



COMMUniqué

October 2018

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AN OFFICIAL PUBLICATION OF THE DEPARTMENT OF COMMUNICATION AT CSUSM

Notes from the Chair

By: Michelle A. Holling, Ph.D.

Welcome new and returning readers of *COMMUniqué*! After a summer hiatus and staffing changes in the department, I'm pleased to co-publish volume 6, issue 1. Woot Woot ;-). This semester student majors Kara Estorga and Tony Chahal joined the department as interns. Kara and Tony's poise and professionalism, ideas for department social media, and interest in joining the faculty impressed both Josie (Rosas, administrative support coordinator) and me during their interviews in mid-August. Since then, they have taken the lead in proposing stories for this issue of *COMMUniqué* and kept our social media active.

In this issue, I invite readers to learn more about dynamic duo's. Two new faculty, Drs. Kris Kirschbaum and Nicholas Thomas joined us. Both are enthusiastic and committed teachers who are as happy to join the faculty as we are to have them. As well, we have two new academic advisors – Renae Scott and Chrystal Hady—who bring

much experience to advising students majoring in Communication or Media Studies and Critical Intercultural Communication or Communication minors. Hopefully, readers had a chance to meet the faculty and advisors at the Annual Meet & Greet event hosted by the department, Lambda Pi Eta, and Communication Society.

Looking ahead: Save the date....the Annual Whiteness Forum is coming on Nov. 29th! It's a signature event sponsored by the department and organized and hosted by students in COMM 454, Communicating Whiteness. Also, if you're a student in need of a winter course, then look no further as two courses will be offered. Ne, student-scholars should consider submitting their original research to the Undergraduate Scholars Research Conference in Seattle, WA in February 2019. For information, visit <https://www.csusm.edu/communication/undergraduate-scholars->

IN THIS ISSUE

Meet Dr. Kirschbaum	2
Save the Date for Forum	2
Meet Dr. Thomas	3
NEW Academic Advisors	3-4
Examining Whiteness	5-6
Dept Meet & Greet Event	6-7
Lambda Pi Eta	8
Alumni Story, Kevin Hsieh	8
Alumni Story, Nick Kennedy	9
Winter Courses	9
Research Opportunity	9
Alumni Story, Cassie Jenness	10
Faculty Accomplishments	10

With half-way through the semester and issue 1 of *COMMUniqué* completed, the co-editors begin thinking about issue 2. If you have a story idea, reach out to us. Better yet, if you would like to contribute a story from the vantage point of an alumni, current student (returning or transfer), or as supporter of the department, contact me.

Welcome Dr. Kirschbaum!

By: Tony Chahal



The Communication Department at CSUSM is excited to welcome Dr. Kris Kirschbaum as a lecturer. Dr. Kirschbaum comes from the University of Carolina as a tenured professor, who specializes in the intersection of health and culture, and preceded by graduate work in the School of Medicine at the University of New Mexico. Originally from the San Diego area, she returned to care for her aging parents, both of whom have since passed.

While at University of New Mexico in the School of Medicine, Dr. Kirschbaum reviewed the large body of research concerning an increase in deaths in the operating room, attributable to the lack of miscommunication between employees. Graduates were placed in operating rooms to perform their respective jobs and duties but, as Dr. Kirschbaum points out, "Despite having extensive medical training they were lacking in communication skills; they were expected to work and understand each other, but they did not." Effective communication is critical in teamwork she explains. Dr. Kirschbaum formulated a training program for hospital employees, who would be cross-trained (e.g., a general surgeon with an anesthesiologist). Together, they would learn a common language agreed upon and understood by all. "It is imperative students learn communication skills to better prepare them for the workplace" she says. According to Dr. Kirschbaum almost every employer will ask about teamwork, and how well it can be performed.

Here at Cal State San Marcos Dr. Kirschbaum is enthusiastic, passionate, and looks forward to the future. Her face lights up with joy when she speaks of students: "Communicating effectively with each other is an important step towards success and happiness in any industry, and hope all students at CSUSM realize this. I love it here!"

Dr. Kirschbaum exclaims beaming a wide smile and a sparkle in her eye. Welcome to the department!



Pictured: Dr. Kris Kirshbaum

SAVE THE DATE

Annual Whiteness Forum

Nov. 29, 2018 from 12:00-2:00 pm USU Ballroom

Follow the Department of Communication on social media to stay in the know with all the latest, greatest happenings.



@csusm.dept.comm



csusm.dept.comm



<https://www.csusm.edu/communication/>

Welcome Dr. Thomas!

By: Kara Estorga



Pictured: Dr. Nicholas Thomas

This semester, the department welcomes Dr. Nicholas Thomas as a new lecturer of communication. He received his Master's in Communication Studies at CSU Long Beach before going on to finish his Ph.D. in Communication Arts and Sciences at Penn State with a minor in Politics. In addition to these, Thomas also holds minors in Gender Studies, and Philosophy from Whitman College. What inspired him to pursue a career in the field of communication was his experience as a debater. Driven by his desire to improve, he pushed himself to become a better public speaker by studying rhetoric and the five canons of invention, arrangement, style, memory and delivery. These skills can be seen in his teaching style at CSUSM. One of his favorite things to do when he teaches is engage in class discussion. He strives to create the conditions for an epiphany-style

discussion in his classroom. He thinks this can be a valuable way of creating a safe-space for students to express themselves and discuss topics that may otherwise be taboo, like politics. Dr. Thomas is always mindful of the idea that "we all have the rights to speak but don't have to force people to listen."

One of the most valuable takeaways that he thinks that students can gain from taking a communication course is that "Rhetoric is a way of life." He views rhetoric as a vehicle that mediates all individuals' relationships subsequently dictating the nature of interactions. He explains that modern society spends a significant portion of their lives thinking about what they say and its impact on other people. He believes that, "the tools for living a good a life can all be found in rhetoric." Looking toward the future, Dr. Thomas has ambitions to write a public speaking textbook connecting with ideas of hermeneutical hopscotch, as well as a rhetoric book studying the history of women and the law. Lastly, he hopes to get more involved here at CSUSM. He beams, "I'm looking for a project, so let me know!"

Incoming: New Academic Advisor!

By Kara Estorga

With ten years of advising experience under her belt, Chrystal Hady embarks on the newest chapter of her career with the Department of Communication. Her passion to get students to graduation in a seamless and efficient way is fueled by her long-standing relationship with the

university as an alumnus. She finds her position at the university to be rewarding and strives to provide clear and concise advice for the students on campus. She is commits herself to crafting a personalized experience for the individual student, instead of enacting cookie-cutter advising techniques. She shares how, "It is important for students to make the most of their college experience." Everyday she seeks out ways to make their experience rich by employing an open-door culture in the office.

Although new to the Department of Communication, Chrystal has taken the necessary measures to work with past academic advisor, Silverio Haro, to ensure a smooth transition. She and Renae Scott, also academic advisor to student majors in the department, have trained with him to help students be successful with the switch.



Pictured: Chrystal Hady

When asked about advice she would give to student majors and minors, she said to "Seek advising often and to take an internship when possible." She finds that by utilizing the advising resources on campus

students can take an active part in their advising experience and ensure that they are on the right track thereby avoiding any hiccups. She also sees internships as a helpful way to teach and demonstrate real-life experience and provide networking opportunities for the future. Chrystal is eager to begin her new role and excited to familiarize herself with the Communication and Media Studies majors.



Pictured: Renae Scott

New Academic Advisor!

By Tony Chahal

The Communication Department is pleased to announce Renae Scott as a COMM and MDIA Academic Advisor. Renae has been with Academic Advising at CSUSM for almost three years, advising student majors and minors in criminology, justice studies, and sociology. Previously, she worked in the Admissions Department for over four years, and has extensive experience helping students with the myriad of questions they have.

With a background in family therapy, Renae is sensitive to student concerns and needs and helps map out the right path for them. "It can be confusing to pick the appropriate classes," she says. Renae encourages students not to wait until the last minute to seek advising. "This is one of the biggest mistakes students make" she explains, "come in early and have a greater chance of success."

"Welcoming" is how Renae describes her relationship with students, and she encourages students to drop in or make an appointment. She also highly recommends the writing and math centers, Cougar Care Network, and many other valuable resources on campus. "The Academic Advising team is here to help the student succeed" says Renae.

When asked about students who are undeclared majors, Renae suggests have fun exploring different subjects, and to take some fun classes for now. She mentions college is a special time that goes by too quickly, and to use this short juncture to enjoy the experience. "Now is the time!" she exclaims. Renae encourages student to make connections with faculty and other students on campus, and fully utilize Academic Advising.

Renae Scott is looking forward to providing guidance to COMM and MDIA majors and minors, and welcomes students to come in to experience drop in advising or to make an appointment. "I am sincerely appreciative of my position

to help find a student's direction," Renae says with a friendly smile.

Offices for Undergraduate Advising Services for CHABSS are located in Craven Hall 1300.

Also, Student majors and minors have faculty advisors in the department. Visit <https://www.csusm.edu/communication/advising.html>

COMM & MASS majors need a computer for class work?

Go to Daniel's Lab, SBSB 2207!

If you're in need of a MAC computer, a place to print, or a space to do media related projects, Daniel's Lab is for you. In it are:

- 20 iMac computers
- A printer
- television with related equipment
- A generous sized whiteboard
- List of media tech equipment available to COMM and MASS majors for checkout.

**Daniel's Lab is open
Monday thru Friday
8:00 am - 9:00 m**

A Communicative Examination of Whiteness

By Kara Estorga

Dr. Dreama Moon is no stranger to exploring issues within the areas of equity and social justice. She has been stirring things up in academia for years and is well known on the CSUSM campus for a course she developed, *Communication 454: Communicating Whiteness* and the development of the Annual Whiteness Forum. At the Forum, students participate in an interactive showcase of analyses on the myriad of ways that white supremacy remains front and center in U.S. social and political contexts. When Dr. Thomas Nakayama, who is credited with bringing the study of whiteness to the communication discipline with his article “*Whiteness: A Strategic Rhetoric*,” approached her about a book project it was a no-brainer.

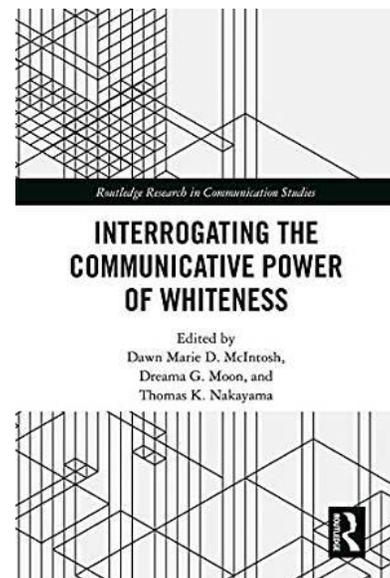
The title of the edited collection is *Interrogating the Communicative Power of Whiteness*, edited by McIntosh, Moon and Nakayama. As the title implies, the book is a way to examine current day manifestations of whiteness from a communicative lens. When I asked Dr. Moon about her inspiration for the book, she noted “whiteness is strategic and can change depending on the historical moment. Once again, we are witnessing a shift into more public

and diffused forms of white supremacy as well as open war on peoples of color and others.” She builds on this idea, when she describes how the election of Trump was a turning point that merited further examination.

When asked about the implications of their research, Dr. Moon emphasized the communicative lens. She elaborates, “Whiteness is like a shape-shifter. It shifts as an ideology in order to attend to whatever is happening socially and/or politically at the time.” Since nothing has been produced within the communication discipline from a critical whiteness perspective since the mid-nineties, there is a definite need. For Dr. Moon, the book picks up in the 21st century of colorblindness, and documents the “return to an overt fear based white supremacy and whitelash against civil rights advances.”



Pictured: Dr. Dreama Moon



When questioned about the comparison of their research to other research on whiteness, Dr. Moon states that it’s all about the message. She critiques the idea that “Communication is seen as a tool for transmitting a message. It’s seen as just a means of conveying a perspective but it is more powerful than that.” To Dr. Moon communication is the literal creation of the world. It is a communicative act which impacts people’s lives in very serious ways. An example of this can be seen in how we define or talk about something in a cultural context. This book is unique because it centers communication in a way that other books have yet to.

Dr. Moon’s skills and experience within the field of communication have allowed her to study whiteness in a way that is specialized. Over the course of her life she continues to examine the topic. The study of whiteness is an ongoing interest within her life causing her to study and observe its growth for fifty years. From her perspective, studying whiteness in the academic sense

is only one way to study the topic.

Presenting the examination of whiteness through the scope of intersectionality was also a key focus for the book. Dr. Moon is hopeful that readers will understand that whiteness does not only manifest itself in overt forms but also travels through nuanced and subtle forms. Her end goal is to provide a framework for readers to be able to identify the strategies of whiteness and how it changes when intersecting with gender, religious identity, or discourses of terrorism.

McIntosh, Moon and Nakayama's book, *Interrogating the Communicative Power of Whiteness*, posits a refreshing perspective on the presence of white supremacy and its readability provides a new level of understanding for audiences everywhere.

8th Annual Communication and Media Studies: Meet & Greet

By Kara Estorga & Tony Chahal

Captivating conversation and spirited laughter was heard at the Department of Communication's 8th Annual Meet and Greet on October 10th 2018 in the SBSB Courtyard. This year's event was led by Dr. Antonio De La Garza and was co-sponsored by the Department of Communication and both of their

student organizations, Lambda Pi Eta and Communication Society.



Event host: Dr. Antonio De La Garza

Dr. De La Garza began the event by welcoming the new department lecturers, Dr. Kris Kirschbaum and Dr. Nicholas Thomas and the new Academic Advisor for the department, Renae Scott. Dr. De La Garza also gave special mention to Dean Julia Johnson for being the ultimate scholar and extended a heartfelt thank you to Dr. Michelle Holling for her tireless work and dedication to the department.

The Annual Meet and Greet welcomed new faculty, students, and staff to the department, while also providing a chance for those in attendance to socialize and mingle. The event placed Communication and Media Studies majors and minors in an informal setting which allowed for candid conversation Q+A's with the faculty. Transfer-student success tips and general life advice could be had in conversation.



Pictured left to right: Sara Freitag, Victoria Sandaker, and Kealia Wolfe

Conversations overheard included Dr. Saferstein mulling mindfulness and how to incorporate it in everyday busy life, Dr. Thomas contemplating consumerism in reference to philosopher and author Antonio Gramsci, Dr. Kirschbaum professing her passion for cycling and the importance of fitness, and Dr. Lee laughing at his highly entertaining instructional video: "Flunk'd"; it's hilarious! Overall, a good time was had, and the event was a success, with fascinating, fun conversations among students and faculty. Looking forward to the next meet and greet!



"The Communication Department helped me with the transfer process, and now I'm looking forward to Harvard or Princeton. Thank you!"

~Muhammad Saquib Abrav Rahman



Pictured above: Dr. Michelle A. Holling



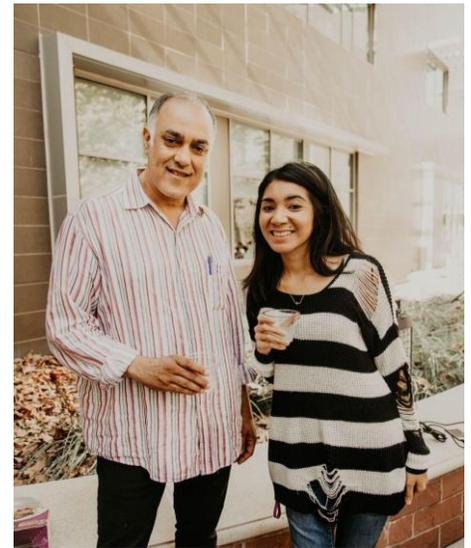
Pictured: Dr. Spieldenner and smiling student majors



Pictured left to right: Muhammad Saquib Abrav Rahman, Dr. Dreama Moon, and Tony Chahal

"The Meet and Greet event is one I sincerely enjoy. It's an opportunity for students, faculty, and staff to commune together in an informal setting. In so doing, we all get to see other facets of one another that hopefully strengthen bonds amongst each other. I also always appreciate the work put forth by the student organizations, Josie Rosas (administrative support staff for the department), and faculty (Drs. De La Garza, Pindi, and Spieldenner) for organizing the event. Look forward to next year's gathering!"

~ Dr. Holling, Department Chair.



Pictured above: Dept student interns Tony Chahal & Kara Estorga



Pictured above: Dr. Joonseong Lee and Dr. Nicholas Thomas



Pictured: Students majors watching Dr. De La Garza deliver welcoming remarks

Photos of Meet & Greet event courtesy of Sara Freitag, communication major & photographer

Lambda Pi Eta at a Glance

Written by Jakob Woo-Ming and Leslie Sierra



Lambda Pi Eta is CSUSM's official honor society for Communication and Media Studies majors and minors. We are the National Communication Association's official honor society for four-year colleges and universities.

Why join? Lambda Pi Eta is an excellent way to get involved on campus. We promote leadership and professional development by holding professional events for students. Lambda Pi Eta strives to stimulate interest in communication and media studies while cultivating a sense of community amongst Communication and Media Studies majors and minors and faculty. Additionally, we celebrate student success during our mixers and end of the year Department Graduation Celebration.

As the official honor society of the department, Lambda Pi Eta welcomes all Communication and Mass Media majors and minors to apply! In order to join, students must have a cumulative GPA of a 3.0 or higher; 3.25 GPA within the major (Communication or Mass Media), have at least 60+ units; and have at least 12 units in the field of

Communication or Media Studies taken at CSUSM.

Check out our fall 2018 meetings:

October 16, November 13, and December 4! Each meeting is at **U-Hour (12-1 pm) in SBSB 2111.**

Interested in joining? Find out how to become a member at our website: www.orgcomhonorsof.wixsite.com/pecsusm (or <https://tinyurl.com/CSUSMLPE> if you'd like to type it). **Applications are due on November 13, 2018!**



Check us out on our Instagram and Facebook @csusmlambdapieta

For more information on LPE and other student organizations for Communication and Media Studies majors and minors, check out the Department of Communication page <https://www.csusm.edu/communication/studentorganization.html>

Contact Club President Victoria Sandaker at orgcomhonorsof@gmail.com or Faculty Advisor Dr. Gloria Pindi at gpindi@csusm.edu for more information! We hope to see you at our meetings!

Alumni Cougar to Trojan

By Tony Chahal

The future looks bright for CSUSM alumni Kevin Hsieh. Working as a sales manager for a hotel in Los Angeles, he has his eyes set on a promotion, and continuing his education. While at CSUSM he spent his last year on campus working as an intern for the Communication Department. The heavy class load and work was a challenge for Kevin, and he sometimes felt a little overwhelmed by all his commitments "But I always found the time to have fun" he fondly remembers. Kevin says some of the best times were playing basketball with his roommates in the cold at night, and appreciating the help and camaraderie between his classmates.

He also found valuable help by visiting the faculty. "The Communication Department was pretty great to me, especially the professors" Kevin recalls. "Dr. Holling was helpful in getting me situated." He states that having a relationship with the faculty can pay dividends, not only academically, but personally too. "I know the advice I got outside of class was just as helpful as anything I learned sitting in class." Kevin recalls.

The faculty helped him figure out his identity and his goals for success, "finding who you are as a person" says Kevin, "is pretty important in developing a map for the present and the future" Apparently, his advice is valid. Kevin graduated from CSUSM in 2016 with a Bachelor degree in Communication and

recently, graduated from USC Annenberg with a Master's Degree in Communication, and now considering a doctorate program. For someone who sometimes had a hard time passing classes, Kevin has exceeded. Well done!

The force is strong with this Alumni!

By Kara Estorga

Nick Kennedy is a CSUSM alumni who graduated in fall 2016 with a Bachelor of Arts in Communication.



Two years after graduation Nick is working at Modern Postcard in Carlsbad as an inside sales representative and marketing specialist. In a nutshell, his job involves consulting with a wide range of clients to develop and implement a personalized marketing strategy. When asked in what way his degree in communication facilitated securing employment at Modern Postcard, he references critical thinking.

Nick shared, "The communication major allows you to be an effective communicator by helping you to learn how to analyze." He explains

that although all of the courses within the communication major vary in their depth of focus, they all teach one how to examine and deconstruct. This skillset is invaluable in a real world setting.

When asked about tips that he would give to current undergraduate students he had the following three tips to offer:

1. "Find a major companion, somebody that you can lean on and who motivates you." This will translate into a collaborative work environment.
2. "Do projects that you're passionate about." For Nick, the key to success was rooted in researching topics of interest. If you are passionate about something you really enjoy doing it, and it will make writing that paper or doing that project a whole lot easier.
3. "Start applying for jobs at least six-months prior to graduation." The application process takes time. It's more than just submitting a resume, there are first and second interviews to coordinate, and prep work to be done. "Start early and prepare yourself because your presentation of self is way more valuable than you think.



Pictured: Nick Kennedy and Harrison Ford

DID YOU KNOW?

There are more than 40 courses are approved to count towards the film studies minor. Some film courses may count toward the Media Studies major.

DID YOU KNOW?

Two courses will be taught during winter 2019 intersession.

COMM 410, Asian Americans & the Media TR, 10am-2pm and online

COMM 460, Visual Communication and Rhetoric, MWF 530-930 pm and online

December 1st, 2018 – Submit your original research to the USRC. Info at <https://www.westcomm.org/page/USRC> and department support at <https://www.csusm.edu/communication/undergraduate-scholars-research/index.html>

SOME FACULTY ACCOMPLISHMENTS

- * **Dr. Dreama Moon:** Faculty Fellow of Student Success in CHABSS
- * **Dr. Antonio De La Garza:** Invited speaker at his alma mater Northern Arizona University in relation to their Ethnic Studies program.
- * **Dr. Michelle Holling:** Invited as Distinguished Speaker at the University of Alabama Huntsville at which she presented “Perpetuating Violence from Acts of Rhetorical Violence.”
- * **Dr. Andrew Spieldenner:** Spoke at the Positive Women’s Network-USA 10th Anniversary Speak Up Summit. Also, published: “Object Lessons: Using Trans Porn in Class to Explore Gender Fluidity” in *Communication Teacher*, DOI: 10.1080/17404622.2018.1467569
- * **Dr. Uy-Tioco:** Awarded a Research Scholarly and Creative Activities (RSCA) grant for this semester to work on her co-edited book *Mobile Media and Asia Social Intimacies*

Success in the Movies!

By Tony Chahal

Graduating in 2016 with a Bachelor of Arts degree in Mass Media (now Media Studies), Cassie Jenness fondly remembers the long walks across campus, and trying to hide her heavy breathing as she entered class.

Kidding aside, she recalls the widespread sense of spirit and community on campus, and especially the approachable instructors in the Communication Department. “I enjoyed almost every class I attended in the department and I always knew I could speak to any of my professors if I needed.”

Cassie recalls. Her minor in Video/Film Production classes especially helped with her goal of being in the movie industry.

After graduating, Cassie landed her dream job as an assistant to an executive film producer, who has a big budget movie slated to be released next year, details of which remain confidential until then. Referring to her employment, Cassie states employers look for past experience with job applicants, and suggests: “Although there’s not any tried and true formula for getting a job out of college, Internships and being involved on campus definitely helps.” Looks like those long campus walks paid off. See you in the movies Cassie!



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