



Fall 2005

MACS Newsletter

Master of Arts in Communication Studies



Program Welcomes New Faculty Member



Melissa Gibson-Hancox, Ph.D., joined the MACS faculty this year after serving three years as the Chair of the Communication Department at Mercyhurst College. During her time at Mercyhurst, Gibson-Hancox, who completed her graduate studies at Ohio University, also oversaw both the M.A. in organizational leadership

and the Ph.D. in educational leadership programs. Prior to her appointment at Mercyhurst, Gibson-Hancox taught at Gannon University for one year and at Western Michigan University for four years.

Gibson-Hancox has taught courses ranging in size from eight students to four hundred fifty and says that she takes "a lot of pride in teaching." She embraces an experiential philosophy of learning and attempts to create an active classroom environment. She holds the Central United States' 1998 Outstanding New Teacher Award, as well as Western Michigan University's 1999 Professor of the Year Award.

In addition to her exemplary teaching record, Gibson-Hancox has authored several publications. She has a textbook entitled, *Exploring Human Communication*, and articles in both the *Journal of Applied Communication Research* and *Management Communication Quarterly*.

Currently, Gibson-Hancox teaches courses in beginning reporting and communication law. In spring 2006, she will teach a graduate course in integrated marketing communication. An Albion native, who earned her B.A. in speech communication from Edinboro University in 1992, Gibson-Hancox says, "I feel like I have come full circle... and I hope to stay here for a long time."

Students Scheduled to Present at NCA

Several MACS students will present their research on a panel at the National Communication Association's 2005 convention in Boston, Massachusetts. The students developed the panel after a class discussion in the qualitative communication research course, taught by Kathleen Golden, Ph.D., last spring. The students titled their panel *Society's Effects on Embodiment: Ethnographic and Autoethnographic Representations*. The students' papers focus on the embodiment of socially constructed norms and the consequences of deviating from these norms. The students participating on the panel include Erin Buseck, Jennifer Butler, Raihan Jamil, Yvonne Kline, and Brooke Lyle.

Buseck will present a paper entitled, "View of a Small Framed Caucasian Female in a Bootylicious Society." In this paper, Buseck utilizes an autoethnographic approach to investigate the growing phenomenon of the voluptuous glutinous maximus in American pop culture and how this phenomenon influences her self-perception.

Butler's paper, "Anti-conformity to Society: The Body Art Subculture," is also an autoethnographic study. Butler explores the subculture of body art and piercings through her account of code switching and attempting to conform to societal expectations of the professional.

Jamil will present a paper entitled, "Is Society Handicapping

Our Children's Thoughts?." In this ethnographic study, Jamil examines America's ideal of thinness and how it affects children's self-images.

Kline will present her autoethnographic study, "Societal Sanity: Reconstructing the Stigmatizing Metaphor of 'Mental Illness.'" In this paper, Kline shares her experience of psychiatric institutionalization and the stigma associated with the phenomenon of being labeled "mentally ill."

Finally, Lyle combines an autoethnographic approach with an ethnographic approach in her study, "A Quest for Identity of Self through Weight Loss Surgery." In this paper, Lyle investigates how body weight issues are

Inside This Issue

Theses & Projects	2
Faculty Updates	2
Alumni Updates	3
News & Notes	3
Certificate in Conflict Management	4

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www.speech.edinboro.edu/MACS%20Web/newpage6.htm

Graduate Studies Website:
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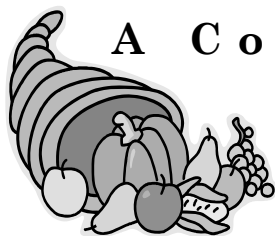
Editors:
Yvonne Kline
Viktoria Berlik

Advisor:
Andrew R. Smith, Ph.D.

linked to identity of self among women by analyzing her personal experience of weight-loss surgery and identity of self with other women's experiences and self-identities.

For most of these students, this panel presentation will mark their debuts as presenters at a scholarly conference. The students wish to thank Professor Golden, who will be chairing the panel, for encouraging them to submit a proposal to NCA.

"Only those who will risk going too far can possibly find out how far one can go." ~T.S. Eliot



A Cornucopia of Research: Thesis Research for Fall 2005

Viktoria Berlik seeks to uncover in her thesis the role of rituals in resignifying and altering social structures. Berlik critically analyzes historical examples of rituals that have altered dominant discourses, as well as contemporary rituals that may also possess the capability of altering current discourses and social relationships.

Heidi Blakeslee explores how Mary Daly's deconstruction of language can benefit the feminist movement. Blakeslee, through a textual analysis, examines the meanings and ideologies utilized in Daly's rhetoric. Blakeslee's thesis ultimately seeks to uncover how Daly arrives at her conclusions about gender, men, and

women's positions within hierarchies of power.

Raihan Jamil examines the communication roadblocks that exist in the Bangladeshi health care institutions, specifically hospitals. Jamil focuses on how organizational and institutional forms of communication contribute to the problem of poor service in the Bangladeshi health care system and how such issues might be addressed to improve the public's health care and standard of living. Additionally, he explores the role power struggles play in organizational efficiency.



Brooke Lyle's thesis employs an autoethnographic approach to examine the relationship between body weight and identity of



self. Lyle draws upon Erving Goffman's theories of presentation of self and social stigma to analyze the experience of living as an obese woman and having weight-loss surgery. The study shows the assignment of social meaning for women in everyday public and private interactions.

Jessica Molczan is currently conducting research on the relationship between humor usage and the

attitudes of individuals living with permanent physical disabilities for her thesis. Molczan's rationale for this study is that human attitudes, behaviors, and usage of humor are inextricably linked within the realm of communication.

Janet Roberts utilizes an ethnographic approach in her thesis to examine the assimilation of Arab women into the United States. Roberts examines the extent to which these women prefer to assimilate or retain their cultural practices. Additionally, Roberts assesses discrimination both within and outside of the community of Arab women.



Faculty Updates

Dr. Anthony Esposito presented his paper, "The Rising: Themes of Patriotism, Loss, and Hope" at Glory Days: A Bruce Springsteen Symposium in September 2005. He presented a paper, which he co-authored with **Dr. Tony Peyronel**, entitled "Bruce Springsteen: Working Class Hero or Corporate Shill?" at the Center for Working Class Studies Conference in May 2005. He also presented his paper, "A Review of the First 50 Years of Educating Radio Broadcasters," at the April 2005 Broadcast Education Association Convention.

Dr. Kathleen M. Golden presented a paper co-authored with Dr. Patricia Pineo in June 2005 at the Computer Applications in Systems Engineering Conference. The paper, "Decision-making in Organizations: Suggestions for more effective analysis," related to her research on Group Decision Support Systems, appears in the proceedings from that conference and a revision has been submitted

for publication to the journal, *Software Process*. Dr. Golden was awarded a \$1000 University Senate Research Committee to collaborate with Dr. Jerry Fjernestad of the New Jersey Institute of Technology on a \$750,000 grant proposal to the National Science Foundation. Pineo and Fjernestad serve as co-Principal Investigators and Golden is the Principal Investigator on the proposal. Golden will also be presenting her paper, "Gender and Racial Masquerade: Female Body Performance on the Late 19th and Early 20th Century Variety Stage," at NCA this November.

Dr. Jean Jones' research this year focuses on political participation. She currently serves on the Meadville City Council and as the political action chair for APSCUF, which involves working with legislators to gain support on issues important to faculty, such as academic freedom and contractual rights. Dr. Jones' paper on Ted Windt's life and work is presently

under final review and she recently revised Trevor Melia's book, *Lucifer State: A Novel Approach to Rhetoric* (originally published by Pearson Custom). Additionally, she currently serves as chair for EUP's women's studies curriculum committee, which is developing a new undergraduate major in Women's Studies.

Dr. Tony Peyronel published "Public Relations, Ethics, and Gaining a Seat at the Leadership Table" as part of the Public Relations Society of America Counselors to Higher Education Monograph Series. The article is available at www.prsa.org/_Networking/che/monographs.asp?ident=ch5. Dr. Peyronel also serves as faculty advisor to the Edinboro University Chapter of the Public Relations Student Society of America.

Dr. Andrew Smith's co-authored essay (with Fadoua Loudiy) "Before the Law: Toward an Ethic of Restraint," will be presented at

NCA this November. His co-authored essay, "Testing the Red Lines: On the Liberalization of Speech in Morocco," appeared in *Human Rights Quarterly* 27 (3), 1069-1119 (August 2005). It is available on line through Project Muse. Dr. Smith also chaired the Graduate Council Subcommittee on the Three Year Plan for Graduate Studies and Research, and is an active member of the North Africa West Asia Studies Committee on campus.

Dr. Terry Warburton will present his paper, "Civility: The Key to Student Centeredness," at NCA this November. The paper is part of a panel entitled *Civil Communication and Conflict Resolution on Campus*. Additionally, he will present his paper, "History, Hype and Hollywood: A Popular Culture Perspective of Born on the Fourth of July," as part of EUP's Common Text program which will be held in November.

"It is the mark of an educated mind to be able to entertain a thought without accepting it." ~Aristotle



Alumni Updates

1994 MACS graduate, **Patti Middendorf**, currently teaches courses in managerial communication and organizational communication at the National Louis University of Chicago. Additionally, Middendorf earned a Master of Arts in Teaching from Johns Hopkins University this past May.

2002 MACS graduate, **Qi Dunsworth**, currently holds the position of Educational Consultant and Instructional Designer at Penn State Behrend. Dunsworth earned a Ph.D. in Educational Technology

from Arizona State University in May 2005. Her dissertation is entitled, *Fostering Multimedia Learning of Science: The Role of Personalization and Presentation Mode*.

2005 MACS graduate, **Kimber J. Forrester**, currently holds teaching positions at two colleges in Maryland. He teaches courses in acting for the camera and public speaking at Villa Julie College. At Hartford Community College, he instructs an acting course. Additionally, Forrester hopes to attend the University of North Carolina at Greensboro to obtain his MFA in Theater for Young Audiences.

"Choose a job you love, and you will never have to work a day in your life." ~Confucius

in 1998, following the exile of the previous leader. After a year of leading the organization, however, Wreh-Wilson began to receive threats which resulted in his family's relocation to a refugee camp in Ghana. Eventually, Wreh-Wilson moved to the United States, enrolled in the MACS program, and obtained political asylum.

Since obtaining his MACS degree, Wreh-Wilson relocated to Minnesota, married, and obtained a position with the African Development Center (ADC), where he presently serves as Community Organizer. For this position, Wreh-Wilson assumes the roles of event planner, database manager, and loan portfolio manager. In addition to these duties, he plays roles in various coalitions such as the Emerging Markets Homeownership Initiative (EMHI) and the Midtown Global Market (MGM) Community Partnership.

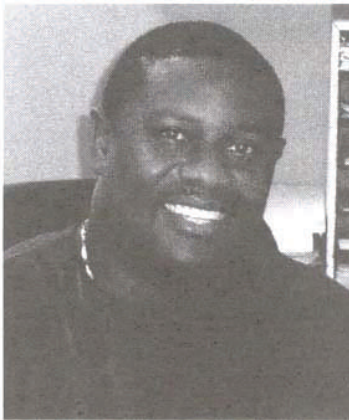
2003 MACS graduate, **Sabrina Lane**, teaches as an adjunct faculty member at Saginaw State University in Michigan. In addition to teaching courses such as fundamentals of communication and public speaking, Lane serves as the University's head softball coach.

1994 MACS graduate, **Pam Alesky**, is the Manager for Program Guidance in the Preparedness and Response Department of the American Red Cross National Headquarters in Washington, D.C. Presently, Alesky is stationed in Houston, Texas as the Safety and Security Manager for the Hurricane Katrina Disaster Relief Operation.

1997 MACS graduate, **Jim Pierzynski**, holds the position of Project Manager for Market Sector Councils/ Web Site Development at the Sheet Metal and Air Conditioning Contractor's National Association (SMACNA) in Chantilly, Virginia. Pierzynski has been employed at SMACNA for nearly eight years and has been in his current managerial position for the past five years.

2005 MACS graduate, **Brittany Rowe**, began her doctoral studies this fall at Bowling Green University. The university awarded Rowe a full graduate assistantship in its Partnership for Community Action office, which helps nonprofit groups and other community organizations write grants to fund various projects.

Featured Graduate



Stephen Wreh-Wilson completed the MACS program in 2002 after serving as a Research Officer for the Catholic Justice and Peace Commission of Liberia. This position required Wreh-Wilson to collect civilian reports of civil war atrocities for historical records and war crimes tribunals. Wreh-Wilson was appointed to the position of Director of this organization

News & Notes

Andrew R. Smith, MACS Program Head

COMM670, Advanced Intercultural Communication, has been approved by the University Wide Curriculum Committee for delivery as a *web-based course*. Pending final approval, it will be offered online during the 2006 summer session.

The addition of Melissa Gibson-Hancox to the MACS faculty has enabled us to offer a new emphasis in *Integrated Marketing Communication*, which subsumes advertising, public relations and organizational communication. Melissa will be teaching Advanced Message Design Spring term 2006 and will emphasize IMC. We will also soon be changing the name of this course to Integrated Marketing Communication.

Several MACS courses have been renumbered, in conjunction

with a university-wide initiative. 500 level courses that previously included significant numbers of undergraduate students are now being offered at the 600-level, and one 600-level course is now a 700-level seminar. The course number changes are:

TECHNOLOGY OF COMMUNICATION to COMM645

ADVANCED MESSAGE DESIGN to COMM635

POLITICAL COMMUNICATION to COMM655

MANAGING CONFLICT to COMM655

ADVANCED INTERCULTURAL COMMUNICATION to COMM665

INTERCULTURAL AND INTERNATIONAL COMMUNICATION to COMM725



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CONFLICT MANAGEMENT CERTIFICATE NON-DEGREE INSTITUTIONAL CERTIFICATE

Courses and Competencies:

COMM 560 Managing Conflict

- a) Managing organizational and institutional conflict
- b) Honing dispute mediation practices
- c) Developing aptitude for conflict management theory
- d) Distinguishing between real and perceived conflict

COMM 540 Public Relations Management

- a) Negotiation strategies
- b) Crisis management skills
- c) Media relations aptitude
- d) Public controversy management

COMM 570 Advanced Intercultural Comm.

- a) Negotiating conflict between individuals and groups
- b) Recognizing cultural from other forms of conflict

- c) Understanding cultural influences on needs, values, and beliefs
- d) Preventing, mitigating, and resolving conflict in multicultural contexts

COMM 640 Small Group Communication

- a) Team building expertise
- b) Conflict simulation skills
- c) Group problem-solving proficiencies
- d) Small group facilitation through technology

Completion of the five-course (15 credit hours) certificate provides students with the analytical and practical skills necessary for negotiating, managing, and resolving 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 impedes the realization of goals and objectives and undermines productive relationship development both 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.

Students select an elective course in consultation with their program advisor. Courses for the Certificate are offered on an ongoing basis during Fall, Spring and Summer terms. To apply, visit the following website:

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