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# MACS Newsletter

## Master of Arts in Communication Studies

Volume 8 Number 1

Fall 2007/Spring 2008

### Sarah Glover, Photojournalist from the Philadelphia Inquirer



Sarah J. Glover, a photojournalist from the Philadelphia Inquirer, spoke September 27th 2007, at the Edinboro University Center as part of the Distinguished Lecture Series. Sarah is a graduate of Syracuse University and holds a dual bachelor's degree in photojournalism and African American studies. She completed her coursework in the MACS program at Edinboro University of Pennsylvania, and graduated December 2007.

An accomplished photojournalist, Sarah has received many awards for her work. She was awarded the National Press Photographers Association Best of Photojournalism Award, and a Columbia University Graduate School of Journalism "Let's Do It Better" Best Practices Award.

Sarah has a plethora of duties as a staff photographer for the Philadelphia Inquirer. She covers a range of human-interest stories. Sarah showed some of her work during her talk, including a piece on a New Jersey girl's ordeal "aging out" of the foster care system. She also has a monthly column featuring fashion and the latest "Hot Couture."

Sarah focused her presentation on her work in Africa in 2006, when she paired up with Leonard Pitts Jr., a columnist with the Miami Herald and a 2004 Pulitzer Prize winner for commentary. In addition to working with Pitts on his story of African ancestry, Sarah did her own work on orphans in Sierra Leone and the outcomes of their adoption.

She has also participated in many journalism workshops, and is a strong advocate for diversity in the newsrooms. Sarah is a remarkable photojournalist and the MACS department salutes her for her accomplishments. We look forward to seeing Sarah's future work.

### MACS Alumni Dinner Planned

In May 2008 the MACS program will graduate its 200th student from the program. To recognize this milestone, we are delighted to announce that on the evening of April 26, 2008, the MACS program will host an alumni dinner in the Atrium of the Pogue Student Center. The

Alumni dinner will be held in conjunction with the National Public Relations Student Society of America (PRSSA) conference (see page 5). Dr. Mary Alice Dye has agreed to serve as the keynote speaker. Details on the dinner and conference will be posted soon. See you there!

### Mary Alice Dye Green Scholarship Fund

Dr. Mary Alice Dye Green, Professor Emeritus of the Department of Communication and Media Studies, is contributing \$5000 toward the establishment of a scholarship fund for working professionals under the auspices of the MACS program, which must raise an equal amount to reach an endowment goal of \$10,000 by the end of Spring term 2008.

Dr. Green served as the first official Program Head of the MACS program, from 1987 until her retirement in 1995. Previously, she served as Edinboro University's Affirmative Action Officer, from 1975 until 1983. She began her career as an English professor, then obtained a post-doctoral scholarship to study organizational communication at Purdue University in 1986. She became a member of Speech & Communication Studies when she returned.

Dr. Green's commitment to education and enthusiasm for mentoring students is well-known in the Edinboro community. She was and continues to be a role model for graduate students, providing advice on diverse issues, developing leadership skills, and critical thinking capabilities. The scholarship is being established not only to provide financial assistance to working students in the MACS program, but to honor Mary Alice Dye Green for her commitment to higher education and her students.

Contributions may be sent directly to the Development Office, Edinboro University, Edinboro, PA 16444. Make checks payable to the *Edinboro University Foundation*, and in the memo portion write "Mary Alice Dye Green Scholarship Fund." Thank you!

## MACS Student Thesis Research for Fall 2007 & Spring 2008

**Jennifer Allen** completed her thesis Fall 2007. It is rhetorical case analysis comparing the uses of apologia in the presidential sex scandal cases at Mercyhurst College in Erie, PA and Loyola University in New Orleans using Hearit's theory of apologia. The thesis seeks to determine how effective the apologia strategies were, and to provide recommendations for strategies that may be useful in future incidents involving high profile and influential institutional agents. Jennifer is now applying to doctoral programs in communication studies.

**Vanuza daSilva's** thesis, completed Fall 2007, researches how "many hands" work well together technically and communicatively on the *U.S. School Vessel Brig Niagara*. The purpose of the study is to identify and describe the team leadership used in order to make the ship function safely and keep the crew motivated to work together while on board. The objective is to identify challenges and to describe the principle team leadership competencies that produce effective performance. Vanuza is returning to Brazil, where she will

continue her work as an organizational consultant.

**Julie Hunsberger**, for her thesis research, conducted a critical rhetorical analysis focusing on strategies for ideological propaganda present in new-media outlets. She selected a particular conservative political blog as the focus of her analysis. Julie successfully defended her thesis in December and is applying for doctoral programs in communication studies

**Barbara Niemiakowska**, for her thesis, is designing a diabetes awareness campaign targeting university students. In

carrying out her research, Barbara, is conducting student based focus groups to determine the degree to which students are aware of the conditions and treatments for diabetes. She graduates Spring 2008. **Penni Schaefer** is conducting a rhetorical analysis of a campaign by Flora Tristan, a women's self-empowerment organization in Cusco, Peru. The thesis involves observations and field research that she has conducted during four separate visits over a three-year period. Penni graduates Spring 2008.

## Communication and Media Studies Faculty Updates

**Dr. Melissa Gibson Hancox** presented the paper "Ethical Concerns of Broadcast Educators that have been Passed Down from the Past to the Present" at the 2007 Broadcast Educator's Association Conference in Las Vegas, Nevada. Recently, she was invited as a consultant at Grambling University in Grambling, Louisiana to provide advice on matters of undergraduate and graduate curriculum revision. See page 3 for additional updates.

**Dr. Anthony Esposito's** essay, "Considerations of the Political Content of Broadcasts" appeared in the November issue of *Feedback*, an online journal published by the Broadcast Education Association. He presented "Screwtape Letters: Incorporating Religious Fiction Books in the College Classroom" at the National Communication Association in November, 2007. He also presented "Ethical responsibilities of broadcast station managers and programmers in producing desired demographics" at the Broadcast Education Associa-

tion Annual Conference in April 2007, Las Vegas, Nevada.

**Dr. Terrence L. Warburton** presented the paper "Achieving Positive Organizational Change: Claiming or Reclaiming Civility as a Rhetorical Means and a Desirable End." co-authored with Dr. Rod Troester from Penn State Behrend, at the 72nd Annual Convention of the Association for Business Communication held October 10-12 in Washington, D.C..

**Dr. Jean Jones** attended the National Communication Association's annual conference being held in Chicago. Jones was a respondent for the Technology Reality Check sessions focusing on power point's limitations as a learning tool. As a respondent she wrote and presented a short composition within a group format.

**Dr. Kathleen Golden** is working with Dr. Frank Rybicki on a digital film and historical documentary titled, "Three Vaud-

ville Women: May Irwin, Marie Dressler, and Eva Tanguay." The Women of Vaudville represent a time period in the earlier part of the 19th century where the envelope on gender issues was pushed. Golden's work was funded by a grant from the Pennsylvania Humanities Council. The screening will take place in March of 2008. Her essay "Gender and Racial Masquerade" appeared in the Spring 2007 issue of the *Iowa Journal of Communication*.

**Dr. Timothy Thompson** was on sabbatical leave Fall 2007, during which time he completed work on a book for the psychology of communication course, tentatively entitled, *Created in Communication: Social Systems, Mind, and the Making of Self*. Thompson also led a study abroad trip to Scotland during the Summer session 2007, visiting various sites in the highlands and islands while based in Edinburgh and Glasgow.

**Dr. Andrew Smith** spent much of the 2007 Summer in Mo-

rocco, where he served as co-supervisor of a dissertation by Professor Redouan El Ayadi, in Tetouan. He also presented colloquia on qualitative and interpretive methods to students at Abdelmalek Essaadi University, and to the Doctoral Unit on Culture and Development at University Mohammed V, where he serves as adjunct professor. Smith was also invited to present a preconference session at the National Communication Association Conference in November 2007 focusing on issues of methodology and ethics in research on freedom of speech. His essay, "Dialogue in Agony: The Problem of Communication in Authoritarian Regimes" appears in the February 2008 issue of *Communication Theory*, a special issue on "Fresh Approaches to Dialogue Theory."

**Dr. Ali Mohamed** is on leave during the 2007-2008 academic year.

## Trio featured at CUPRAP Conference

On October 16th, 2007, **Dr. Melissa Gibson Hancox, Dr. Tony Peyronel** and graduate student **Jennifer Allen** presented a workshop at Allegheny College on "effective crisis communication" for the College & University Public Relations Association of Pennsylvania (CUPRAP). This workshop was based on a book chapter, written by Dr. Gibson Hancox and Dr. Peyronel, titled "Balancing traditional channels of public

relations with new media technologies in crisis communication: The case of a Catholic college" in the book *New Media & Public Relations* (Peter Lang Publishing, 2002). **Gibson Hancox** and **Allen** also published a journal article titled "Sins of the father: Revisiting best practices of public relations and crisis management through case study analysis" (2007) in the *Journal of School Public Relations*, 28,

164-188, which was also used in the workshop. In addition, Gibson Hancox and Allen presented the article as part of the 2007 National Communication Association in Chicago. They presented during the Crisis Communication Strategies segment as part of the Public Relations Division. This was the 93rd Annual Conference for the National Communication Association. Last year's theme, "Communicating

Worldviews: Faith-Intellect-Ethics," is encouraging the participants to examine communication within the discipline, society or world through a literal, metaphorical, or virtual lens. The convention focuses on a series of convention highlights including various distinguished lecturers and scholar to scholar interactive media formats.

## MACS Graduate Returns to the Department of Communication and Media Studies



Marilyn Gilreath, Department of Communication and Media Studies.

Marilyn Gilreath has recently joined the Communication and Media Studies Department teaching four sections of public speaking. She is taking over for retired department professor, Dr. Gary Christensen. Marilyn completed her undergraduate work in Communication at Edinboro and she is also a 2003 graduate from the MACS program. Her graduate thesis took an ideographic study of women who have recovered from eating disorders. Her

research examines the causes for the disorders- looking at both critical life incidents and the impact of media consumption. Since her graduation from the MACS program she has been working on her Ph.D. at Duquesne University where she expects to graduate in May of 2008. While at Duquesne, she taught coursework in public speaking, business professional communication, and interpersonal communication. Gilreath spent the last academic year

speaking in the Communications Department at Penn State Behrend campus. While her time in the MACS program was a great advantage to her, she said her philosophical based courses have helped her most while working on her PhD and her dissertation. Gilreath is extremely happy to be back at Edinboro, teaching the courses she once took here. She always wanted to teach and loves what she does, especially at Edinboro where her career began.

## Department to Host National PRSSA Conference

Edinboro University has received a nationally-competitive bid from the Public Relations Student Society of America (PRSSA) to host an official Regional Activity for Spring 2008.

The event will be a one-day conference on public relations at colleges and universities, scheduled for the Spring 2008 semester. The conference will feature a variety of panelists and speakers, all of whom are alumni of the MACS program and the Communication undergraduate program at EUP. Panel topics include crisis man-

agement, web design, media relations, and the development of effective managerial and leadership strategies. Receiving the bid from PRSSA puts the department's academic programs in good company, especially considering that Boston University, Emerson College and Simmons College combined resources to host a similar regional activity in Boston last year. MACS student and PRSSA President, Christopher Kaczor, traveled to Philadelphia on October 21, 2007 to accept the PRSSA bid for the regional con-

ference. Other universities that will host regional conferences this academic year include: Ohio State University, American University, the University of Oregon, the University of Wisconsin at Madison and the University of Hawaii at Manoa. MACS alumni scheduled to participate in the conference include: *Will Adair*, associate commissioner for external relations for the Pennsylvania State Athletic Conference; *Paul Colino*, marketing manager at Loyola University Chicago; *Sarah Glover*, photojournalist with the Philadelphia Inquirer; *Emily*

*Sinsabaugh*, Vice-President for marketing and communications at St. Bonaventure University; *Josh Tysiachney*, web communication coordinator at Allegheny College and co-editor of Allegheny Magazine; *Ken White*, Vice-President for communication and marketing at the University of Virginia's Darden School of Business; and *Tamara Wyrich*, advancement officer at Allegheny College. Current MACS student Jennifer Allen also is scheduled to serve as a presenter at the regional activity.

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## Master of Arts in Communication Studies Areas of Emphasis

### **Managerial and Leadership Communication**

Comm540 Public Relations Management  
Comm640 Small Group Communication  
Comm660 Organizational Communication  
Comm740 Communication Consulting  
Comm760 Managerial and Leadership Communication

### **Integrated Marketing Communication**

Comm500 Communication Strategies in Advertising  
Comm540 Public Relations Management  
Comm635 Integrated Marketing Communication  
Comm645 Technology of Communication  
Comm660 Organizational Communication

### **Media and Society**

Comm504 Advanced Broadcast News  
Comm510 Criticism of Mass Communication  
Comm655 Political Communication  
Comm750 Persuasion and Propaganda  
Elective in Area Emphasis

### **Intercultural and International Communication**

Comm675 Advanced Intercultural Communication  
Comm700 Language and Human Conduct  
Comm725 Intercultural/International Communication  
Comm730 Communication and Social Process  
Elective Course in Area Emphasis

### **Critical Communication Studies**

Comm510 Criticism of Mass Communication  
Comm650 Rhetorical Theory and Criticism  
Comm680 Gender and Communication  
Comm700 Language and Human Conduct  
Comm730 Communication and Social Process

### **Certificate in Conflict Management**

Comm665 Managing Conflict  
Comm675 Advanced Intercultural Communication  
Three Elective Courses

*See the Certificate webpage for course selections:*  
<http://departments.edinboro.edu/Commmedia/custom/MACS/conflict.asp>

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