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Message From The Chair

Even at a 24 year-old school like ours, the words "university" and "tradition" go hand in hand. Graduation, of course, comes to mind as one of the most significant rituals in our society. The words "accomplishment," "hard work," "pride," and "dedication," come to mind when thinking about graduation, but so do "relief," "anxiety," "nostalgia," and "party!" Graduating COMM and MASS seniors had the chance to envision life after school during MAC Days. Alumni panels on careers, internships, and graduate study provided practical advice on making the transition to life beyond college. MAC Days, now in its third year with MiraCosta and Palomar College, is a tradition we hope to continue in years to come. We've got some great accomplishments by our faculty and students: Kudos to you all, for all that you do! The Annual Communication Department Graduation Recognition and Lambda Pi Eta National Communication Honor Society Induction Ceremony will be held at 5:30 on Friday, May 16, in ARTS 240. We hope to see graduates and their families at this event. Other traditions – more informal ones – make students look forward to the end of the semester and the academic year. Prof. Bud Morris continues his tradition of playing music on his guitar for his students at the end of the semester. In one occasion, the songs were so inspiring that they provoked tearful applause. For those of you staying along for another semester or more, have a wonderful summer. I hope to continue in years to come. We've got some significant rituals in our society. The words "university" and "tradition" go hand in hand. Graduation nears. Godspeed!

¡Adelante!

- Liliana Castañeda Rossmann, Ph.D.
Professor and Chair
Department of Communication

Student Research Symposium

TWO FINALISTS REPRESENT CSUSM AT STATEWIDE COMPETITION

The tradition of fostering student research continues in our department with the participation of six Communication majors in the recent Student Symposium for Research, Innovation, and Creativity (SSRIC). Prof. Kendra Rivera mentored her COMM 390 students to submit their course research projects to the symposium, which is organized by the Student Affairs Committee of the Academic Senate, and the Office of Graduate Studies and Research at CSUSM.

Students who participated in this year’s symposium and the titles of their presentations are Kristen Grassi, on “The Importance Of Communication For Spreading The Word About Non-Profit Organizations”; Christine Lee, on “Communicating Learner Empowerment in a Montessori Classroom”; Martika Ramirez, on “Communication Interventions For Students With Autism”; Elizabeth (Liz) Tarnof, on “Communicating & Creating Awareness About Cystic Fibrosis”; Ron Tranbarger, on “Public Speaking: Peer To Peer Revelations”; and Ricardo (Ricky) Vasquez, on “I Just Need Someone to Talk to: The Importance of Conversations for At-Risk Kids.” The symposium promotes excellence by recognizing student accomplishments across the disciplines at CSUSM. Students’ research can be independent study or class projects that meet the research criteria for the competition. In addition to a five-page summary of their research, student participants make oral presentations before juries of professional experts from major corporations, foundations, public agencies, and colleges and universities in California. Up to ten finalists from each campus receive cash award and paid travel expenses to attend the statewide competition and compete against fellow CSU students from the twenty-three campuses. Christine Lee and Ricardo Vasquez were among the ten finalists who qualified to represent CSUSM in the Statewide Competition at CSU East Bay on May 2nd and 3rd. “It was an honor to represent CSUSM and the Communication Department at the statewide competition,” said Lee. “I’m excited because this will help me as I get ready to apply to grad school.” Congratulations and great job to all the participants!

“Christine Lee, Prof. Kendra Rivera, and Ricky Vasquez at the 28th Annual CSU Student Research Competition held at CSU East Bay on May 2 and 3”
Communication Alumna Takes Unexpected Path to Patient Advocacy, Motivational Speaking

The weeks and months after graduation are typically spent traveling, looking for jobs, or both. For Aimeeleigh Coulter (Communication, 2011), these post-graduation months meant hospital stays and physical therapy after suffering a massive brain-stem stroke. The stroke left her paralyzed from the mouth down, causing her to lose the ability to speak and move.

After enduring months of rehabilitation, has regained speech and motion. However, her frustrating experience as a patient dealing with the hierarchy and power structure of the hospital left her feeling marginalized and utterly voiceless. Inspired to use her voice again, she utilized the learned skills from her Communication degree at CSUSM to create a speech to get her message out and hopefully make a change in the world.

Now, Coulter is a Patient Advocate at the Tri City Medical Center in Vista where she engages with the patients to ask about their experiences and to ensure that their experience is a better one than hers. As Patient Advocate, she serves as a spokesperson on behalf of patients and their families dealing with the stress of illness and offers support on a human level to help them navigate the confusing healthcare system. In addition to patient advocacy, Coulter speaks at forums and engages with nurses, nursing students, and caregivers about her experience.

She claims that getting a degree in Communication helped her understand her environment and has allowed her to apply those learned concepts to develop a concise message of advocacy and hope.

Aimeeleigh Coulter appeared at this past spring’s Media and Communication Days on April 24th and told her story. She was featured in the panel Careers in Media and Communication.

MAC Days RECAP

On April 24, 2014 alumni and students came together to discuss careers in communication, internships, and graduate study. For the third year in a row, the event has been organized in cooperation with Miramar and Palomar College to gain insight and connect with alumni and non-alumni professionals. Professor Caroline Sawyer, a lecturer in the Communication department, gave an engaging keynote address on the topic of “Social Identity in the New Media Environment”. Adam Daigneau a graduating senior said, “Dr. Sawyer’s perspective on social media provided me a new insight on the importance of having multiple social media outlets and I look forward to next year’s MAC Days”. A big thank you to everyone who participated in this event. Make sure to look out for MAC Days in Spring 2015!

To find out more about MAC Days, please visit http://mediacommdays.wordpress.com/

LPE President Ron Tranbarger facilitates the Alumni Panel on Careers during MAC Days
Prof. Terri Metzger and Fredi Avalos gave a presentation titled “Sharing Cultural Intelligence: Learning to Share” at the Faculty Center Teaching Expo on April 25. Participants were guided through “The Tunnel of Oppression,” an interactive experience featuring a walk through different stations designed to display oppression of marginalized groups. It started as a campus grassroots diversity program at Western Illinois University and it has been staged at CSUSM and many other colleges and universities around the nation.

Congrats to Nicole Gaitan (Graduating MASS senior), winner of the Student-produced Video for Civic Engagement Award as part of the course Video in the Community, VSAR 306 – Video in the Community, taught by Prof. Kristine Diekman (VPA). Gaitan’s video, produced with four VPA students, was titled “Mind Body Soul Concepts” and it features an integrated program that improves middle and high school students’ academic performance.

Also, Congratulations to Prof. Marilyn Ribble (GEO Lecturer), faculty advisor of the student org Colleges for Cancer. Their organization was nominated and won Best Student Org of the Year for their “outstanding leadership and involvement helping make student life thrive at CSUSM” at the Tukwut Leadership Awards Night.

Prof. Mike Sperla, GEO Lecturer, has been invited to play at the Del Mar Fair. His band “S.O.B.” will play their set from 2 to 3:30 pm on Wednesday, July 2, on the Coors Lite Rock-on Stage. “S.O.B” stands for “Sperla, Oliver & Brown.”
Student media Festival Showcases Individual and Group Productions

The end of the spring semester brings with it an exciting tradition: the Student Media Festival. This year, hundreds of students, families, faculty, community members and professional media makers come together in a powerful celebration that presents, celebrates, publicizes and archives the innovative media projects being produced by students at CSUSM.

Students have landed work as a result of their exposure at the festival and have gone onto successful careers in media and media-related fields. Awards and prizes compete in categories which may include: Best Narrative, Best Documentary, Best Social Justice Project, Dean’s Award, Best Personal Memoir, Best Experimental/Performance Work, Best Performance Award and Audience Award.

“We had over 50 very competitive submissions which were juried by faculty and alumni,” said Prof. Kristine Diekman (VPA), one of the organizers of the event. “We are pleased to be able to include such fine work in the festival.” The Communication Department is an event co-sponsor.

This year’s list of participants includes the following students and the titles of their projects, highlighting COMM and MASS students:

Johnny & Lucy by Niko Rodriguez and Cassie Jenness (7.48)
Adam by Michael Elinn (1.30)
International Rescue Committee Peacemakers by Nicole Gaitan (3.11)
My Friend Sam by Rick Pinto (16.20)
A 12 Hour Cartoon by Armand Gutierrez (1.06)
Day Laborers written and directed by Mark Day, photographed and edited by Ryan Denzy (9.30)
The Art of Drowning by Experimental Media Group (2.00)
Super Slice Me by Crash Engberg (7.42)
Johnny & Lucy by Lindsey Jones and Kine Brattland (9.12)
The Cutback by Martin Szillat (2.00)
Scores by David Hinchman (10.40)
Rak Rampager by Ryan Dipiero, Rodney Wheeler, Natalie Manos (3.25)
Nathan Bowser by Angelica Jacebo (6.37)
Tradition by Luke Bisagna and Natalie O’Hara (4.00)
A Dance Adaptation and Ensemble by Edgar Mendez (3.27)
A Musician’s Ode by Niko Rodriguez (6.02)

This year’s festival takes place at 6:30 pm on Friday, May 9, in Arts 111.
Communication Department
Summer Term 2014 Courses

1ST BLOCK
COMM 100 INTRODUCTION TO COMMUNICATION
COMM 330 INTERCULTURAL COMMUNICATION
COMM 390 RESEARCH METHODS AND DESIGNS
COMM 440 ORGANIZATIONAL COMMUNICATION

2ND BLOCK
COMM 465 COMMUNICATION & POPULAR CULTURE
COMM 470 POLITICAL COMMUNICATION

SUMMER TERM 2014 BEGINS ON JUNE 2 AND ENDS AUGUST 9, 2014

1ST BLOCK – JUNE 2 TO JULY 3
2ND BLOCK JULY 7 TO AUGUST 9

Registration for continuing CSUSM students begins March 18th and ends March 28th.

Open enrollment for non-CSUSM students begin March 29th

CSUSM EXTENDED LEARNING
CSU San Marcos
Extended Learning
333 S. Twin Oaks Valley Road

Phone: 760-750-4020
Visit www.csusm.edu/el
ALL Communication & Mass Media graduates are invited to attend...

The Communication Department Graduation Ceremony

on

Friday, May 16th, 2014

in

Arts Hall 240

Reception & Graduate Check-in
5:30pm

Program begins at
6:30pm

RSVP at http://goo.gl/n3EbsN

...hosted by CSUSM Communication Department, Communication Society, & Lambda Pi Eta
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* Earned 3.5 GPA (overall and CSUSM)
CONGRATS!!

Chatham University’s MFA in Film and Digital Technology program offers one of the few degrees in the country that combines training in emerging technology and advanced project work. Students are encouraged to explore the interconnectivity of various media including film, web, and video games. The program also allows students to earn a terminal degree in as little as one year. http://www.chatham.edu/mfafilm

Chatman also has a new Interdisciplinary Design program that combines training in visual communication, film and digital technology, interior and landscape architecture, and technology workshops to help students develop a diverse and comprehensive industry-ready skills-set. Students can earn a MA in one year and/or an MFA in two when pursued full-time http://www.chatham.edu/design/

Extend Your Knowledge in Media Production

Student Poetry

Justice are you colorblind?
By: Amor Castro

Justice are you colorblind…. When my blackness will never be as significant as your whiteness! When the infatuation of my people are celebrate for your entertainment…. My divine color never taste so bitter in the name of justice…. Justice are you colorblind… Living in this world of blackness without black… Equality is nothing more than just the word that your colorblind people use the justified your broken lends! Justice are you colorblind… Take a look in the mirror and SEE YOUR INABILITY to admit that the only color you see is white. Justice are you colorblind … Freedom, Equality are all words that sound lovely. Times have changed but history will remind the same.

Justice are your colorblind … The only difference in colorblind is …. Color!