

Message from the Chair

Thanks to Google's "doodle," everyone knows that the autumnal equinox began on Sep. 22 at 10:20 pm EDT, although, our fall semester is now over a month old! In this past month, we have seen a number of changes that rival the changing color of foliage, without the fallen leaves.

To start, we are falling all over ourselves to welcome our newest tenure-track colleague, Dr. Cecilia "Lia" Uy-Tioco, who will join Dr. Joonseong Lee to deliver courses in the Mass Media major. We also are very excited to welcome four new lecturers: Dr. Anne Randerson, Ms. Julie Saner, Ms. Michelle van Wolferen, and Dr. Naomi Young. You can read more about these colleagues on page 3.

Of course, we are pleased with the implementation of the revised Mass Media major. The new program is designed to help students become theoretically-informed navigators and critical consumers of media texts. These skills are useful for citizens of a dynamically mediated world. The new requirements include MASS 301: Media Theory which, along with MASS 303 and 304; COMM 330, 360 and 390 core courses, form the foundation of study. The revised program aims to enhance the theoretical and methodological knowledge and technical skills of Mass Media majors for critically analyzing and engaging with media in a variety of situations through a "technology across the curriculum" emphasis. Existing and new elective courses will allow students to develop their interests according to their intellectual and career goals. Stay tuned for some new courses in MASS in the near future!

Another change we are happy to share is that all pre-COMM and pre-MASS students are now eligible to advance from "pre-" status to "major" status. FMI, please see the links on page 4. As of this fall, we have 622 Communication majors and 26 minors, and 188 Mass Media majors. We are teaching 43 sections of GEO – Oral Communication.

May this fall 2014 semester be productive and intellectually provocative for all of you!

Adelante!

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

Joonseong Lee Earns Tenure and Promotion

By Ian Nowakowski

Joonseong Lee is the newest faculty member in the department to earn tenure and promotion.

What sets him apart from his peers is how his varied past has influenced the path he walks today. Dr. Lee was a resident of South Korea before making his way to the United States. He saw first-hand the oppression of a militarized government in South Korea and how propaganda played a role in the power structures of society. This would go on to influence the direction in which he took his studies. He saw how these power structures oper-

ated and the media's role in the empowerment of the government as well as the empowerment of the people. This is why empowerment is the focal point of his studies.

"Empowerment is the focal point of his studies"

Dr. Lee is also interested in incorporating the Eastern spiritual concept of "energy" into his lectures. He is interested in the way energy interacts with our ever-so-mediated world. He does realize how difficult this endeavor is though, yet interstitialities between culture and media have begun to open new avenues for him to explore energy and media.

Relief and a new sense of security were two feelings that Dr. Lee felt when he earned his tenure. It allows him to open up his research and therefore integrate his new studies into the classroom. The expansion of his research and classes gives him a newfound confidence that he can use to better himself and the people around him. Good luck and congratulations Dr. Lee!



Associate Professor Joon Lee

COMM Course Applies Book Knowledge to Real-Life Learning, Benefits Organization, Earns CHABSS Dean's Distinction

By Tiffany Boyd

The third-floor hallway in ACD is abuzz with excitement between 10 and 11:15 am on Mondays and Wednesdays: the cause? Dr. Kendra Rivera's course, COMM 440 Organizational Communication. The reason? It takes everything students learn in Communication classes and puts them into action. Each semester, Prof. Rivera creates a new community partnership while guiding her students' work on "problem-based research" to improve the selected organizations. This semester, her students are working with San Diego City College's (SDCC) Transfer Center. The Transfer Center sought out the class in order to help create an integrated marketing communications plan to reach at-risk students who are less likely to transfer to a four-year university. This is where students in COMM 440 come in. After meeting with Dr. Marilyn Harvey, Director of the Transfer Center, the class divided into seven working teams, such as

community relations, training, marketing and social media. Each team completes a needs assessment and analysis of the organization (in this case, SDCC Transfer Center), including interviews, surveys and focus groups in addition to scholarly and popular research. The students tend to go above and beyond the scope of the project requirements, because they have the added bonus of working with an actual client. For example, the Event Planning Marketing Team designed and will host two transfer workshops on the SDCC campus to be held at the end of October.

The primary goal of this class is to provide hands-on experience with real community organizations. With the problem-based learning structure, students invest their time and studies in work resulting in an actual product that is useful and implemented by the organization. The unique design of this class was recognized with the CHABSS Dean's Innovative Teaching Award this year.

At the end of this semester, the seven groups will come together to present their products and ideas to San Diego Community College Transfer Center, the CHABSS Dean, Dr. Adam Shapiro, and community members. "It's an awesome experience to add to a resume," said student Tiffany Boyd. Next semester Prof. Rivera's COMM 440 class will be partnering with the CSUSM Office of Community Engagement to improve the communication about service learning on campus. And beginning next year, this course will be re-designed with the new title: Applied Communication. Look out for this highly-sought course during registration for Spring 2015.

"I couldn't be more pleased in my decision to take Kendra's Comm 440 class because of the opportunity to work with a real client in bettering their organization. ... It's a 'one-foot-in-and-one-foot-out' approach that I feel is important for those who will enter an unfamiliar career after college, specifically Public Relations and Marketing, and would benefit from guided experience."
-Ashley Blakemore (Communication Senior)

Alumni Profile: Jessica Adamo



By Ian Nowakowski

For Jessica Adamo, you could say that she was the catalyst that sparked her family's ties to CSUSM. She was the first member of her family to attend and graduate from CSUSM. Both Adamo and her husband (who currently works at CSUSM) are alumni. This is what led her daughter to choose to attend CSUSM as well.

When asked about her experience at CSUSM Adamo described it as "personally transforming." She was positive that the professors at CSUSM are some of the best around and this greatly aided in her overall experience while attending her classes. The one thing she would recommend

to students who are currently attending is to get involved with groups outside of class; she believes CSUSM has so much more to offer students than just classes.

Jessica has been busy since graduating with a Communication Degree in 2005. She currently works for the San Diego Housing Commission. She is adamant that, without her degree, she would not have been considered for employment: "I believe my education has enabled my success with the agency since I learned tenacity and determination in college. My classification within the agency requires significant writing, so the writing requirement at CSUSM has

contributed to my ability to perform my job functions extremely well."

She is certain that her degree in Communication has helped her in her field, as she interacts with many people that have varied socio-economic statuses. The degree allows her understand her clients, where they stand, and how best to serve the needs of each specific case. Adamo views these advantages as critical to her profession and the families she serves on a daily basis. Jessica continues to be a valued member of the San Diego community, and here as an alumna of CSUSM.

"I believe my education has enabled my success with the agency since I learned tenacity and determination in college."

With Prof. Moon on Sabbatical, Whiteness Course Taught in Spring

Dr. Dreama Moon is currently on sabbatical leave while she is undertaking three projects arising from her designed, instucted and highly sought-after Whiteness course. Professor Moon is known for her academic career in the area of critical intercultural communication with an emphasis on race. In her previous scholarly work, she has explored the ways in which race operates in a variety of contexts including everyday discourse (white women and race-talk), political debates (i.e., Proposition 54 in California), anti-racist discourse (i.e., Race Traitor: A Journal of the New Abolitionism), and racial apologia (i.e., how public racial micro-aggressions are repaired or fail to be repaired in public dis-

course). In her classes she brings to light the ways in which racial preference (and other preferential) systems and ideologies frame much of our daily interactions as well as social and political discourse. Two of Dr. Moon's projects are based on student data gathered in her Communicating Whiteness course and involve critically analysis of racial epiphanies

("aha" moments when people realize that they have a race and what it means). In the first project, Dr. Moon is interested in the moments and circumstances in which whites consider themselves as racialized and its implications: *"What kinds of experiences provoke the development of race*

cognizance among whites?" In this project, she is particularly interested in the role of white families in white identity development. For the second project she is examining the responses of people of color to the racial epiphanies of white persons *"What criteria are used by people of color in assessing the validity of white racial accounts of becoming race cognizant?"* Dr. Moon aims to uncover the criteria by which peoples of color evaluate the credibility of whites' accounts of coming to understand themselves as part of a racial system. Then, in her third project entitled, "The State of Race Studies in the Field of Communication" she is assessing where the Communication field is in terms of its study of race – insights gleaned and gaps identified. For this project, she is collaborating with one of our own CSUSM Communication professors, Dr. Michelle Holling. Stay tuned to see how her research turns out and look for her and her COMM 454 Communicating Whiteness class in Spring 2015!



Students in Dreama Moon's COMM 454 – Whiteness course pose after their annual Whiteness Forum

Fruits of Whiteness Course on Display in SBSB

By Tiffany Boyd

The display case in the first-floor lobby of the Social and Behavioral Science Building (SBSB) features programs and events related to curriculum, events, faculty and student research, and research centers on campus on a semester-to-semester rotation. This fall semester, it features a selection of images drawn from student work in COMM 454 – Communicating Whiteness, in lieu of the annual Whiteness Forum.

Before Dr. Dreama Moon, who teaches COMM 454, left for sabbatical she made sure that conversations around race and racial privilege would not go missing. Over the summer she worked with Communication major Tiffany Boyd and Administrative coordinator Debbie Andrews to construct a visual conversation about the historical and present-day legacy and practice of white supremacy in the United States. “Rather than viewing white supremacy as the sole property of extremist groups like the Ku Klux Klan, Stormfront, or the American Renaissance, white supremacy is actually as American as apple pie,” observed Prof. Moon. “Although white advantage has been historically entrenched into our national life via law, social policy, language, education, religion, science, media,

and everyday practices, it is reproduced daily by people like you and me in a myriad of ways. In sum, the display should be read as an anti-racist intervention into the myth that race no longer matters in the U.S. context,” she added.

Passersby will notice a banner inside the case that reads: “A Critical Look at Whiteness: Then and Now.” The display is constructed in chronological order and sectioned off into historical periods and should be read left to right, top to bottom (see photo). The case begins on the top left with an American flag and information that shows how the birth of the U.S. was deeply intertwined with whiteness. In fact, being white was a requirement for American citizenship until 1952. In the American expansion period, the display next touches on the horrific histories of American Indians, Africa Americans, Mexican Americans, and Asian Americans at the hands of whites before moving to the Jim Crow peri-



od and the many ways that white supremacy was more deeply embedded in our public institutions. Then the bottom shelf features student projects from Prof. Moon’s COMM 454 class that display white privilege in topics such as hiring, mass shootings, k-12 education,

cyber bullying, and restaurant placing (front of the house, back of the house). “Rather than simply view the display as something that happened ‘then,’ be sure to examine the ways in which white supremacy manifests in the ‘now,’” urged Prof. Moon.

Department Welcomes New Faculty

Name: Cecilia “Lia” Uy-Tioco, Assistant Professor

Educational Background: AB Interdisciplinary Studies, Ateneo de Manila University; Certificate in Publishing, Radcliffe Publishing Course, Harvard University; MA Media Studies, New School University; MA Individualized Study/Publishing, New York University; PhD, Cultural Studies, George Mason University.

Courses: MASS 322 —Media Power. MASS 324 —Media Effects

Fun Facts: I like working with students and getting to know them. I’ve kept in touch with many of my former students, writing them recommendation letters for grad school, etc. and several have become my friends. I grew up in the Philippines, but have spent most of my adult life in the US. I usually travel to the Philippines once a year to see family and friends, and to do research

Name: Julie Saner, Lecturer

Educational Background: MA, Communication, San Diego State University; BA, Communication Studies, Eastern University.

Courses: GEO 102

Fun Facts: She is originally from Philadelphia and is known to be an avid Philadelphia sports fan. She enjoys traveling, running, and yoga.

Name: Naomi Young, Lecturer

Educational Background: BA, UCSD; MA, Southern University; PhD, Howard University.

Courses: COMM 200—Argumentation and Dialogue.

Fun Facts: Love cultural differences, gourmet foods, and old ‘black & white’ television.

Name: Anne Randerson, Lecturer

Educational Background: BA, French, UC Davis; MA & PhD, Human Life Studies, Koriyama Women’s University.

Courses: COMM 330—Intercultural Communication. GBST 300—Global Economy, Politics, and Society—Global Perspectives.

Fun Facts: Recently broke her toe surfing. If you see her hobbling around campus, you now know why!

Name: Michelle van Wolferen, Lecturer

Educational Background: BA, Communication Studies and MA Communication Studies, CSU-San Bernardino.

Courses: GEO 102

Fun Facts: Recently moved to the San Diego area.

Announcements



Save the Date: Faculty Reception



*Communication Society
and Lambda Pi Eta
are pleased to invite you to our*

4th Annual
Departmental Student-Faculty
Meet & Greet



JOIN US IN THE
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BUILDING TERRACE

MONDAY, OCTOBER 20TH, 2014
4:30PM - 6:30PM

JOIN US IN WELCOMING
JULIE SANER, FACULTY LECTURER
MICHELLE VAN WOLFEREN, FACULTY LECTURER
NAOMI YOUNG, FACULTY LECTURER
CECILIA "LIA" UY-TIOCO, ASSISTANT PROFESSOR

RSVP TO: JACQUELINE SERRANO
SERRA041@COUGARS.CSUSM.EDU

LIGHT REFRESHMENTS WILL BE SERVED.

SINCERELY,
COMMUNICATION SOCIETY AND LAMBDA PI ETA

Interested in an Internship for Spring 2015?

Come to the informational session Monday, November 17 at 2PMOR Tuesday, November 18 at 7:30PM. Both meetings will be held in the Daniels Communication Lab 2207. Can't make it to a meeting? E-mail Catherine Matsumoto cmatsumo@csusm.edu for more details.

Terri Metzger Appointed Lecturer Faculty Fellow/Liaison for 2014/15:

For the second year in a row, a lecturer in the department has been selected to serve as Lecturer Faculty Fellow/Liaison to the Provost. This year's fellowship goes to Prof. Terri Metzger. In addition to teaching GEO, she is the coordinator for the GEO program as well as teaching courses in the Communication major. "Her experience with professional development activities and background working with our lecturer faculty make her an excellent choice for the position," stated Dr. Elisa Grant-Vallone, Director of the Faculty Center and Professor of Psychology. Last year, the inaugural fellowship went to Prof. Jennifer Lynch, also a GEO lecturer.

Internship Opportunity:

A Communication Intern is needed for Environmental Studies Program (ENVS). Duties include assistance with design and revision of ENVS website. Promotional materials to promote major to students and community. Web design experience desired. Public relations/publicity experience desired. Potential applicants must be available to work at least 10 hours per week. Send resume and letter of interest to stricker@csusm.edu, Prof. Pamela Stricker, Program Director, Environmental Studies Program.

Still Pre-Comm or Pre-Mass?

Steps to Advance to COMM or MASS Major Status

Step to Advance to COMM or MASS Major Status

All pre-COMM and pre-MASS students are now eligible to advance from pre-COMM (PCOM) or pre-Mass (PMAS) to COMM or MASS major status effectively immediately. For more information on changing your major, log in to MyCSUSM/PeopleSoft click on the following link :

<http://www.csusm.edu/academicadvising/studentresources/declare.pdf>

For students who have applied for graduation or who have exceeded 130 units (super seniors), the online Change of Major system will not allow them to change their major online.

All students are highly encouraged to contact their [Communication Department faculty advisor](#) . Equally important is to schedule an appointment with the [Undergraduate Advising Services staff advisor](#) for personalized advising. Mr. Silverio Haro is the Undergraduate Advising Team contact for Communication

and Mass Media. He can be reached at harosi@csusm.edu . His office is in CRA 1300.

"We encourage students to run an online Academic Requirements Report. The so-called 'ARR' is used for graduation purposes so the more it's used the more complete it will be when it's time to receive your degree," states Pam Bell, Project and Degree Audit Coordinator. The video to explain the ARR can be found at

<http://hermes.csusm.edu/Mediasite/Play/9ddf2d672af4305bcbaba2957>

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Liliana Castañeda
Rossmann, Ph.D.
Editor and Publisher

Tiffany Boyd
Creative Director

Debbie Andrews
Distribution Manager

Ian Nowakowski
Managing Editor

Editorial Inquiries and
Letters to the Editor
rossmann@csusm.edu

Why join?

Lambda Pi Eta recognizes students for their academic excellence and hard work. Join now and make new friends who share your enthusiasm about Communication and Mass Media.

Why is it beneficial?

LPE is great for **networking**, looks great on a **resume** or for **graduate school**, and gives members the opportunity to speak with current members and alumni to see what they are doing with their degree.

What are the requirements?

- Must be a Communication or Mass Media major
- Must have a minimum 3.0 cumulative GPA
- Must have a minimum 3.25 major only GPA
- Must have taken 9 units of COMM/MASS classes at CSUSM
- Must be in academic "good standing"

Where and how to join

- Email President Tiffany Boyd at: Boyd021@cougars.csusm.edu or Treasurer Ashley Blakemore at: blake037@cougars.csusm.edu

- Seniors graduating in Spring 2015 must apply on or before February 2015.

Join Today!

Communication and Mass Media Majors
WANTED!!



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Communications Honor Society

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

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Please Contact the President or Vice President to
Apply!

Tiffany Boyd - boyd021@cougars.csusm.edu
VP - Vacant

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