

Inside this issue:

Student Research 2

Faculty Updates 2

MACS Alumni Updates 3

Dr. Bevevino Retires 3

MACS Program Curriculum 4

Special points of interest:

- Earn your master's degree in two years by only taking two courses a semester.
- Alumni update
- Student and faculty research in 2006

Editors:
Penni Schaefer
Jennifer Allen

Advisor:
Andrew R. Smith, Ph.D.

Andrew Smith, Ph.D.
MACS Program Head
Office: Compton 202
Phone: 814 -734 - 2165
arsmith@edinboro.edu

MACS Website:
www.speech.edinboro.edu/MACS%20Webnewpage6.htm

Graduate Studies Website:
www.edinboro.edu/cwis/acaff/gradstudy/Pages/Admissions/admissions.htm

MACS Newsletter

Master of Arts in Communication Studies

Volume 7 Number 1

Fall 2006

Dr. Tony Peyronel named new department chair

When the Department of Communication and Media Studies was officially renamed in May 2006, Anthony Peyronel, Ed. D., was also named the new Chair of the department.

"We didn't anticipate that the change in name would also involve a new chair," Dr. Peyronel explained. "But, given the circumstances, I felt it was important to step up and take the position. So far, much of my attention has been focused on the undergraduate programs, but I am also very committed to supporting Dr. Andrew Smith in maintaining the quality of the MACS program."

In addition to the usual duties of the chairperson, Dr. Peyronel will also be working with the department in coordinating the effort to have the undergraduate journalism program accredited. This means revising the curriculum in a way that will strengthen

both the journalism and communication programs. Dr. Peyronel also hopes to improve the campus media organizations during his time as chairperson.

Dr. Peyronel has been a faculty member at Edinboro University since 1992. During that time he has served as advisor to WFSE, *The Spectator*, and is the founding advisor for the Edinboro chapter of PRSSA. He has also been the undergraduate program coordinator for the broadcast journalism, print journalism, and speech communication majors.

Dr. Peyronel earned his undergraduate degree in speech communication from Edinboro University and his master's degree in journalism and public affairs at American University in Washington, DC. His doctorate in higher education administration comes from the University of Pittsburgh.

Ali Mohamed plans for research in Africa

Dr. Ali Mohamed, a member of the EUP faculty since 1996, has announced plans for an extended leave to conduct research and help launch a think tank aimed at integrating the peoples of the Horn of Africa.

An exile of his native country of Uganda, Ali will be a member of a forum of scholars and intellectuals to promote debate on the future of the Horn of Africa. The group, comprised of around 30 professionals and enlightened

elders from Uganda, Somalia, Ethiopia, Djibouti, Eritrea, Sudan and Kenya, will meet in Djibouti later this year.

In November 2005, many members of the group met in Paris to discuss a proposal to UNESCO for the formation of the think tank. The goal of the group is to prevent further division and exploitation of the people of the Horn of Africa region.

(Continued on page 3)

MACS Fast Tracks

Two fast track options are available for MACS students, both part time and full time. For part-timers taking two courses a semester, it is possible to graduate in two years if they also take two summer courses. The MACS program will be offering two graduate courses each summer in the second and third sessions.

One of these summer courses, Advanced Intercultural Communication, will be offered on-line, and electives such as Technology of Communication (offered at Porreco Center in Erie), Communication and Social Process, and a mix of other courses will be offered regularly.

In other words, part-time students who have matriculated in the Fall term 2006 and plan to take 2 courses (6 credit hours) each semester (including two summer sessions), will graduate in August 2008.

Some full-time students have, over the years, also chosen a fast track. There are two different formulas for full-time students to complete the program in one and one-half years: 1) take four courses, 12 credit hours, three consecutive semesters excluding summer; or, 2) add one or two summer courses and reduce the number of credit hours during Fall and Spring terms proportionally.

The choice of a fast track depends on the individual student's ability to commit the time necessary to the requisite coursework, but an increasing number of students are choosing one of these tracks and graduating sooner than they expected.

Consult with the MACS Program Head, Dr. Andrew R. Smith if you, or someone you know, might be interested in pursuing a fast track Masters degree in Communication.

Student Research for 2006-2007

Courtney Hillhouse, presented "Human trafficking: The modern war on slavery" at the Edinboro Conference on Poverty, September 29. Courtney will graduate in May 2007 and is currently working on her thesis which is also focused on the problem of human trafficking.

Tamara Wyrich is developing a manual for hostage negotiation, based on her work in courses that she has taken to fulfill the requirements for the Certificate in Conflict Management. She will be presenting and defending her project in December.

Allison Horrell is researching communication practices in lesbian culture, with focus on how lesbians present themselves in everyday life. She is currently interviewing and observing interactions in selected locales, and plans to defend her thesis project in Spring term.

Josh Wielobob has begun research on how humor is used as a tool in advertising and whether or not it is effective in getting the intended message to the target audience. This research will be part of a graduate project to be completed during the Spring 2007 semester.

Communication and Media Studies Faculty Updates

Dr. Anthony Esposito participated in multiple panel presentations throughout this past year including: *The Issues Educators Face in the Convergence Marketplace*, at the Broadcast Education Association conference in Las Vegas, Nev., in April; *Facts or Agenda Setting Rhetoric: News Magazines and the 2004 Presidential Election*, at the Central States Communication Association in Indianapolis, Ind., in April; and *Teaching About Social Class and Communication Through Creative Nonfiction*, at the Central States Communication Association in Indianapolis, Ind., in April. He also published "The culture of steel and memory: A rhetorical analysis of the Youngstown Historical Center of Industry and Labor," in W. Degenaro (Eds.), *Who Says: Working Class Rhetoric, Class Consciousness, and Community* (University of Pittsburgh Press, 2006).

Dr. Melissa Gibson Hancox will present her papers "There's no Place like Home? The Effects of Childhood Themes on Women's Aspirations Toward Leadership Roles," and "Leadership at a Crossroads: Feminist Organizing Principles," at the International Leadership Association Conference in Chicago in November. In addition, she will present two

papers at the 2006 National Communication Association (NCA) in San Antonio in November including: "Incorporating Best Practices in the Design and Implementation of Service-learning: Lessons Learned," and "The Ways Women Lead: An Exploration of Feminist Organizing Principles Employed by Female Small-business Owners." She is also continuing research with the Northwest Pennsylvania Regional Diabetes Initiative as a Faculty Associate with Edinboro University's Institute for Human Services and Civility.

Dr. Melissa Gibson Hancox and Dr. Tony Peyronel were notified that their book chapter, "Balancing Traditional Channels of Public Relations with New Media Technologies in Crisis Communication: The Case of a Catholic College" will be a part of the competitively-selected handbook *New Media & Public Relations* (Peter Lang Publishing).

Dr. Kathleen Golden facilitated a meeting for the Conference on Advanced Information Systems Engineering in Luxembourg on June 5, 2006 and then traveled throughout France, Switzerland, and Germany for the next two weeks and ended her European trip at the International Communication Association Convention in Dresden,

Germany, where she presented a paper on active learning strategies in Group Communication classes. On November 16-19, 2006, Dr. Golden will be part of a panel presentation with group communication scholars across the discipline entitled, "Ethnographic Approaches to Studying Group Communication: Perspectives, Practices, and Promises." She will also present a performance entitled, "Is It Still A Man's World?: An Ethnographic Study of Women's Communication in Academic Departments."

Dr. Jean Jones was named the 2006 Educator of the Year at Edinboro University. Her latest publication, "Tales of a Texas Cynic: Theodore O. Windt Remembered," will be published in an upcoming edition of *Communication Quarterly*.

Dr. Andrew R. Smith is presenting two papers at the National Communication Association Convention in San Antonio, TX in November. One of these papers, "Dialogue in Agony: The Problem of Communication in Authoritarian Regimes," was selected for the panel *Top Four Papers in Communication Ethics*. The other paper, co-authored with Fadoua Loudiy of Duquesne University, is entitled "Rhetoric of Irreconcilability: A Critical

on the Western Sahara Conflict." Dr. Smith was also invited to Chapman University in Orange, CA in September 2006 for a Colloquium on human issues of human rights discourse in an Islamic context, with a focus on Morocco.

Dr. Tim Thompson, planned and facilitated a Student & Faculty Retreat in April at the Rochester Institute of Technology. Forty students and faculty participated in the event which took place at the Beaver Hollow Conference Center. The focus was on enhancing teaching and learning. Seven schools from RIT and the National Technical Institute for the Deaf participated in the retreat. This was the third year Dr. Thompson conducted the retreat, which he helped develop in 2001 with the help of RIT colleagues. The retreat is modeled after the Pennsylvania State System's Summer Academy for the Advancement of College Teaching, from which Thompson is a 1992 graduate.

Dr. Terry Warburton was contracted by Prentice Hall to serve as a revision reviewer for *Effective Public Relations 9/e* by Cutlip, Center and Broom. The review will serve as the basis for changes to be incorporated in the 10th edition.

MACS Alumni Update: Where are they now?

Ron Raymond is currently the General Manager at WCTL-FM in Erie, PA. He also continues to be involved at Edinboro University by doing play-by-play sports casting and color commentary with undergraduate student Bobby Woods on Edinboro University's radio station, 88.9 WFSE. Ron will be teaching two journalism courses as an adjunct professor in the Department of Communication and Media Studies during Spring term 2007: Audio

Production and Broadcast Sales, Marketing and Advertising. He is also considering pursuing a Ph.D. in the not-too-distant future.

Marilyn Gilreath is currently working as a part time faculty member at Penn State-Erie, The Behrend College where she is teaching three sections of Effective Speech, a course in public speaking. She is also conducting research to complete her dissertation in Du-

quesne University's Ph. D. program in Rhetoric.

Katie Cudzilo (Widdowson), is currently a staffing supervisor with Hartman Personnel Services in Mentor, OH. The company specializes in placing office professionals such as accountants, credit analysts, administrative assistants and customer service representatives. Katie's job includes interviewing applicants, conducting background checks and

resolving conflicts. She also serves as the communication intermediary between the companies they work with and the employees they have hired.

Erin Buseck is currently working as an Account Executive III for Deltacom, a business communications provider. Deltacom, based in Charlotte, N.C., is the largest competitive local exchange carrier in the south eastern United States.

Dean of Graduate Studies retires after 19 years at Edinboro

It was a bitter-sweet farewell for Dr. Mary Bevevino who retired in July as the Dean of Graduate Studies and Research, a position she held since 2001.

Despite the fact that Dr. Bevevino is happy that she must no longer invest an intense amount of time in her career at Edinboro, she said things haven't calmed down yet. In fact, her agenda is still full, but at least now she has the luxury of choosing how to spend her time.

After 19 years at Edinboro, both she and her husband, Richard Bevevino, who retired at the same time, are getting accustomed to a less hectic schedule. In addition to planning to travel to New England to visit their son and see the autumn foliage, Dr. Bevevino is enjoying gardening, reading and learning to cook.

While officially retired from Edinboro, Dr. Bevevino hasn't left the field of education entirely. In addition to being on

the 21st Century Committee that is helping guide Edinboro through the middle states reaccreditation process, she and her husband, have formed an education consulting company.

Although the Bevevinos are excited to have the opportunity to also spend more time with their daughter and grandson, they say that they will miss the students and working with the administration, graduate faculty and graduate office staff.

Graduate Computer Lab

The Graduate Student Computer Lab, located in Reeder Hall, is open to all graduate students from 8:00 am to 4:30 p.m. Monday through Friday. The lab features three new HP Compaq Pentium 4 PCs with flat screens, an Apple G5 Macintosh computer, and a state-of-the-art scanner complete with transparent media adapter for scanning slides and negatives.

The lab is also a Wireless Hotspot for the EUP network so that any graduate student with a wireless card in their laptop can connect to the University's network.

Ali Mohamed prepares for travel and research in Africa

(Continued from page 1)

As one of four founders of the Pan-Somali Council for Peace and Democracy (established in 1999), Dr. Mohammed has been working to raise awareness about the social and political problems that the people of the region have been experiencing through decades of civil war.

A concept paper on this initiative drafted by UNESCO

stresses the importance of focusing on the issues of security, confidence-building, power, resource-sharing, and access to infrastructure and facilities in the Horn of Africa.

The think tank will address the political instability in the region which has become increasingly complex due to civil wars in Somalia and Sudan as well as in the global fight against terrorism following the events of

Sept. 11, 2001, and the independence of Eritrea. In his proposal, Ali suggests attacking the curriculum in African schools which he says has been embedded with ethnocentric ideology.

"We can fight many of the prejudices simply by shaming the government," he explained. "By putting the spotlight on the discriminatory language in textbooks, governments will be

pressured to change them."

Following the forum in Djibouti, Ali will be temporarily relocating to Louisiana for research. He plans to investigate civil rights issues before and after the landmark decision handed down by the Supreme Court of the United States -- *New York Times vs. Sullivan (1964)*.

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**

Curriculum for Master of Arts in Communication Studies

Core Courses (9 credits)

(600)Communication Theory OR
(770) Communication Issues
(610)Communication Research OR
(620)Qualitative Communication Research
(710)Communication Ethics

Area Courses (9 Credits)

(510)Criticism of Mass Media
(630)Interpersonal Communication Strategies
(640)Small Group Communication
(650)Rhetorical Theory and Criticism
(660)Organizational Communication
(725)Intercultural /International Communication
OR Other Course in Area of Emphasis

Electives (18 Credits)

(500)Communication Strategies in Advertising
(504)Advanced Broadcast News

(520)Introduction to Gender Communication
(540)Public Relations Management
(625)Advanced Message Design
(645)Technology of Communication
(655)Political Communication
(665)Managing Conflict
(675)Advanced Intercultural Communication
(680)Gender and Communication
(700)Language and Human Conduct
(730)Communication and Social Process
(740)Communication Consulting
(750)Persuasion and Propaganda
(760)Managerial and Leadership Communication
(770)Communication Issues
(793)Independent Study in Communication Studies
(796)Internship in Communication Studies
(799)Thesis

Non-Program Electives (9hrs. maximum)

For Program Inquiries, contact:

Dr. Andrew Smith
Graduate Program Head
Department of Speech and Communication Studies
Email: arsmith@edinboro.edu
Tel: (814) 732-2165

For Application Materials, contact:

Graduate Studies
Edinboro University of Pennsylvania
Edinboro, PA 16444
E-mail: mlewis@edinboro.edu
Telephone: (814) 732-2856
www.speech.edinboro.edu/degrees.htm
www.edinboro.edu/cwis/acaff/gradstudy/index.htm