

MACS Newsletter

Master of Arts in Communication Studies

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Fall 2009

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MACS Program Goes Online!

Effective Spring term 2010, the MACS Program will offer 36 credits of courses online over a two year period, including summers. Although courses are still being offered through the traditional, face-to-face medium, the initiative to begin offering more courses online comes as demand increases and as part of a Graduate School initiative for more web based programs.

MACS web-based development began during the 2008-09 academic year, as highlighted in the last edition of the MACS newsletter, with the introduction of the Certificate in Conflict Management online program.

This non-degree, institutional certificate includes four courses: Managing Conflict, Intercultural Conflict, Crisis Management and Negotiating Intractable Conflict. These four courses develop competencies that enable individuals and groups mediate, manage and resolve ongoing conflict that impede productive relationships, negotiate crisis events and plan for conflict prevention.

In addition to these four courses, MACS has offered the course Technology and Communication online, and will now offer three core courses (Theory, Research, & Eth-

ics), and four courses from the Managerial and Leadership Communication program emphasis (see page 4 for a list of these courses).

Each semester, students will be able to choose from campus based courses and online courses, with plans of study that can be completely online, campus-based, or a hybrid of the two depending on students' interests and schedules.

The new online program structure opens up a wide variety of class options for students. It also offers flexibility as well as ease of scheduling for both traditional and non-traditional students.

MACS Students Win Graduate College Bowl



From left: Dr. Erinn Lake, Dr. Pearl Bartelt, and team members Allison Hendrich, Allie McGlynn, Adam Campbell & Victoria Oyesiku with President Jeremy Brown.

On November 3rd, 2009, the MACS student team of Allison Hendrich, Allie McGlynn, Adam Campbell and Victoria Oyesiku won the first Edinboro University College Bowl competition for graduate students. The College Bowl, in its third year, had previously only been open to undergraduate teams. Six graduate teams entered the competition that lasted over three hours with questions ranging from physics to Greek mythology. In addition, Adam Campbell has been selected for the All-University squad that will compete in the upcoming regional tournament. Kudos to the team!

MACS Student Thesis Fall 2008 - Fall 2009

Mary Amidon Murray defended her thesis on "Crisis leadership and Virginia Tech: Media Portrayals of authority figures in crisis responses in the summer of 2009."

Tracey Larson defended her thesis entitled "Identification of effective organizational communication methods: A case study of the

Crawford County Career and Technical Center" in Spring 2009.

Allison Hendrich is currently working on her thesis, entitled, "South Africa: Striving for Ubuntu," which she will defend in December 2009.

Chris Bowsman plans to defend his thesis at the end of the Fall 2009

semester. It is entitled "The paradox of independent living: Investigating mutual relationships between persons with disabilities and personal care attendants."

Theresa Gilliland is completing her thesis entitled "The limits of free speech: A critique of censorship in journalism and an analysis

of the Fairness Doctrine" which she plans to defend December 2009.

John Mitchell is currently working on his thesis titled "The Use, Value, and Potential of Social Networking Websites for Gay Civil Rights Organizations." He plans to defend at the end of the Fall 2009 semester.

Communication and Media Studies Faculty Updates

Dr. Tim Thompson conducted a one day workshop on August 26, 2009 on "exercising creativity" at the Virginia Ball Center for Creative Inquiry. The workshop was part of the initial activities for the "Aging Well in East Central Indiana" project created by Dr. Peggy Fisher at Ball State University.

Dr. Kathleen Golden's film, *Three Vaudeville Women: May Irwin, Marie Dressler, and Eva Tanguay*, which she wrote and directed, was screened on March 23, 2009 at Edinboro University's Pogue Student Center. Dr. Frank Rybicki served as the film editor, and Kelly Williams (a MACS alumni) served as the Public Relations consultant on this project.

Additionally, Dr. Golden presented a paper on the application of *Second Life* to the reduction of communi-

cation apprehension for public speaking at the National Communication Association Conference in Chicago, November 2009.

Dr. Terrence Warburton is currently on sabbatical leave for the 2009-2010 academic year. While away, he is working on a book examining the social significance and comedic techniques of the television program *I Love Lucy*. He also recently completed a chapter on identity politics in 2008 campaign/election for a book edited by Dr. Robert Denton.

Dr. Melissa Gibson-Hancox co-authored the book chapter "For the good of many" in the 2010 book *Case studies for organizational communication, Understanding communication processes (2nd ed.)*. New York: Oxford University Press. In addition, she

and Mary Amidon Murray presented "The story of a lifetime: Using service-learning to increase inter-generational communication and reduce ageism through a journalism feature writing course" in April 2009 at the Eastern States Communication Association Conference in Philadelphia, PA. The pair also presented a faculty workshop at ECA entitled "Teaching the course in crisis communication."

Dr. Jean Jones was elected EUP APSCUF (Faculty Union) President on June 1, 2009. She was overwhelmingly elected to a two year term by her faculty colleagues, due largely to her work for the union over many years, her background in political communication, and her involvement with the State Democratic party.

Dr. Andrew R. Smith was

named the 2008-09 *Advisor of the Year* at Edinboro University. He presented his paper "Rights of speech in Morocco: Critical updates and framework for analysis" at the international conference *Mirror images: The challenges of Arab and Islamic Studies*, sponsored by the Center for Arab and Islamic Studies at Villanova University. A revised version is included in the forthcoming collection of essays *Arab Palimpsest: Articulations of Identity, Human Rights and Democracy*.

Also, his essay, "Delegitimizing violence: Resistance as communicative practice in authoritarian regimes" is included in the forthcoming book *Communicationology: The New Science of Embodied Discourse* (D. Eicher-Catt & I. Catt, Eds.) from Farleigh Dickenson University Press.

Trio Present at ECA's 100th Anniversary

Emily Whitaker, Mary Murray and Kelly Williams, 2009 graduates, presented papers for the Graduate Student Poster Session at the 2009 Eastern Communication Conference in Philadelphia, PA. Their papers were among the 30 selected out of 45 submissions.

In keeping with the theme of the conference, Emily Whitaker's paper entitled "On a Sour Note: An Analysis of Temperament and Reaction as Determined Through Field Study," examined how the perception of appearance and formation of preconceived notions can ultimately affect the formation of opinions and trust of others.

Mary Murray wrote her paper on "Public Memory and Gettysburg:

An analysis of how time and place have shaped a nation." The paper explored Gettysburg through the lens of public memory with emphasis on how time and place have shaped Gettysburg as arguably the most enduring public memory in America. It also explored those memories regarding the Civil War that have been silenced in the process.

Kelly Williams' paper, entitled "Changing the Face of Lobbying Through Online Social Networks," focused on how groups cohesively share ideas on issues important to them; more specifically it includes how people are finding friends with similar ideologies and interests through social networks.

Congratulations to Emily, Mary and Kelly!

COMM798 - Practicum in Communication

The Practicum in Communication course, developed for working professionals in the program to design and carry out projects that address needs of their particular organizations or institutions, has been approved for inclusion in the MACS curriculum.

Possible practicum topics include, but are not limited to, communication audits and analysis, crisis

management plans, conflict mediation processes and management workshops, leadership training seminars, and related management plans.

The Practicum is limited to working professionals who are enrolled in the program at least part time. The student must have completed 24 credit hours of coursework prior to enrolling in the Practicum course.

Where Are They Now?

In this edition, we take a look at the career paths of some of our alumni, most of whom graduated in the past two years.

Andrew Plaks Marketing Director & Webmaster, Presque Isle Partnership, Erie PA

Brittany Rowe. Ph.D. student, Bowling Green University.

Chris Kaczar Manager, Erie Metropolitan Transit Authority

Chris Paul Middle School Teacher, Luther Memorial Middle School, Erie PA

Crystal Epps Ed.D. student, Cappella University & Educational Program Director, The Achievement Center, Meadville PA.

Jason Lavery Director of Development, L'Arche Erie

Jen Allen Ph.D. student, SUNY Buffalo

Julie Hunsberger Ph.D. student, Duquesne University.

Melissa Hennen Professor, Trinity University in Washington D.C. & Administrative Asst., Dept. of Defense, Pentagon.

Michelle (Chrzanowski) Anysz, Communications and Marketing Director for Girl Scouts – North Carolina Coastal Pines (GS-NCCP).

Raihan Jamil Ph.D. student, Purdue University

Tracey Larson Instructional Designer, Online Masters in Medical Education, Lake Erie College of Osteopathic Medicine (LECOM).

Yvonne Kline Ph.D. student, University of South Florida

News

Applications for the MACS program for Fall 2010 are now being accepted. Limited number of Graduate Assistantships positions are also available. **The deadline to apply for an assistantship is Feb. 15 2010. Apply online through the Graduate School website.**

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Master of Arts in Communication Studies (MACS) Web Based Program (begins Spring 2010)

The new web based version of the MACS program provides students with an opportunity to complete their graduate degree online in two years or less, taking two or three courses per semester, including summers, with emphasis in conflict management and managerial and leadership communication. There are three options available:

Curriculum (36 credit hours)

Option A: 33 credit hours of coursework
COMM 798 Practicum (3 Credit hours)

Option B: 33 credit hours of coursework
COMM 799 Thesis (3 credit hours)

Option C: 36 credit hours of coursework
Comprehensive Exams and Project/Portfolio

Core Courses (9 credit hours)

COMM 600 Communication Theory
COMM 610 Communication Research
COMM 710 Communication Ethics

Conflict Management Courses (12 credit hours)

COMM 665 Managing Conflict
COMM 675 Intercultural Conflict & Communication
COMM 685 Crisis Management Communication
COMM 725 Negotiating Intractable Conflict

Managerial & Leadership Courses (12 credit hours)

COMM 645 Technology of Communication
COMM 630 Interpersonal Communication
COMM 660 Organizational Communication
COMM 740 Communication Consulting
COMM 760 Managerial Leadership Communication

For Program Inquiries:

[http://www.edinboro.edu/departments/
comm_media/macs/master_of_arts_
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