



MACS NEWSLETTER

**MASTER OF ARTS IN COMMUNICATION STUDIES
EDINBORO UNIVERSITY OF PENNSYLVANIA**



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NEW PRSSA CHAPTER AT EDINBORO UNIVERSITY

Edinboro University can now be counted among those colleges and universities across the nation who offer substantial programs in the area of public relations. This is according to the Public Relations Student Society of America (PRSSA), the world's largest organization for public relations professionals.

To establish a PRSSA chapter, colleges or universities must meet a specific set of criteria that are established through PRSSA guidelines. The formation of the Edinboro chapter culminates a yearlong application process which includes; an evaluation of the University's curriculum offerings in public relations, as well as a review of the credentials of faculty who teach those specific public relations courses. "This is certainly a significant endorsement of the quality of our program in that PRSSA is a definitive national authority on the profession of public relations," according to Dr. Tony Peyronel, coordinator for the University's undergraduate speech communications program and faculty advisor to the new PRSSA chapter.

Although the PRSSA application criteria focuses mainly on the department's undergraduate program, membership is also open to graduate students. In fact, MACS students Brittany Rowe and Katie Widdowson are serving as the chapter's vice president and treasurer respectively. "When I contacted Janeen Garcia, director of education for the PRSSA, to discuss membership eligibility, she said that graduate students are especially helpful in forming new chapters," Peyronel explained. This has certainly been the case with Brittany and Katie, as their maturity, commitment, and work ethic have been invaluable in getting this important endeavor off the ground."

The Edinboro PRSSA is affiliated with Pittsburgh's PRSSA chapter, which is, coincidentally, headed by 1982 EUP graduate Stacey Perles.

The Edinboro PRSSA has experienced rapid growth, already having more than 30 members. The group has already coordinated a number of activities. Its first major event was called "A Path Toward Public Relations," which included former MACS alumnus Vince Brocki. For further information contact Dr. Peyronel at (814)

MACS FACULTY BRIDGING GENERATION GAP

MACS faculty member Dr. Terry Warburton and graduate staffer Dr. Cheryl Lossie are working in collaboration with the National Communication Association to help bridge the intergenerational communication gap.

During the fall of 2002, Dr. Lossie wrote a proposal entitled *Circles of Hope* as part of the NCA's Communicating Common Ground program. Communicating Common Ground is an educational initiative, sponsored by the National Communication Association, Campus Compact, the American Association for Higher Education, and the Southern Poverty Law Center. The initiative supports partnerships between the communication discipline and community-based institutions for the purpose of addressing diversity issues in our multicultural society. The call for proposals was about the creation of community partnerships that foster respect for diversity and tolerance through communication instruction, linking the university with the community. "Dr. Warburton and I felt the *Circles of Hope* initiative would address the need for diverse communication while bridging the intergenerational communication gap at the same time," Lossie stated.

The overarching goal of *Circles of Hope* is to become a program which provides opportunities in Edinboro and the surrounding areas for elderly persons to interact with younger children, by sharing stories explaining what gives them hope. Students and their grandparents gathered at Cambridge Springs Elementary on three separate occasions during the 2003 school year to find some communication commonalities, in order to help people of the region become a more diverse communication community.

As part of the *Circles of Hope* initiative MACS student Katie Widdowson, and EUP undergraduate Brian Eberl are creating a digital story of the project for future use on the NCA website. It will be shown at future communication conferences related to service learning. "It was really enjoyable to see the interaction between the university and the community," Widdowson said.

MACS FACULTY UPDATES

Dr. Jean Jones chaired a panel discussion at the NCA conference in Atlanta entitled, "Reaching out by Waging a Political Campaign: An Academic's Experiences With Cynicism, Cash and Craziness." It documented her experience in the world of political campaigns.

Dr. Kathleen Golden presented a paper at the NCA Conference with MACS alumnus Marilyn Gilreath entitled "Helping non-profits and campus constituencies tell about themselves." This paper will be published in *Storytelling, Self and Society* in the inaugural issue this fall. She will also be presenting a variation of this paper at the Storytelling Self and Society Conference, March 5th and 6th at Florida Atlantic University. The conference will develop guidelines for future submissions to the journal. Dr. Golden has also been selected to chair a communication subcommittee as part of the Commission of Civility for the University.

Dr. Tony Peyronel had an article accepted for publication in the February 2004 issue of *CASE International Journal of Educational Advancement*. The article titled "Media Scrutiny of Higher Education: An On-Going Challenge and Long Term Trend," builds on Peyronel's dissertation study that examined public relations management in the State System of Higher Education (SSHE). In the article Peyronel dismissed the idea that negative media coverage of higher education is a new trend, pointing out that colleges and universities have been subjected to increasing levels of media scrutiny for the last twenty years. He also recommended that college and university public relations professionals include media relations as part of their integrated marketing efforts. Peyronel is the faculty advisor for Edinboro University's PRSSA chapter, see the story on the front page for more details on this.

Dr. Andrew Smith is serving as consulting editor for volumes 27 and 28 of the *International and Intercultural Communication Annual*. He received a SSHE Faculty Professional Development grant award for a project entitled, "Switching Codes in Morocco: Language, Islam, and Power". His article "Testing the Red Lines: on the Liberization of Speech in Morocco," (co-authored with Fadoua Loudiy). Has been accepted for publication in *Human Rights Quarterly*. His paper "Speaking Otherwise: Communication and its Distortions in Authoritarian Discourses," will be presented at the International Communication Association Conference Theme Session, "Communicating in Public Interests," in May 2004.

Dr. Tim Thompson facilitated a retreat for students and teachers at Rochester Institute of Technology. This retreat was held at the Beaver Hollow Resort and Conference Center. It focused on improving teaching and learning at the school. Dr. Thompson is now entering his 12th year directing the Edinboro Highland Games, which will be held May 14-16 2004.

Dr. Terry Warburton has been asked to serve as a contributor to Capitolwire.com This is an online news service of the Associated Press, which focuses on key issues such as healthcare, politics, etc. that directly affect the decisions of state governments across the Eastern United States. Dr. Warburton has also been commissioned through an initiative approved by University Provost Robert Weber to examine the feasibility of the Oral Communication Lab in the Speech Communication Studies Department. He has been included in the latest addition of *Who's Who* among America's teachers.

MACS GRADUATE STUDENTS: THESIS AND RESEARCH PROJECTS

Kevin Belknap defended his thesis on the communication problems and cultural distortions facing an American who lives in China.

Yu-Chun Chen defended her thesis "A Case Study in Organizing a Changing Work Environment and its Influence on Organizational Culture Members Interactions."

Houda El Idrissi defended her thesis on "Best Friendship Between Women."

Karen Steele defended her thesis "An Ethnographic Study of the Communication Patterns of Public Assistance Recipients."

Marilyn Gilreath defended her thesis "Self Image and Social Influences: Women Talking About Eating Disorders."

Unity Efodzi is researching the roles of women in Ghana in relation to the business world, as well as comparing them to the established roles of the average American business woman.

Azram Aslam is researching the contrast in cultural and societal attitudes, and consequences, on rape with a focus between the United States and Pakistan.

JR Rao is researching alternative approaches to animal rights.

Cristy Stefnosky is developing a public relations handbook, focusing specifically on proactive and reactive programs for corporations as well as the organizational consequences of each.

MACS ALUMNI . . . what they're doing now

Kim Young is teaching a variety of communication courses at Thiel College including Rhetorical Theory, Public Speaking, and broadcast journalism. She is also in the process of developing a television station for the college. In addition to her teaching duties Young is currently in her second year of Ph.D. course work at Duquesne University in Pittsburgh.

Adam Vellone is a full time professor at Miami Dade College (Homestead Campus), teaching an introductory communication course as well as public speaking. Vellone is also on the student recruitment and retention committee at the college. Previous to his current position Vellone was employed as a social studies teacher during the day and professor at both Broward County, and Miami Dade Community College at night.

Valerie Lego was a recent recipient of the Edward R. Murrow Award for her work on a piece entitled "The House That Green Bay Built: A Look Back on Lambeau Field on its 45th Anniversary." Lego produced and co-hosted the program. She has also received a Radio & Television Directors International Reporting Award for her efforts on a piece called "Terror in Title Town." This was the real life story of a Green Bay Police Officer who was convicted of murdering his wife. Currently Lego is the lead anchor at Channel 26, the NBC affiliate in Green Bay, Wisconsin. Lego has garnered eight Associated Press Awards for Broadcast Journalism and has received six Chicago Mid-West Emmy Nominations

Kevin Belknap is completing three years of teaching English at Beijing Jiao University. During his stay in China Belknap has recorded audio educational materials (English Audio Books). He has also co-hosted a widely viewed children's educational television program. Belknap was the featured author of a Children's English dictionary from *Children/Fun/Disney* in Beijing. He will return to the US this summer to pursue further education in the philosophy of communication. "The MACS Program afforded me the opportunity to meet other graduate students from all over the world who inspired me to put theory into practice and venture abroad," Belknap said.

Stephen Wreh Wilson has been employed by the African Assistance Program. The AAP is a non profit organization formed in April 2000 to inform, educate, organize, and promote human rights, justice, and democratic empowerment, and cross-cultural understanding in the context of globalization. The AAP has grown from a small network of community-based social workers doing a wide range of immigrant refugee resettlement services to a Pan-African institution that targets over 40,000 African immigrants/refugees in Minnesota. The overarching goal of the AAP is to help African immigrants/refugees to attain economic security in order to enjoy self efficacy. If you have any questions, please contact Wilson at swrehwilson@hotmail.com

CURRICULUM: MASTER OF ARTS SPEECH COMMUNICATION STUDIES

Core Courses

(Required for all students) 9 credits

COMM 600 Communication Theory
COMM 610 Communication Research *or*
COMM 620 Qualitative Communication Research
COMM 710 Communication Ethics

Area courses

(Students select 3 of 6 courses offered) 9 credits

COMM 510 Criticism of Mass Media
COMM 630 Interpersonal Communication Strategies
COMM 640 Small Group Communication
COMM 650 Rhetorical Theory and Criticism
COMM 660 Organizational Communication
COMM 670 Intercultural and International Communication

For Program Inquiries Contact:

Dr. Andrew Smith
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E-mail arsmith@edinboro.edu or (814) 732-2165

Electives

18 credits

COMM 500 Communication Strategies in Advertising
COMM 502 Technology of Communication
COMM 504 Advanced Broadcast News
COMM 520 Introduction to Gender Communication
COMM 530 Advanced Message Design
COMM 540 Public Relations Management
COMM 550 Political Communication
COMM 560 Managing Conflict
COMM 570 Advanced Intercultural Communication
COMM 680 Gender and Communication
COMM 700 Language and Human Conduct
COMM 730 Communication and Social Process
COMM 740 Communication Consulting
COMM 750 Persuasion and Propaganda
COMM 760 Managerial and Leadership Comm.
COMM 770 Communication Issues
COMM 793 Independent Study
COMM 796 Internship (up to 12 credits)
COMM 799 Thesis

For General Application Information:

www.edinboro.edu/cwis/acaff/gradstudy/Pages/Admissions/admissions.htm



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CERTIFICATE IN CONFLICT MANAGEMENT APPROVED

The Certificate in Conflict Management has been developed under the auspices of the Master of Arts in Communication Studies (MACS) Program in the Department of Speech and Communication Studies at Edinboro University of Pennsylvania. Completion of the five course (15 credit hour) Certificate will provide students with the analytical and practical skills necessary for mediating, negotiating and managing conflict that arises in the workplace and elsewhere. The Certificate is designed especially for those working in organizations and institutions where ongoing conflict or a crisis event impede the realization of goals and objectives and undermine productive relationship development internally and externally.

Upon enrollment, students will take 12 hours of required courses and 3 hours of an elective course offered through the MACS Program. The required courses and associated competencies are as follows:

COMM 540 Public Relations Management

- Negotiation Strategies
- Crisis Management Skills
- Aptitude for media Relations
- Handling public controversy

COMM 570 Advanced Intercultural Conflict

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

COMM 560 Managing Conflict

- Organizational and institutional conflict management
- Honing dispute mediation practices
- Developing aptitude for conflict management theory
- Distinguishing between real and perceived conflict

COMM 640 Small Group Communication

- Team building expertise
- Conflict simulation skills
- Proficiency in group problem solving
- Using technology in small group facilitation

Students will select an elective course in consultation with their program advisor. Courses for the Certificate will be offered beginning in the Summer 2004 and on an ongoing basis during subsequent semesters. For program inquiries Contact: Dr. Andrew Smith, MACS program Head at (814) 732-2165 or arsmith@edinboro.edu