



MACS NEWSLETTER

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



Interlocution is authorized only by respect for the Other, in my words and in yours.

Jean-François Lyotard

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MACS PROGRAM UPDATE

Andrew R. Smith (Graduate Program Head)

Three developments are establishing the MACS program as a state-of-the-art Masters degree in management communication: 1) the approval and implementation of the new curriculum, which is providing increased rigor and more flexibility for students; 2) the establishment of the computer-mediated-communication (CMC) laboratory in the Department of Speech and Communication Studies; and 3) the approval of a new faculty position which promises to enhance the quality of both the CMC lab and the new curriculum.

The new curriculum is outlined on the back page of the newsletter. The new Core provides students with a firm foundation in research, theory and ethics and the flexibility to select Area courses of particular interest. Elective options both inside and outside of the program create opportunities for students to specialize in managerial and leadership communication, conflict management, gender studies, intercultural and international communication, public relations and advertising, communication education, and other areas. Some students are electing to enroll in the new fifteen credit-hour Information Technology Certificate Program, the capstone course for which is COMM502 (Technology and Communication).

MACS graduates continue to obtain positions in diverse fields, as higher education administrators, public relations managers, international educators, development and human resource managers, and teaching assistants in doctoral programs. The addition of the CMC lab (see article on page two) provides yet another area for specialization and employment, the demand for which has grown exponentially in recent years.

The new faculty position will complement program and department development on several levels. It expands scholarship and teaching in organizational communication, and, we anticipate that the person hired for the position will contribute significantly to the computer mediated communication emphasis, creating more opportunities for students. We also anticipate new courses developed at undergraduate and graduate levels.

Important Note: The deadline for Fall 2002 graduate assistantship applications is February 15, 2002. Contact information for applications can be found on page four.

DIGITAL STORY PROJECT

Stephen Wreh-Wilson

The Kellogg Foundation and the Appalachian Regional Commission (of the Federal Government) provided funding in Fall 1999 for a digital technology project, intended to help rural communities and regional non-profits develop digital technology as cost effective means of fundraising and communication.

EUP Liberal Arts Dean, Dr. Terry Smith, found great opportunity for students and faculty at EUP in this funding initiative. He procured the necessary equipment and organized workshops for digital story making for Communication Studies students and faculty, in collaboration with the Department of Art. The Dean's efforts facilitated the development of digital stories for regional agencies, both directly through training of social service personnel and indirectly through student and faculty training: "As our students gain mastery of digital technology, we will extend further to non-profits in the region," he said.

In addition to working with regional agencies, two graduate students began developing multimedia productions for graduate programs on EUP campus in Fall 2000: Kevin Belknap (from Meadville who is now teaching in Beijing at a Chinese university) and Dan Ma (from China who is now a doctoral student at Purdue University). Three graduate students are currently working on digital stories for the MACS and the Biology department: Sharri Rickel (American), Stephen Wreh-Wilson (Liberian), and Xiaolin Zhai (Chinese).

A digital story is a computer-mediated form of storytelling. As a public relations tool, it addresses the concerns of external audiences and major stakeholders. It presents images, voices and text of those who are involved or have been affected by a program or service.

Students wish to thank the Dean for the opportunity afforded to the department. We value the project because of the technical skills we are now acquiring while we pursue our academic objectives in the Master of Communications Arts program.

It is our pleasure also to invite those interested to come in and view the MACS digital story, and our new facilities in the Speech and Communications Department.

MACS GRADUATE STUDENTS

Fall Thesis and Project Research

Dave Whipkey: "*Crisis Management at Colleges and Universities.*" Examines concepts and practices of image restoration at colleges and universities with the aim of developing a crisis management plan for Edinboro University.

Erin Dean "*Examination of Marital Roles: The Communicated Reality of a Cultural Class.*" A qualitative study that examines the social and economic struggles of white middle-class married women, with a focus on how cultural norms are sustained in marriage.

Houda El Idrissi "*Qualitative Analysis of Professor-Student Communicative Practices in Public Educational Institutions in Morocco and the USA.*" Looks at differences in interaction between students and professors in Moroccan and US public institutions of higher learning. Shows how professor-student relationships evolve and affect learning.

Kevin M. Belknap "*Acculturation of Chinese Women in the United States.*" Examines communicative difficulties of immigrant Chinese women in the US, the difficulties of integration and cultural adaptation, and how communicative competence causes or solves these issues.

Paul Michael Marini: "*Images of Women in Professional Wrestling.*" Examines professional wrestling as part of the changing texts that reflect current social attitudes. More of popular culture than sport, the character of female professional wrestlers illustrates society's attitudes toward women.

Qi Zhang "*Relevance of Communication Mediated Communication (CMC) Instruction Programs at EUP.*" Based on survey research of the purpose and expectations of online education, and the role of CMC instruction in the pedagogic mission of EUP. She emphasizes the human dimension of distance education

Stephen Wreh-Wilson "*Ethnicity, Nationality, and the Rhetoric of Freedom: A rhetorical and intercultural communication analysis of the 1980 Coup d'Etat in Liberia.*" Examines discourses of natives and settlers, and their notions of nationality, ethnicity, and freedom.

Stephen presented a paper entitled: "The Paradox of Democracy and Free Speech in Liberia" at the Speech Communication Honors Conference held at Penn State University from July 6-8, 2001.

THE NEW CMC LAB

The new Computer Mediated Communication (CMC) Lab evolved out of a venture capital loan of \$188,000.00 sponsored by the State System of Higher Education. The Dean of Liberal Arts, Dr. Terry Smith, tells us that "in addition to supporting current and pending programs, the CMC Lab will position the Department of Speech and Communication Studies to expand course offerings, engage in research that will complement current undergraduate and graduate programs, explore the possibility of new degree programs, and provide opportunities for increased enrollment of traditional, non-traditional, special, and continuing or extended education students."

Dean Smith also notes that "among the general areas to be addressed from the CMC Lab are CMC aesthetics (design and criticism), the virtual workgroup and organization, writing for CMC, virtual decision making, and the use of the web for marketing, advertising, and promotions."

Dr. Kathleen Golden co-chaired the work group that outfitted the CMC Lab. She expressed delight that the department has acquired state-of-the-art equipment, thus ushering faculty and students into the new wave of globalization and technological advancement. Dr. Golden listed some of the equipment, including: QuarkExpress (for journalism industry standard writing, newsletters, newspaper production); DreamWeaver and FrontPage (for web design); Adobe After Effects and Adobe Illustrator (for web broadcast and quality design tools); Adobe PhotoShop and Adobe Premier (for digital stories); Dazzle Bridges (for input and video editing). Other equipment expected include Digital Editors with Monitors, Drop and Drag Editors with Monitors, and Lightware 3D.

In January 2002, training courses will begin for faculty and students of the Speech and Communication Studies Department. Local TV Stations have expressed interest in the training process as well.

Dr. Terrence Warburton (Department Chair) is proud of advances made at all levels of the Department. He is confident that "we ain't seen nothing yet." He sees growth, energy, and opportunity across the program: revisions made in the graduate and undergraduate curricula; ongoing plans for certificate programs and online instruction; the CMC Lab; the Digital Story project; and, and the new Broadcast Journalism program for undergraduate students. Dr. Warburton is grateful that Dean Smith and the Provost have been supportive of the department in its efforts to improve its programs and services. Most especially, Dr. Warburton is pleased to part of a faculty of quality professionals working with a productive student population.

The terms of the grant requires the department to increase its full-time enrollment by at least fifty (50) students over the next three years. The requirement can also be met by providing continuing education to at least 150 students or a combination of both.

"If you haven't had a chance to visit the new computer-mediated communication (CMC) lab in 210 Compton Hall, you are in for a treat," says the Dean. He thanks the Speech Communication faculty for their efforts in making the CMC lab a reality, especially Dr. Warburton in preparing the proposal, and Dr. Golden for her leadership in choosing the equipment and software.

For those of you who have not visited the new facility, we would like to encourage you to make it a priority.

Dr. Jean Jones continues for the third year in her elected position of Chair of the Women's Studies Curriculum Committee. The Committee is charged with overseeing the current Women's Studies undergraduate minor, and has taken up the task of creating a proposal for an interdisciplinary undergraduate major in Women's Studies.

The Women's Studies Curriculum Committee has also proposed an interdisciplinary graduate certificate program in Women's Studies. The certificate program provides graduate students with the opportunity to explore gender issues at the graduate level in diverse academic areas. Featured in the program are the two graduate level MACS courses concerning gender and communication. They are: Introduction to Gender Communication (COMM 520), and Gender and Communication (COMM 680).

The Women's Studies Curriculum Committee works in concert with the Edinboro Women's Studies Committee and the APSCUF Gender Issues Committee (of which Dr. Jones is the Chair) to provide opportunities for students to explore academic issues from the perspective of gender. Each year, the Women's Studies Committee sponsors an academic conference during Women's History Month, along with sponsoring scholarships and guest speakers. Coupled with the University's commitment to the creation of a new Women's Studies Center, the activities of the Women's Studies Committee and the Women's Studies Curriculum Committee makes Edinboro University an exciting site for the graduate study of gender and communication.

UPDATES ON COURSES

Kathleen M. Golden, Ph.D., is developing a super-contingency course, COMM 330 (Group Oral Interpretation) for Summer II session, 2002. Entitled "Vaudeville," it is a "road" course that allows students to travel for two weeks. It will involve reading Vaudeville history, performing vaudeville skits, viewing vaudeville-based films, hearing Vaudeville lectures, touring old vaudeville theatres, and practicing on Vaudeville stages.

The trip begins in Erie, at the Warner Theatre, moves into Buffalo, and through several cities in Ontario, Canada. The class will attend a performance at the Elgin/Winter Garden traditional vaudeville theatres in Toronto. Dr. Golden welcomes students, faculty, administrators, and staff to the class/trip. For more information, contact Dr. Golden at (814) 732-2528

Bob Wallace, Ph.D., is placing greater attention on COMM 504 (Advanced Broadcast News) because of its applied focus and hands-on experience. He teaches students how to tape and edit video, interview, and create television news packages. He notes that the School of Liberal Arts has provided three new video cameras and an editing system for the course. This equipment is being utilized in collaboration with the CMC Lab in 210 Compton Hall.

Terrence L. Warburton, Ph.D., (Department Chair) and Dr. Rod Troester (Penn State University, Erie) published "The Technical Communicator as Corporate Spokesperson: A Public Relations Primer," in the *Journal of Technical Writing and Communication*, Vol. 31(3)241-256, 2001. The article surveys CEOs, corporate spokespersons, and media representatives, and suggests that the evolving roles and responsibilities of corporate spokespersons may result in greater opportunities for technical communicators in corporate public relations. Previously, they published "Three Perspectives of the Media-Organization Relationship: Media Personnel, Corporate Spokespersons and CEOs Look at the Role of the Corporate Spokesperson." This article appeared in the *Journal of Communication Management*, Vol. 1(4) 335-349, 1997. Dr. Warburton's paper at the NCAA Annual Meeting on November 4, in Atlanta, was entitled "Together 2000: A County-Wide Celebration that 'Civility Counts'."

Andrew R. Smith, Ph.D., (Graduate Program Head). Dr. Smith served as external reviewer for the undergraduate program in communication at SUNY-Fredonia in April. His essay "Geertz's Characterization of Moroccans: Some Critical Concerns" is appearing in *The Moroccan Character*, Mohammed V University Press (Morocco). His essay "Sedq in Morocco: On Communicability, Patronage and Partial Truth" has been accepted for publication in *Cultural Critique*, #51, University of Minnesota Press. These essays take up the problem of how representations of Moroccans in the scholarly literature serve particular political interests, and how power and position are negotiated discursively and non-discursively in Morocco and the Arab world. (Dr. Smith is also the proud father of Lilya Saida, born August 30, 2001).

Tony Peyronel, Ed.D., published two articles in *Public Relations and the Presidency: Strategies and Tactics for Effective Communication*, a book published in July 2001 by the Council for the Advancement and Support of Education (CASE). One essay concerns his study of presidents and senior public relations administrators at the 14 universities in the Pennsylvania State System of Higher Education (SSHE); it first appeared in the *Journal of Marketing for Higher Education* under the title, "The Role of Senior Public Relations Administrators in Institutional Decision-Making: Are They at the Table?" Dr. Peyronel also contributed the case study "A Tempest in a Teapot Brings Unwelcome Notice," which chronicled how a change in institutional policy brought one small college unwanted national media attention.

Tim Thompson, Ph.D. facilitated a team-building and problem-solving retreat for faculty and students of the Rochester Institute of Technology in upstate New York, and organized a Tartan Day Concert for General McLane High School in April. He directed the Edinboro Highland Games and Scottish Festival, and painted two Scottish landscapes that sold in the festival's art auction in May. Dr. Thompson also taught an intercultural communication course in Edinburgh, Scotland (July 28-August 11), and presented a paper "Portfolios as Creative Pathways," at the NCA annual convention on November 3, in Atlanta, GA.



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REVISED CURRICULUM Master of Arts in 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*

*indicates new course

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 Communication
COMM 770 Communication Issues
COMM 793 Independent Study
COMM 796 Internship (up to 12 credits)
COMM799 (Thesis)

For Program Inquiries, Contact:

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