** Co-Authored (with Larry Browning, Robert Carroll, and LaRae Tronstad)

“Recounting the Experience of Being Moved: An Analysis of Organizational Communication Students’ Transportation Narratives.” This NCA paper reports a qualitative analysis of narratives that 48 organizational communication students constructed and performed when they were asked to tell about being moved by a narrative.

**Vincent N. Pham** presented at the American Studies Association (ASA) and concurrently at NCA. At ASA, he presented a “Community in debt and the Rhetorics of DIY organizing.” At NCA, he organized and chaired the panel "Late Additions, New Celebrities, and Old News: Asian American Transmedia Representational Connections." He also presented the paper “(Past) Present/Future Summit: Asian American Media Organizations in a Digital Era.” In October, he moderated the film “The Learning” as part of the 4th Annual Asian Film Festival partnership with the Pacific Arts Movement (and its San Diego Asian Film Festival). As part of his “Asian Americans and the Media” course, his class attended a screening of the 14th annual San Diego Asian Film Festival. He also wrote “The Young and the YouTube – Celebrating Wong Fu Productions” for the festival program booklet.

**Kendra Dyanne Rivera** presented (with Sarah J. Tracy) an Ethnography Division Competitive Paper titled "Embodying emotional dirty work: A messy text of patrolling the border." In the Applied Communication Division, with Kimberly D'Anna Hernandez (CSUSM Psychology Department), Dr. Rivera presented "Forging stronger healthcare connections: Communication tools for empowering immigrants and relieving health disparities." She also participated in an Organizational Communication Division Competitive Panel Discussion titled "Creating Organizational Communication Research Connections with (and as) Privileged Allies in Organizing Difference and Change at Work."

**Liliana Castañeda Rossmann** gave a presentation titled "Using the Daisy Model to Create Alternative Stories for Gang-Involved Women" in the panel, “Connecting Theory, Practice, and Change: Practical Applications of the Theory of the Coordinated Management of Meaning (CMM)” at the NCA Annual Convention in Washington. She is now the Vice-Chair Elect of the Communication as Social Construction Division of NCA. Previously, on the subject of her recently-published book “Transcending Gangs: Latinas Story Their Experience,” she gave a talk at the BMW Technology Center sponsored by the German International School of the Silicon Valley in Mountain View, CA on Monday, Oct. 28. She also was the featured presenter at the CSUSM Faculty Center Fall Colloquium Dinner on Nov. 6. Most recently, she gave a presentation to the Young Women’s Empowerment Project of the Washington United Youth Center and another talk at the Biblioteca Latinoamericana in San José, CA on Tuesday, Nov. 26.

**Caroline Sawyer** chaired a panel for the Human Communication and Technology Division at NCA titled “Why we CMC: Theoretical Explanations for Communication Technology Use.”



# Whiteness Forum Reminds Audience of Challenges, Provides Solutions

December 09, 2013 By Tiffany Boyd



The impact of race on athletic achievement, disparagement of humor in social media, and racial discrimination in the workplace were among the topics explored at the 10th Annual Whiteness Forum which took place on Thursday, Dec. 5. The Forum, now a fall-semester Communication Department tradition, features work by students in COMM 454 “Communication of Whiteness” taught by Professor Dreama Moon. At the end of the course, student groups convene in Commons 206 to present tabletop posters on topics related to an aspect of whiteness and its effects on American society. The event is open format and attendees walk from booth to booth listening, speaking, examining, and challenging the presentations by the students. Attendees learn directly from the students about their work and their class experience. In addition to the topics listed above, this year’s group projects also covered:

- Cyber-Whiteness
- Race and CEO Positions of Fortune 500
- Charter Schools
- Parental Influence on Racial Attitudes in Children
- Race and Scholarships
- Mass Shootings and White Privilege

Each booth contained an interactive element which included multimedia presentations, games, or surveys, as well as a “take away” such as a button reading “Silence is Compliance”, or a sticker with a link to a Tumblr page to read more information about their project, some even gave out “tips” for people to implement in their day that take an anti-racist stance.

“This class [COMM 454] has been life changing” - said student Zuri Chaney

Did you know that COMM 390 and COMM 402 fulfill the same requirement?

Both the Communication and Mass Media programs require students to take a research methods class. While COMM 390 will fulfill this requirement, few students know that enrolling in COMM 402 also can. This coming spring 2014 semester, COMM 402 is being offered by Prof. Vincent Pham on MW at 2:30-3:45 pm in SBSB 2111. The CRN is 28611.

# Conversation with Scholars: Colorblindness and the Post-Racism Era: The Continuing (In)significance of Race

December 09, 2013 By Tiffany Boyd

In celebration of the 10th Anniversary of the Whiteness Forum, the Communication Department presented a conversation with scholars titled “Color-Blindness and the Post-Racism Era: The Continuing (In)significance of Race,” from 5:30 to 8 p.m. on Dec. 5, in the Arts Building, room 240

The event had a great turn-out and energy with the auditorium filled with engaged students, faculty, staff and community members listening, interacting and asking questions to the panelist. The panel of scholars included Sharon Elise (CSUSM) Thomas Nakayama (Northeastern U) Lisa Flores (U of Colorado), Vincent Pham (CSUSM), and the panel was moderated by Michelle Holling (CSUSM)

**“The Whiteness Forum and “Conversation with Scholars” are opportunities for us to look critically at ideology and everyday practices of whiteness as a way of understanding racism in the United States,” said Moon.**

To expand the reach of the conversation onto cyberspace, students in Prof. Caroline Sawyer’s COMM 430 – Power, Discourse and Social Identity tweeted during the panelists’ presentations (<http://storify.com/bugenius/whiteness-forum>) One tweet stated:

[Elizabeth Tarnof @etarnof](#)

Follow

White privilege....racism permeated through society [#COMM430](#)

[#whitenessforum](#)

[6:26 PM - 5 Dec 2013](#)

While another one asserted:

[Anthony Ferrugia @ferru001](#)

Follow

Totally agree with the assertion that talking about race doesn't promote racism, not talking about it does [#whitenessforum](#) [#comm430](#)

And a third one remarked ...

[Thomas Geu @tgeu](#)

Follow

[@bugenius](#) [#COMM430](#) Whiteness is not solely perpetrated by white people. It can be from all races.

[6:48 PM - 5 Dec 2013](#)

**“Dreama, I commend you on your work over the last ten years,” said President Karen Haynes on her opening remarks.**



Left to right: Vincent Pham, Michelle Holling, Liliana Rossmann, President Karen Haynes, Lisa Flores, Thomas Nakayama



Professor Dream Moon and President Karen Haynes share a commitment to diversity and inclusion



Posters from the Whiteness Forum were displayed in ARTS 240

Suggested Spring 2014 UDGE Courses for COMM and MASS Electives

**CHEM 315 - SCIENCE IN  
FILM AND TV**

(BB)TuTh 10:30AM -  
11:45AM

TuTh 1:00PM - 2:15PM

**HIST 312 - ANCIENT  
WORLD IN FILM**

(CC) Mo 5:30PM - 8:15PM

**LTWR 336A - HITCH-  
COCK: THE MASTER OF  
SUSPENSE (CC) Tu**

5:30PM - 8:15PM

**LTWR 336D - EUROPE-  
AN CINEMA**

(CC)Th 5:30PM - 8:15PM

**VSAR 303 -INTRO TO  
VIDEO ARTS ( CC) Mon-**

days, 1 – 4:50

**VSAR 302 --THE  
COMP & VISUAL  
ARTS CC)**

Monday, 5 – 8:50

**VPA 380--17 -- ST:  
DIGITAL PHOTO  
SKETCHBOOK (CC)**

Tuesdays, 5:30 – 8:15

**VSAR 304 -  
ADVANCED VIDEO  
PRODUCTION (CC)**

Mondays, 5 – 8:50

**VSAR 306 -- VIDEO IN  
THE COMMUNITY  
(CC) Tuesday, 3 – 6:50**

**VSAR 309 --  
NARRATIVE VIDEO/  
NEW MEDIA (CC)**

Wednesday, 1 – 4:50

**VSAR 402 --**

**IMAGINARY WORLDS:  
VIDEO COMPOSITING**

(CC) Friday, 1 – 4:50

**VSAR 457 --VIDEO STU-  
DIO PRODUCTION (CC)**

Thursday, 1 – 3:45

**VSAR 222 --SURVEY  
OF WORLD CINEMA**

(CC) Wednesday, 5:30 –  
8:15

**VSAR 422 --  
ART&TECH MOVING  
IMAGE (CC) Wednesday**

5:30 – 8:15

**VSAR 433 – SCREEN-  
WRITING (CC) Wednes-**

day, 2:30 – 5:15



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## Congratulations to our Fall 2013 COMM and MASS graduates!

Barrett B. Adams - Communication BA  
Tyler Kalani Manley - Communication BA  
Kelly S. Adams - Communication BA  
Deni J. Markley - Communication BA  
Kyle William Adelman - Mass Media BA  
Cornelius James McCloskey - Communication BA  
Reyna Alva - Communication - Minor  
Skylar Anne McDuffy - Communication BA  
Priscilla Gizelle Alvarez - Communication BA  
Kerah McKenzie - Communication BA  
Layan Ammouri - Communication BA  
Charles Russell Mersereau - Communication BA  
Felipe Angel - Communication BA  
Paige Brenna Murphy - Communication BA  
Taylor K. Balha - Communication BA  
Brittany Carol O'Connor - Communication - Minor  
Andrew Brian Bates - Communication BA  
Monique Stevie Oglesby - Communication BA  
Lauren Elizabeth Booth - Communication BA  
Roxanne Valerie Brown - Communication BA  
Tori Renea Overton - Communication BA  
Jennifer Erin Cann - Communication BA  
Joshua Len Packard - Communication - Minor  
Courtland John Carroll - Communication BA  
Tanner William Pantele - Mass Media BA  
Chandra Nicole Charette - Communication BA  
Joanne Redenbo-Michaels - Communication BA  
Krista Louise Chatfield - Communication BA  
Pasha Saberi - Mass Media BA  
Deana Joyce Cheetham - Mass Media BA  
Jennifer Monique Sanchez - Communication BA  
Victoria Colcol - Communication BA  
Jasmine Nicole Schmidt - Mass Media BA  
Brandon Allen Cully - Communication BA  
Christina Lynn Simpson - Communication BA  
Berkeley Pauline Dambach - Communication BA  
Stacie Anne Smyth - Communication BA  
Marlynda Thi Do - Mass Media BA  
Tyler Robert Spitznagel - Communication BA  
Marina Nicole Donnell - Mass Media BA  
Katie Lyn Stansbury - Communication BA  
Nicholas Dominique Egan - Mass Media BA  
Tyler Daniel Suss - Communication BA  
Cassandra Jean Farrell - Communication BA  
Justin Ricardo Toledo - Communication BA  
Elizabeth Garduno - Communication BA  
Danielle Catherine VanWaldick - Communication BA  
Ashley Natasha Goodbrand - Communication BA  
Lauren Elizabeth Vancil - Communication BA  
Christopher Ryan Grandmaison - Communication BA  
Renee Christine Varvi - Communication BA  
Kelsey Marie Gunion - Mass Media BA  
Robert Keith Wierenga - Communication BA  
David J. Hinchman - Mass Media BA  
Megan Marie Wyman - Communication BA  
Rami Ilaian - Communication BA  
Peter McCoun Jepsen - Communication BA  
Mitchell Raymond Johnson - Communication BA  
Brandon M. Johnston - Mass Media BA  
Evan Jacob Laveist - Communication BA  
Kristhel Lopez - Communication BA