

COMMUniqué

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A publication of the Department of Communication

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Student Intern

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Notes from the Chair

By Dr. Michelle A. Holling

Ah, the end of the semester. A time when students busily study for final exams, write (multiple) course papers, and/or deliver presentations whereas, faculty eye with anticipation the stacks of grading that mounts on our desks. Amidst the end of the semester madness that we all contend with, there is also excitement, elation, anxiety, and/or relief. These emotions likely apply to students who completed courses or an internship successfully, who participated in their first undergraduate research panel on campus or in a media workshop as part of MaC Days, presented their scholarship at a regional conference, submitted their work to the media festival on campus, assumed leadership positions or simply got involved in a student organization, and/or who engaged in service learning.

The end of the spring semester is also about wishing farewell to graduates. On May 18th at 5:30 p.m., the Department of Communication will recognize its students graduating with a Bachelor of Arts in Communication and in Mass Media. The graduation committee has worked long and hard to plan an amazing and thematic event for students and their families. Then, on May 21st at 1:00 p.m., student majors and department faculty look forward to the university commencement!

Meanwhile, for a break from all the work, enjoy reading the stories about future and current faculty, and graduating seniors, whoot whoot!



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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

New Faculty Hire: Antonio de la Garza

by Dr. Holling, Interim Department Chair

During this spring semester, a search committee for a faculty hire in rhetorical studies worked long and hard to complete a successful hire. Composing the committee were Dr. Dreama Moon, Dr. Kendra Rivera, and myself. With the publication of this issue of *COMMUniqué*, I am very pleased to announce that Antonio de la Garza will join the Department of Communication beginning in fall 2016!

Mr. de la Garza is completing his doctoral program at the University of Utah at which he plans to defend his dissertation entitled "Living Illegal: Transgressing Race, Nation, and Identity" this summer. His scholarly expertise is immigration rhetoric through which he seeks to reveal the role of communication in racism and resistance using rhetorical and critical cultural

methods. In so doing, he asserts immigrant experiences pose a challenge to contemporary notions of citizenship and belonging.

During his master's program, which he completed at Northern Arizona University (NAU), he studied Applied Communication and earned a master's certificate in Ethnic Studies. Prior to his M.A., he majored in Political Science graduating cum laude also at NAU. Mr. de la Garza brings a wealth of experience teaching courses in communication and in ethnic studies as well as working with students to present their scholarship at conferences. Overall, he comes to CSUSM as an active scholar and a committed teacher, whom we are ecstatic to have as our new colleague! Look to take a course with him in the fall semester.

Getting to the point of Mr. de la Garza accepting the job offer relies on many individuals, who play

important roles to ensure hiring processes are a success. As such, I have to give 'shout-outs' to some folks.

To Drs. Moon and Rivera, I thank you both for your commitment, diligence, and camaraderie during some marathon search meetings. To all students from Lambda Pi Eta and Communication Society, who took time from their busy school and work schedules to meet with all candidates who visited campus, I very much appreciate your involvement. Similarly, I value the feedback received from students who were in courses in which candidates delivered their teaching demonstrations. I also appreciate the support of CHABSS Dean Robert Rider; Josie Rosas, the department support staff; colleagues in other departments; and staff from across campus who were interested in meeting with candidates that enriched their visits to CSUSM. THANK-YOU!

"On the Margins of Media in Hollywood" Keynote Panel

by Dr. Cecilia 'Lia' Uy-Tioco

A keynote panel titled "On the Margins of Media in Hollywood" featuring three media industry members culminated the 2016 Media and Communication (MaC) Days held at California State University San Marcos on April

12th. The panel featured international award-winning screenwriter Sameer Gardezi, media executive Alexandra Davis, and OpenTV founder and professor Dr. Aymar Jean Christian. Moderated by Dr. Vincent Pham, the panel discussed issues in Hollywood, particularly about casting, the

future of content creation and distribution, and gender, racial, and age bias in the industry.

Sameer Gardezi, a screenwriter who has written for several networks including Nickelodeon, Comedy Central, The CW, FOX, ABC and NBC and studios such as 20th



Left to right: Dr. Aymar Jean Christian, Dr. Vincent Pham, Sameer Gardezi, and Alexandra Davis

Century, Universal and Disney and has been awarded a Century, Universal and Disney and has been awarded a Writer's Guild Award for his writing for *Modern Family*, shared the challenges faced by screenwriter. He noted that oftentimes, the finished product is so vastly different from an original idea.

Second panelist Alexandra Davis, a former producer at DreamWorks Animation owned AwesomenessTV, who now works at Blue Ribbon Content Studios (the digital branch of Warner Brothers) as a director, development, and production discussed the future of content. Ms. Davis pointed out that fresh ideas can be found in digital spaces such as YouTube. She noted that today, 16% of Hollywood directors are female and 84% male, most of whom are white, thus minorities and LGBTQ are still often misrepresented in the media. Ms. Davis also shared the challenges of having a voice and being taken seriously as a "young-looking

female" in the industry. She advised students to seek mentors and learn how to fight for what they believed in.

Finally, the third panelist, Dr. Aymar Jean Christian, a professor of Communication and Media Studies at Northwestern University is also founder of OpenTV

(weareopen.tv) a platform to empower queer, trans and cis-women, and artists of color to produce and distribute indie series for artists by artists. Dr. Christian shared his experiences in producing content that is often left out by mainstream media, emphasizing the need for community-based media for underrepresented groups.

Prior to the panel discussion, each of the speakers conducted mini-workshops with students. Mr. Gardezi's workshop, "Pitching Our Stories," discussed strategies for developing, pitching, and selling stories that have often been excluded from mainstream media. Ms. Davis led a workshop titled, "Behind the Screen," focused on what it means to be a woman working in the industry, as well as the potential that digital content provides in cultivating greater opportunity for diversity of voices and points of view. And lastly, Dr. Christian's workshop, "We are OpenTV," introduced students to ways of developing innovative, artistic, community-based television as research.

About 60 CSUSM communication and media students as well as other members of the CSUSM community attended the 90-minute panel discussion, with conversations with the speakers continuing afterwards in the hallways. The event was sponsored by the Department of



Communication with funding and support from the California State University Entertainment Industry Initiative as part of the visiting fellows program, and spearheaded by Dr. Vincent Pham.

To view the panel, visit <http://www.csusm.edu/communication/macdayspage.html>

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!

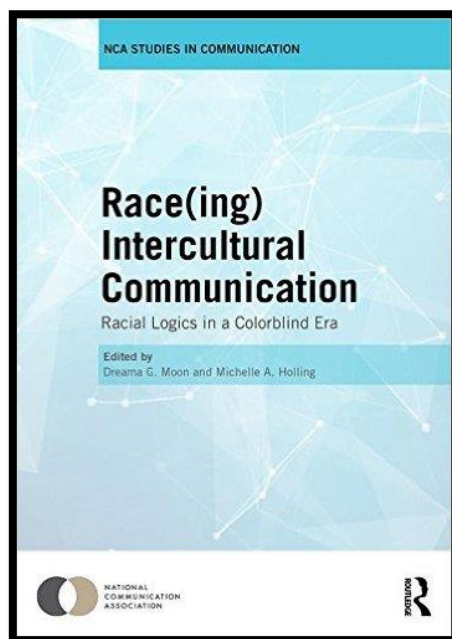
Voices in Intercultural Communication and Race

by Kevin Hsieh

Traffic lights and art apply color in innocuous places. In the grand scheme of society, however, color and race intertwine in intercultural conflict. The field of Communication lacked literature covering intercultural communication in relation to race, so two CSUSM professors collaborated on a book that would focus on collecting a variety of cultural perspectives to address that void. Dr. Dreama Moon and Dr. Michelle Holling produced *Race(ing) Intercultural Communication: Racial Logics in a Colorblind Era* in January of 2016 by Routledge publishers after a two year process, in which they provided a platform for scholars to contribute to the conversation.

Prior to their book collaboration, Dr. Moon and Dr. Holling co-authored an article on racial apologies where they examined racist comments made by public figures and their apologies that followed. That partnership worked well and opened an avenue to pursue the topic of race and racism further. The journal editor of the *Journal of International and Intercultural Communication* approached Dr. Moon and Dr. Holling to guest edit a special issue for the same journal to expound upon race by incorporating other authors. The premise of that double

special issue in 2015 sparked the creation of the book, and opened the door to a wider array of possible authors to submit their work in a widely distributed book. Fifty or so submissions are taken through multiple rounds of reviews, from multiple reviewers, where Dr. Moon and Dr. Holling trim the number of articles by nearly half each time. As each article progressed through each round of reviews, authors received feedback for edits including advice and suggestions from anonymous, external reviewers as well as from the editors, Drs. Moon and Holling.



The book includes topics that range from Obama and birther discourse, colorblindness in Post-Apartheid scholarship, to Latino/a and South Asian bloggers. This diversity of scholarship is the

result of Dr. Moon and Dr. Holling's goal to incorporate voices, perspectives, and topics that have not been highlighted historically in the field of Communication, while maintaining a high degree of rigor and quality of content. The result is a unique mixture of topics as well as an intersection of methodologies and sub-fields within Communication. As a bonus, Dr. Moon and Dr. Holling authored the introduction and closing statements of the book.

As important as the book is to studying race and intercultural communication, Dr. Moon and Dr. Holling also stressed the importance of staying active in pursuing their scholarship as professors. Co-authoring this book allowed the pair to push themselves out of their comfort zones, and their collective efforts allowed for a more complete finished product. This book also stands as a compilation of modern issues that future students can look to for inspiration and ideas.

In the future, Dr. Moon and Dr. Holling hope to team up again to tackle a host of topics, including colorblindness and how it comes to be in the present day. They still see some room for improvement in intercultural communication studies in regards to race, and they hope to incorporate an increased international presence on future projects.

Faculty Spotlight: Dr. Lee

Dr. Joonseong Lee returned this spring following a semester-long sabbatical. This was his first supported leave since he arrived at CSU San Marcos in the fall of 2008. The primary focus of Dr. Lee's leave was a further extension of his research project, *Digirit* as Digital Breathing, as well as the development of an undergraduate class entitled "Media and Mixed Reality," which will be offered as an elective for Mass Media or Communication majors. In answer to the question of how he progressed during his sabbatical, Dr. Lee replied simply with a smile, "Maybe it's a half success."

Dr. Lee's research project, *Digirit* as Digital Breathing, is based on the practice of incorporating the Eastern spiritual concept of "yin and yang energy" into a digitally saturated life. *Digirit*, a term that Dr. Lee coined to better visualize the status of energy flows in the digital world, refers to a state of equilibrium in which energy flows between the universal energy field and the human energy field inside and outside cyberspace. It is a combination of the words *digital* and *spirit* and is conceptualized through the perspective of desire identified by French philosopher Gilles Deleuze.

From the Deleuzian concept of territorialization, a conventional hierarchical distinction between the sacred and the secular becomes deterritorialized in the immanent field of *digirit*, and nonlinear and contextual

distinctions of these concepts are reterritorialized as unlimited layers of the plane of consistency. Given that we are now in the early stages of the digital revolution, the number of layers to be realized in the future is beyond our imagination. When unlimited layers of the plane of consistency are produced, unlimited territorializing processes occur. These unlimited layers, which are created in a nonlinear manner, can hinder the energy flows of digital media users from sustaining a balanced state with those of the universal energy field.

As a suggested method of facing such situations in which digital media users are likely to perceive these unlimited layers created by digital media technologies as real entities, and consequently energy flows are largely informed by virtual reality rather than actual reality, Dr. Lee proposes anal sphincter exercise (anal breathing) as a meditation practice in the digital age. Further, he seeks to explore why anal breathing practice may be a necessary meditation practice in the digital age and how it can guide us in a new direction of spiritual construction: *digirit*. Anal breathing has its origins in ancient India, and the concept has been expanded to encompass the practice of squeezing and releasing the root with breathing. With diligent and consistent anal breathing practices, breathing in the digital realm reaches the point where de-territorializing and re-territorializing processes of mind and body can harmonize with that of the universe, called *digirit*. "Here lies the importance of this project, *Digirit* as Digital Breathing," Dr. Lee explained.

In addition to conducting research during his sabbatical, Dr. Lee developed one undergraduate class, "Media and Mixed Reality," and offered it during the last winter intersession under MASS 470-4. Mixed reality is an emerging research field, integrating physical and digital environments into a mixed (physical and digital) reality. Given that the concept of mixed reality has been utilized for more than 20 years in the production of many Hollywood blockbuster films, especially sci-fi films, it is not surprising that marketing industries are applying this concept in the creation of new marketing methods based on mixed reality. While the course is designed to introduce how digital culture interacts with mixed reality, students will also be invited to think critically and creatively about the concepts, theories, and technological applications that are essential to a better understanding of future media based on mixed reality technologies.

With the support of a Research, Scholarship, and Creative Activity grant, Dr. Lee will present a paper entitled "Anal breathing practices as digital breathing: Construction of *digirit* in the abstract machines of control" at the International Society for Media, Religion, and Culture (ISMRC) Conference, to be held in Seoul, South Korea, from August 1-4, 2016.

In summary, it seems that this was a very busy and productive sabbatical for Dr. Lee. He would welcome another opportunity for such a sabbatical at the earliest opportunity!

CONGRATULATIONS TO GRADUATING SENIORS 2016

Communication Majors

Amy	Alber
Alhijaz	Althagafi
Desiree	Alvarez
Samantha	Aviotti
Shai	Borwick Cooper
Brooke	Brean
Nicholas	Bruno
Emily	Cannon
Yaninna	Cedeno
Corinne	Cowan
Marco	D'addazio
Michelle	Davis
Alexandra	DeLaune
April	Emerson
Kelsey	Ferguson
Kelli	Flodman-Brander
Kelly	Ford
Heather	Franchini
Jessica	Gambrell
Kyle	Gloger
Kasey	Golnick
Amanda	Gonzales
Matthew	Hintz
Valerie	Law
David	Martinez-Salas
Christine	May
Ryan	McDaniel
Nicole	Miles
Chassy	Moreno
Natalie	Neece
Isidoro	Rendon
Christopher	Rodriguez
Kyle	Saunders
Kelsey	Schwarz
Rachel	Smith
Amber	Vasilik
Veronica	Villarreal
Zhou	Zheng
Kimberlee	Zolghadri
Oluwajomiloju	Adeniran
Alydia	Aguila
Brittany	Arnold
Samantha	Arrington

Rema	Assria
Nicolle	Batte
Victoria	Beyer
Karin	Binni
Nickolai	Birkeland
Olivia	Bishar
Christopher	Bouchard
Tiffany	Boyd
Lauren	Burke
Ryan	Burke
Broc	Butcher
Tabita	Carranza
Brooke	Carter
Brando	Casino
Sydney	Centell
Victoria	Charles
Jordan	Chewning
Sean	Conroy
Taylor	Cratty
Michael	Dalupan
Declan	Daly
Conor	Davis
Jasmine	Demers
Jaime	Diaz
Gabrielle	Diaz
Bryce	Dollarhide
Dayton	Donovan
Margaret	Ducoulombier
Katelyn	Ebersbacher
Lindsey	Edgar
Jordan	Eggert
Dolores	Esparragoza
Kaitlyn	Estona
Kendall	Fisher
Valeria	Flores
Heather	Flores
Krystina	Franchino
Selena	Gallardo
Justin	Galvan
Emilie	Gernandt
Danielle	Ghalwash
Shervin	Ghannadian
Carly	Graf
Amanda	Guse

Armand	Gutierrez
Tanya	Hancock
Jessica	Hartmann
Kristen	Hibbs
Hailey	Holthaus
Kevin	Hsieh
Ryan	Huff
Stacey	Inglis
Alexis	Ison
Rachel	Jansen
Nicholas	Kennedy
Cary	Ladd
Jonicylle	Law
Amanda	Lawrence
Ashley	Lewis
Amber	Mahmood
Erika	Marin
Giselle	Marin
Raquel	Marquez
Stephanie	Marty
James	Mercure
Kimberly	Merica
Casey	Middleton
Marci	Mierop
Richelle	Mireles
Marcelle	Montes
Brynn	Moody
Judith	Mota
Devvon	Mundy
Elizabeth	Nadeau
Christina	Nguyen
Mads Elton	Nilsen
William	Norman
Fatima	Oliver
Matthew	Onstad
Perry	Palleja
Darius	Parker
Anthony	Peden
Royer	Pedro
Jocelyn	Pereira
Hugo	Pinales
Natalie	Plummer
Shanda	Poulson
Gabriella	Provencio

Heaven Leigh	Quiban
Joshua	Ray
Mary	Reinig
Alvaro	Reyes
Jose	Reyes
Carrie	Rice
Liliana	Rivas
Luis	Rivera-Palomares
Katie	Rodriguez
Dalila	Rodriguez
Larsen	Romo
Courtney	Rotondo
Stephanie	Rubio
Jaime	Ruiz
Ryan	Santos
Maika	Save
Katie	Sheriff
Chloe	Slasor
Nicole	Smith
Ashley	Smith
Sydney	Sniff
Sergio	Solis
Courtney	Soren
Kayla	Sotelo
Charlotte	Stewart
Zachary	Strain
Alana	Stroud
Steele	Sylte
Vanessa	Tapia
Catherine	Thomas
Kelsi	Thurston
Anna	Triebell
Jordan	Varvel
Berge-Marie	Vilsaint
Megan	Walsh
Brian	Washington
Alexa	Watkins
Breanna	Wethey
Teronda	Williams
Kelly	Wilson
Rachel	Wooditch
Brea	Young
Garrett	Zrake

Mass Media Majors

Austin	Albright
Laurie	Anderson
Ryan	Anzil
Alexander	Beechler
Brandon	Bentson
Summer	Blinco
Russell	Breckenridge
Stephen	Carrier
Lindsey	Cass
Pierson	Cepeda
Taylor	Cratty
Adrianna	Cruz
Jade	Cummings
Darrel	D'Amico
Burtland	Dixon
Dayna	Elenes
Kaitlyn	Estona
Briana	Flores
Bernard	Gabriel
Bella	Gutierrez
Maria	Gutierrez Martinez
Christopher	Jimenez

Donovan	Johnson
Reed	Johnson
Lindsey	Jones
Julio	Lopez
Annalee	Magrann
Andrea	Martinez
Karen Amethyst	Mascarinas
Taylor	Pinegar
Manuel	Ramos
Brent	Reilly
Sonni	Simmons
Courtney	Soren
Yirah	Suazo
Lindsey	Taylor
Erin	Taylor
Joseph	Vagnerini
Alejandra	Velasquez
Swara	Chandran
Sonia	Dominguez
Jaxon	Heard
Dillon	Parkford
Isidoro	Rendon
Yijun	Wang
Tiffany	Yang

Research & Internship Opportunities: Be in the know!

- ❖ Research papers completed in courses such as COMM 390 and/or COMM 402 may be submitted for consideration for presentation at the USRC. Deadline for submissions is December 9. Visit the department homepage as well as the "current students" link at <http://www.csusm.edu/communication/student/index.html>
- ❖ If you're interested in being an intern in the department or at a different site while earning academic credit, information is available about the process. Visit <http://www.csusm.edu/communication/internships.html>

Until the next issue . . .

If you're interested in contributing stories to the newsletter, contact Dr. Holling at mholling@csusm.edu