

Message From The Chair

Change is the only constant. In our department, change is an extension and an elaboration of already-existing processes and practices. For instance, mentoring students by department faculty members has become an institutionalized departmental practice over the years. This semester, Mass Media senior Pasha Saberi presented his research at the Western States Communication Association annual convention in Anaheim. Pasha joins a long line of students – mentored by Profs. Michelle Holling, Dreama Moon, and Kendra Rivera – who have presented or are getting ready to present the results of their research beyond the classroom walls. Change also entails maintaining a structure, such as sponsoring Media and Communication Days on April 24, but made up of different components, such as welcoming back different alumni to speak about their post-graduation experiences with degrees in Communication and Mass Media. A change that we hope comes only in the form of continuous improvement is the department’s commitment to “guide students to become culturally aware, astute, civic minded individuals poised for success in their endeavors as community members, citizens and leaders in their chosen professions.” Here is looking at the positive change that our students, alumni, faculty, and staff are already making in the world!

. ¡Adelante!

- Liliana Castañeda Rossmann, Ph.D.

Professor and Chair

Department of Communication



March, 2014

Volume 1, Issue 3

Student Makes Waves

SPURRED BY PROFESSORS, SENIOR PASHA SABERI PRESENTS RESEARCH AT REGIONAL CONFERENCE

Mass Media senior, Pasha Saberi presented his classroom research at this year’s Regional Undergraduate Scholars Research Conference last February 15. The conference, sponsored annually by the Western States Communication Association (WSCA), provides a forum for undergraduate scholars to present their best research and receive feedback from experienced scholars. Saberi presented research he conducted for his COMM 402, Approaches to Rhetorical Criticism paper. The course is taught by Prof.

Michelle Holling, who has mentored a number of students in the past to present their research at the CSUSM Undergraduate Research Competition and at WSCA. Saberi’s topic, “The Visual Rhetoric of Murals and The Power to Change,” explored murals depicting the emotional, cultural, and paramilitary struggle in Northern Ireland during the thirty-year span from 1968 to 1998. Saberi had taken interest in this particular visual artifact after being introduced by it by one of our

Communication alumni and lecturer at CSUSM, Anthony Cuomo. Northern Ireland’s murals provided a sense of identity which explored the country’s civil war with the Republic of Ireland and provided a glimpse of the cultural struggles of the country during that period.

Saberi admits to walking into the conference being uncertain and intimidated, but after conversing with other undergraduates in the same boat, he felt more at ease. Saberi’s favorite part of the conference was learning about the diverse research topics that other undergraduates presented. To his surprise, he met someone who had the same exact topic. Saberi described his experience as

should go for it. The great thing is that you learn and meet different people from undergrads to professors across the country.” As Saberi leaves CSUSM, his advice to fellow students is to not be intimidated and to submit their research to the various research competitions on campus, the state, and the nation. Presenting was a huge personal achievement for him and he never would have thought that he would be chosen for this opportunity, but nevertheless he was very delighted. As Saberi leaves CSUSM, he plans on taking this experience with him into his future path, wherever that may lead him.

none like any other and something that every student should experience. “This conference is an eye-opening experience and students



(Left to right) Pasha Saberi, Prof. Dreama Moon, Mari-cel Alamares (student), Prof. Michelle Holling

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Alumni *on* Careers, Internships, and Graduate Study

Communication and Mass Media alumni enjoy a homecoming of sorts during the annual Media and Communication (MAC) Days, as they return to campus to participate in a series of panels showcasing their experiences after graduation. For the third year in a row, the event has been organized in cooperation with MiraCosta and Palomar Colleges to show college students, faculty, staff, and the community the abundance of exciting opportunities in the fields of Media and Communication. This also provides some great networking opportunities between current students and alumni, as well as with participating non-alumni professionals.

The panels will be as follows:

- **Careers in Media and Communication** – 10:30 to 11:45 am
- **Internships in Media and Communication** – noon to 1 pm (pizza will be served)
- **Graduate Studies in Media and Communication** – 1 to 2:15 pm

Afterwards, at 2:30-3:45 pm Prof. Caroline Sawyer, a lecturer in the Communication department, will give the keynote address on the topic of “Social identity in the new media environment.” This will be followed by reception with light refreshments from 4-5:15 pm. All events will be held in The Reading Room of the Kellogg Library, KEL 5400. MAC Days is free and open to students, faculty, staff and the public.

MEDIA & COMMUNICATION DAYS

SPONSORED BY PALOMAR COLLEGE, CSU SAN MARCOS & MIRACOSTA COLLEGE

Revisions to Mass Media Program

Our department is looking forward to a major change in our curriculum, what with the approval by the Academic Senate of the changes to our Mass Media program, effective Fall 2014. There is both a reduction and a change in core courses, so that MASS 302 and 306 are no longer required and therefore no longer offered. MASS 301 has been added to accompany MASS 303 and MASS 304, which will continue to make up the core, along with COMM 360 and COMM

390/COMM 4-02. To round out the program, there are 24 units of Upper Division electives. To fulfill these electives, the new program allows students to take up to nine (9) units of other media-related electives such as ECON 327, LTWR 334, NATV/SOC 350, and VSAR 304, 306, 309, 317, 432, and 433 (among others). An innovative emphasis on “Technology across the Curriculum” can be fulfilled in a multiplicity of ways in all MASS courses. Mass Media majors are

encouraged to meet with their academic advisors to ensure they are on track with regards to the new program. In fact, all majors should make an effort to contact their academic advisors, especially as the Fall 2014 schedule goes “live” near the third week in April. To find out whom your advisor is visit <http://www.csusm.edu/communication/student/advising.html>

DID YOU KNOW?

Prof. Liliana Castañeda Rossmann was a featured speaker at AcademiCon: Santa Teresa High School (San José, CA) Academic Conference on January 31. She spoke on the subject of her recently-published book “Transcending Gangs: Latinas Story Their Experience.”

Take Note:

The Whiteness course will NOT be offered this upcoming Fall 2014 semester. Prof. Dreama Moon will be on her sabbatical and will return back to CSUSM by Spring 2014

Spring 2014 CHABSS Career Readiness-Related Workshop, Panels & Events

CSU DC- Summer Internships in Washington D.C.

February 28 DEADLINE for applications (contact Leo Melena)

lmelena@csusm.edu for details and see

<http://dcinterns.fullerton.edu/othercsu.asp>

Communication Skills for Professionals Workshop

Thursday, March 27th during U-Hour (11:30-1 p.m.)”Dr. Jeremy Teitelbaum, author of the book “Communication Skills for Professionals” will discuss ways to become a stronger interview candidate

RSVP via Cougar Jobs on the Career Center website

<http://www.csusm.edu/careers/>

STEM Career Connections Event

Thursday, March 27th from 5 pm – 7 pm @ the Clarke

This event will be open to all students interested in learning more about career options in the STEM industry. Individuals representing their companies will discuss career options. Contact the Career Center for additional information.

Career Center Job Fair 2014

Thursday, April 10, 2014 11:00 am – 2:00 pm

Kellogg Library Plaza

See Career Center Website for more information on Job Fair Employers

Geospatial Information Systems (GIS) Fair

Weds. April 16, 11a.m.-3 p.m. at the Clarke

Several employers/organizations using GIS technologies in a their everyday operations will discuss their work and will be available to talk to students— watch for more details, contact lmakey@csusm.edu or kbrown@csusm.edu

CSU Entertainment Industries Initiative

<http://blogs.calstate.edu/entertainment> Program Representative

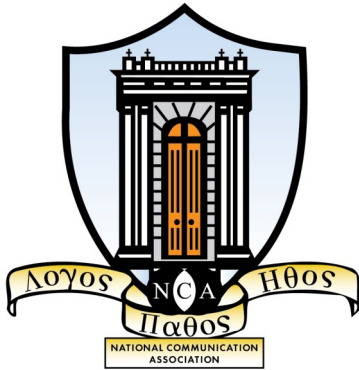
Bridget Murnane is visiting campus on April 24-meet her at the “Media and Communication” Days (MAC Days) panel on Internships location TBA contact janderson@csusm.edu

WATCH FOR: CRI MENTOR & MENTEE RECRUITMENT

FOR Fall 2014

To be Announced SOON!!!

Lambda Pi Eta



Lambda Pi Eta (LPH) is the National Communication Association's official honor society at four-year colleges and universities. As an accredited member of the Association of College Honor Societies (ACHS), Lambda Pi Eta has active

chapters at four-year colleges and universities worldwide. LPH represents what Aristotle described in *The Rhetoric* as three ingredients of persuasion: logos (Lambda), meaning logic; pathos (Pi), relating to emotion; and ethos (Eta), defined as character credibility and ethics.

The Six Goals of Lambda Pi Eta:

- Recognize, foster, and reward outstanding scholastic achievement in communication studies;
- Stimulate interest in the field of communication;
- Promote and encourage professional development among communication majors;
- Provide an opportunity to discuss and exchange ideas in the field of communication;
- Establish and maintain closer relationships between faculty and students; and
- Explore options for graduate education in communication studies

For more information about the CSUSM Omicron Phi Chapter of LPE, contact the President Ron Tranbarger at tranb002@cougars.csusm.edu.

Communication and Mass Media Majors
WANTED!!



LAMBDA PI ETA
Communications Honor Society

- *Do you want some great networking opportunities?*
- *Do you have a cumulative GPA of at least 3.0?*

Join Cal State San Marcos's
Communication Honor Society
Today!

Please Contact the President or Vice President to
Apply!

Ron Tranbarger – Tranb002@cougars.csusm.edu
Amor Castro – Castr083@cougars.csusm.edu

For more information visit: www.csusm.edu/communication/student/honors

Communication Society

Communication Society is a student organization at California State University San Marcos that is open to all majors and minors. Our slogan is "Changing the world with words." We do so by giving our members opportunities to network with on and off campus entities, giving back to the community through various philanthropic works, as well as helping our members learn more about the communication field and improving their communication skills. If you have any questions about Communication Society feel free to contact its President:

Maricel Alamares (Communication)
alama001@cougars.csusm.edu) or
Vice President:

Niko Rodriguez (Mass Media)
rodri212@cougars.csusm.edu).

COMMUNICATION SOCIETY 2013-2014

**FOR ALL COMM.
AND MASS MEDIA MAJORS**

**ATTEND OUR MEETINGS
IN SBSB 1103
12:00 - 1:00PM**

MARCH 11TH AND 13TH APRIL 15TH AND 17TH MAY 1ST

Our Meetings Will Have...

-Opportunities for you to network

-Guest Speakers

-Free Food

And More!

f FOLLOW US ON
CALSTATECOMM
FACEBOOK/CALSTATE.COMM

FOR MORE INFORMATION CONTACT

MARICEL ALAMARES - PRESIDENT
ALAMA001@COUGARS.CSUSM.EDU
COMMLPE@GMAIL.COM

**We network and give
back to the community**

Degree in Communication?

Have you ever been asked the question, "What are you going to do with your degree?" Surely this is a question that everyone can all relate to. The Career Readiness Initiative helps students answer those questions by partnering up with other faculty, community members, and college career staff to provide internship opportunities, a mentoring network, and career-themed panels to campus. The CRI's ultimate goal is to help students prepare for their next steps after college.

In spring 2013, Dr. Katherine Brown was appointed by the Dean of the College of Humanities, Arts, Behavioral and Social Sciences, Dr. Adam Shapiro, to serve as Faculty Director of the Career Readiness Initiative. One crucial element of career readiness, housed in the Communication department, is a career readiness course: Communication Portfolio – COMM 445. Designed and taught by Prof. Brown, this course is only open to graduating seniors majoring in Communication. It provides a great foundation by teaching students how to write pro-

fessional memos, cover letters, résumés, reports, and proposals.

Students also receive assistance with articulating the skills that an individual with a Communication degree can offer to his or her employer. As the CHABSS Dean Adam Shapiro stated, "Our College has a strong academic foundation rooted in the values and traditions of the liberal arts." "We just want to add even more value to what we are already offering to ensure that students have the best launch pad for the future."



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Student *Media* Festival Returns

DEADLINE MAY 1st

CSUSM is now accepting entries for the 2014 Media Fest! The CSUSM Student Media Festival gives you a chance to connect with other students, faculty, the community, and professional media makers to share, present, publicize your innovative media projects. It is a great opportunity to gain exposure! Many students have landed work as a result onto careers in media and media-related fields.

Awards and prizes compete in categories which may include

- Best Narrative
- Best Documentary
- Best Social Justice Project
- CHABBS Dean's Award
- Best Personal Memoir
- Best Experimental/ Performance Work
- Best Performance Award
- Audience Award

The Media Fest Event is: May 9th, 2014 and all entries are due Thursday morning, May 1st, 2014

For further information contact: mediafest@csusm.edu

The CSUSM Student Media Festival has received generous support from the Visual and Performing Arts Department, the CHABBS Dean's Office, IITS, the Communication Department, Film Studies, the History Department, Literature and Writing, the Instructionally Related Activities Fund, the Media Makers Program, and Mr. Taco 2.

Summer *in* Nicaragua

The Humboldt State University SU Department of Communication invites all undergraduate Communication majors to join in 2014 "Communication Summer in Nicaragua" Study Abroad Program from June 30-July 29.

The host institution is the Universidad Americana (UAM) in Managua. In addition to field experiences and interaction with students from Nicaragua, CSU students can take two courses:

COMM 322: Intercultural Communication – Equivalent to COMM 330 at CSUSM.

COMM 480: Communication and Language Development – There is no equivalent at CSUSM but this course counts as an Upper Division Communication elective.

Why Nicaragua? This will be a great opportunity to explore the natural beauty and the rich cultural traditions of the Americas and it's safe and inexpensive

Spanish language skills are NOT required. Some will be developed.

Application deadline is April 1, 2014

For more information, please contact:

Dr. Armeda Reitzel at (707) 826-3779 or armeda.reitzel@humboldt.edu
Or visit the HSU Study Abroad website:

https://humboldt-international.terradotta.com/index.cfm?FuseAction=Program.ViewProgram&Program_ID=227330