

Inside this issue:

Student places in PCA Competition 1

Faculty Updates 2

Students lead panel at NCA 2

Moroccan Fulbright student at EUP 3

Web-based Certificate in Conflict Management. 4

Special Features:

- MACS Banquet
- Student and faculty research in 2008-2009

Editor:
Victoria Oyesiku

Editorial Assistance:
Debi Hall

Advisor:
Andrew R. Smith, Ph.D.
MACS Program Head

Office: Compton 202
Phone: 814-732-2165
arsmith@edinboro.edu

MACS Website: [http://
departments.edinboro.edu/
Commedia/custom/MACS/
index.asp](http://departments.edinboro.edu/Commedia/custom/MACS/index.asp)

Graduate School Website:
[http://cms.edinboro.edu/
departments/graduate_studies/
School_of_Graduate_Studies/
and_Research.dot](http://cms.edinboro.edu/departments/graduate_studies/School_of_Graduate_Studies_and_Research.dot)

MACS Newsletter

Master of Arts in Communication Studies

Volume 9 Number 1

Fall 2008

Chris Paul, MACS Student, Places in PCA Writing Contest



Chris Paul, a second year graduate student, has received second place in the Pennsylvania Communication Association (PCA) Writing Competition for his paper entitled "Marseille-Esperance: Hope for Peaceful Conflict Resolution," which he wrote originally for Dr. Tim Thompson's course in Conflict Management. The paper was also chosen by PCA reviewers for the "Top Graduate Com-

petitive Papers" panel for the fall 2008 PCA convention at Penn State Lehigh Valley in Fogelsville, PA. Chris presented his paper in a panel on Saturday, October 18th and received his award later that evening. The competition is meant to encourage and give recognition to graduate level scholarship in communication and to offer graduate assistants the opportunity to present their work at PCA conventions. Students are also encouraged to submit their work for publication in *The Pennsylvania Communication Annual*. Congratulations Chris!



MACS Alumni speaks to PR class

Greg Yoko, a MACS alumni who graduated in [insert year here] returned to campus to address Dr. Terry Warburton's Introduction to Public Relations class on Tuesday, September 16, 2008. He currently serves as the President of Industry Relations for Sustainable Land Development International in Iowa, a member-owned organization dedi-

cated to promoting land development around the world that balances the needs of people, planet and profit – for today and future generations. The company also publishes several trade magazines and provides workshops and other professional services to land developers, focusing on sustainability issues.

Scholarship Fund Vested

The Mary Alice Dye Green Scholarship for Working Professionals, sponsored through the MACS Program, has reached its initial goal of \$10,000 thanks to substantial contributions from Mary Alice Dye Green, her husband Hal Green, friends of the Greens, MACS alumni and faculty. The scholarship is vested and we anticipate that the first award will be granted during the 2009-10 academic year. At current rates, the scholarship will be approximately \$400.

Although this is certainly a good start, our goal is to raise sufficient funds to cover the cost of an entire course for a part time student who is working full time professionally, meets academic standards and demonstrates need. That means the fund must reach a target of \$25,000. We are almost half way there, and so we encourage MACS alumni and friends of Mary Alice Dye Green to continue to make contributions. Those who have already contributed, we ask that you make this a part of your annual giving. Those who have not yet contributed, please consider doing so. Contributions may be sent directly to the Development Office, Edinboro University, Edinboro PA, 16444. Make checks payable to *Edinboro University Foundation* and in the memo portion write "Mary Alice Dye Green Scholarship."

Those who wish to apply for the Scholarship award, which is open to both new and continuing students, contact Dr. Andrew R. Smith at arsmith@edinboro.edu or 814-732-2165.

MACS students lead panel discussion at NCA Convention

Graduate students from Dr. Andrew Smith's Intercultural and International Communication course (Comm725) are participating in a panel at the National Communication Association convention in San Diego, CA, in November 2008. The title of the panel, chaired by Dr. Smith, is *Prospects for a Just "Jurisgenerative Politics": Papers in Response to Seyla Benhabib's Another Cosmopolitanism*.

Julie Hunsberger, who

graduated Spring 2008 and is now enrolled in doctoral studies at Duquesne University, is presenting the paper "Cosmopolitanism, Ethics and Citizenship in a Global Age: *The DREAM Act*, (S. 744) as Democratic Iteration." Agnieszka Guttman, a second year student, is presenting "Euthanasia and Cosmopolitan Norms: A Rhetorical Analysis." Tracey Larson, a second year student, is presenting "Democratic Iteration and Affirmative Action Policy:

Movement Toward Cosmopolitan Norms?" and Zane Bloom, who graduates in December 2008, is presenting "Democratic Legitimacy for Citizens of the District of Columbia

The panel a) addresses Seyla Benhabib's notions of "democratic iterations" and "jurisgenerative politics" and discuss instances in intercultural and international forums; b) takes up rhetorical and communication problems associated with these instances and notions;

c) critiques constraints imposed by dominant discourses that limit deliberative democracy; and d) offers rejoinders to Benhabib.

Discussants on the panel are international scholars Galina Sinekopova of Eastern Washington State University, Fadoua Loudiy of Slippery Rock University, and Igor Klyukanov of Eastern Washington State University, each of whom has grappled first-hand with the kinds of democratic iterations that Benhabib invokes.

Communication and Media Studies Faculty Updates

Dr. Melissa Gibson-Hancox oversees the Journalism Program and the Freshman Year Experience (FYE) Program. Some of her works include two journal publications including "There's no Place like Home? The Effects of Childhood Themes on Women's Aspirations Towards Leadership Roles" in the *Journal of Women in Educational Leadership* and "Sins of the Father: Revisiting Best Practices of Public Relations and Crisis Management Through Case Study Analysis" in the *Journal of School Public Relations*, co-authored with MACS alumna Jen Allen.

Dr. Kathleen Golden was on sabbatical leave in Spring 2008 and created an online version of the graduate course, Technology of Communication, Comm645. She also attended the Sundance Film Festival in 2008 with the cadre of actors and director of the film, *Schism*,

which screened at Edinboro University, and in which she appeared. Dr. Golden is screening a portion of her new film, *Schism*, at the NCA convention in San Diego in November, where she and the biographers involved in the project will discuss the launching of the entertainment industry in the late 19th and early 20th centuries.

Dr. Andrew Smith is completing a book entitled *Agonies of communication: The Rights and Ruses of Speech in Morocco*. His most recent publications include "Violence and the arts of resistance: An expedition in critical communicology" in the *Atlantic Journal of Communication*; and "No remainders: Displaced persons, statelessness, and the violence(s) of authoritarianism" in the edited book *Who Can Act for the Human?* He also is co-author, with Redouan El Ayadi, of

the essay "Language as evaluative utterance: A Bakhtinian analysis of colonial news discourse," forthcoming in the *Russian Journal of Communication*.

Dr. Jean Jones was recently named one of fifty female Democratic state leaders to serve on the Pennsylvania Steering Committee for Barack Obama. She also works as a union activist in her capacity as a member of APSCUF's Executive Council, focusing particularly on the union's political action and lobbying efforts in Harrisburg.

Dr. Anthony Peyronel and Professor Jim Wertz co-produced a video designed to enhance Edinboro University's recruitment of international students. It is anticipated that the video will be used by President Jeremy Brown during his presentations to international audiences. The video

may also be used in conjunction with various social networking sites in an effort to gain exposure for the university all around the world.

Also, the EUP Chapter of PRSSA, of which Dr. Peyronel is the faculty advisor, won the coveted Teahan award. According to Peyronel, "To be recognized for hosting the top PRSSA regional activity in the entire country is a ringing endorsement of the quality of the department's programs, students and alumni."

Dr. Terrence Warburton is scheduled for sabbatical leave for the 2009-2010 academic year when he will be researching strategies of humor in television.

Dr. Ali Mohammed is on leave for the 2008-2009 school year.

EUP PRSSA Chapter Receives National Award

The Edinboro University chapter of the Public Relations Student Society of America (PRSSA) was awarded the Teahan Award for Outstanding Regional Activity at the PRSSA National Conference in Detroit on October 27, 2008.

The university hosted a one-day conference on public relations at colleges and universities on April 26, 2008 and this award officially recognizes that event as the top PRSSA re-

gional activity in the nation for 2008. Titled "In Support of the Ivory Tower: Public Relations at Colleges and Universities," the conference featured 15 panelists with expertise in virtually every facet of higher education public relations. All 15 panelists are graduates of Edinboro University.

The Teahan Awards, established in honor of public relations pioneer Dr. Frederick H. Teahan, are designed to recog-

nize outstanding achievement in PRSSA activities carried out throughout the year. Each entry is evaluated on the quality of research, planning, organization, execution, evaluation of programs, and several other criteria. To be declared a winner, an activity must be judged superior in all areas.

R. Kelly McFall, who represented PRSSA's national committee at the conference said 2008 was an extremely com-

petitive year for regional activities, with a number of prestigious colleges and universities failing to receive bids. Other institutions that were awarded bids include American University, Elon University, Loyola University (New Orleans), Ohio State University, Texas Tech University, the University of Hawaii at Manoa, the University of Oregon and the University of Wisconsin at Madison.

MACS Banquet a Big Success

Over 100 MACS alumni, faculty, current students and friends of Dr. Mary Alice Dye Green attended the MACS Banquet on April 26, 2008. Alumni representing nearly all of the graduating classes from the inception of the program to the present were in attendance. Dr. Green's keynote address, entitled "From Prometheus to Pandora: Or, How Frame of Reference Affects the Use of Communication Technologies," focused on the importance of communication ethics in the use of technology, and described how, from one generation to

the next in her own lifetime, technology has changed the way we think about human relationships, and what it means to be productive teachers, scholars and citizens.

The full text of Dr. Dye's speech is available on the MACS website. Here is an excerpt from the final pages: "Zeus was furious with Prometheus for stealing the gods' fire, so he created a plan to punish both Prometheus and mankind. He made a beautiful woman (the first woman), gave her a beautifully decorated box, told her not ever to open it,

and then endowed her with a strong sense of curiosity. He gave her to Epimetheus, the brother of Prometheus, since he would not suspect Zeus of a trick. Pandora's curiosity got the better of her; she opened the box and out flew plagues innumerable, sorrow and mischief for mankind. She tried to close the box, but there was one other thing in it: Hope. And what I call Hope is whatever it takes in our lives to become masters of our particular use of technology, whatever generation we belong to, and to help our children also become masters, not slaves. In order to

become masters, we may need to carve out some time from our usual 'wired' times to be quiet, to be reflective, contemplative, to increase our ability to focus for an extended amount of time, to allow our imaginations to take hold, simply to BE."

The MACS Banquet was a sufficient success that we anticipate making it a bi-annual event, in conjunction with a conference on communication technology, integrated marketing, and managerial leadership.

Moroccan Fulbright dissertation student at EUP

Adil Azhar, a doctorate student from the University Mohammed V in Rabat, Morocco is conducting research for his dissertation at Edinboro University under the supervision of Dr. Andrew R. Smith, who serves as adjunct professor in the Research Group on Culture, Development, Education and Society at UMV. Adil's the-

sis deals with intercultural communication, with focus on identity negotiation between native and non-native English speakers. He is here under the Joint Supervision Program of the Fulbright Scholarship Grant Program and is currently completing literature reviews and methodological design for his research. He is also sitting in

on courses in the MACS program. He will return to Morocco in January and then come back to Edinboro University in the Summer and Fall 2009 to complete his field research and writing. He hopes to conclude his work and defend his dissertation by Spring 2010. He plans to become a university professor.



Applications for the MACS program for Fall 2009 are now being accepted. Limited number of Graduate Assistantships positions are also available. **The deadline to apply for an assistantship is Feb. 15 2009.**

Department of Communication and Media Studies
Edinboro University of Pennsylvania
208 Compton Hall
Edinboro, PA 16444

BULK RATE
US POSTAGE
PAID
EDINBORO, PA
PERMIT NO. 1

Graduate Certificate in Conflict Management **NEW Web-based, Non-Degree Institutional Certificate**

Completion of the four course (12 credit hour) Certificate provides students with the knowledge and skills necessary for managing conflict that arises and becomes entrenched in interpersonal, institutional, and intercultural relations. Upon admission, students enroll in the following four courses over a one year period.

COMM 665 Managing Conflict.

Honing mediation skills.
Analyzing interpersonal and organizational dynamics.
Developing aptitude for conflict management theory.
Distinguishing between real and perceived conflict.

COMM 675 Intercultural Conflict

Negotiating conflict between individuals and groups.
Recognizing cultural from other forms of conflict.
Understanding cultural influences on needs, interests, values and beliefs.
Preventing, mitigating and resolving conflict in multi-cultural contexts.

The Certificate is designed to develop competencies that enable individuals and groups to mediate ongoing conflict and negotiate crisis events that impede the realization of goals and objectives, undermine normative practices, and threaten to derail productive human relationships at all levels of communication.

COMM685 Crisis Management

Recognizing signs of a crisis situation.
Developing crisis management skills.
Communicating with external publics.
Handling controversial information and messages.

COMM 725 Negotiating Intractable Conflicts

Understanding how enmity develops.
Analyzing intractable conflicts culturally and communicatively.
Learning how and when to intervene and manage polemical positions.
Promoting practices of hospitality, equity and reconciliation.

For Program Inquiries:

<http://departments.edinboro.edu/Commmedia/custom/MACS/index.asp>
Email: arsmith@edinboro.edu
Tel: (814) 732-2165

For Application Materials:

http://cms.edinboro.edu/departments/graduate_studies/Admissions/
E-mail: mwieczorek@edinboro.edu
Telephone: (814) 732-2856