

# The Roar

Communication Studies Making Our Presence at TCNJ

FALL 2008

VOLUME 1, ISSUE 1

## *Welcome to the New Communication Studies Newsletter!*

### **Greetings Communication Studies Enthusiasts!**

This newsletter aims to foster a sense of connection among everyone involved with TCNJ's Communication Studies Department as well as draw attention to our wonderful accomplishments.

Everyone involved with our department knows the great opportunities that come with studying communication at TCNJ. However, it is time for the achievements of students, alumni, and faculty within the department to be recognized on a larger scale.

Last spring, five students working on a public relations campaign for the Health Communication Concentration realized that the department as a whole could use a little PR of its own. Ironically, a department preparing students to be effective communicators was falling short of publicizing its own strengths. (Or, maybe we just didn't want to brag.)

As part of this PR plan we decided to start the newsletter to increase awareness of Communication Studies students'



Last semester, as part of the coursework for Professor Farbman's Strategies of Public Relations class, The Pines Group developed a plan to bring prestige to the Communication Studies Department and specifically the Health Communication Concentration.

Pictured from left: Megan Van Der Stad ('10), Megan Roe ('09), Neil Hartmann, Jr. ('08), Professor Jake Farbman, Kristen Kiernicki ('09), and Brigitte McNamara ('08).

achievements campus wide.

As most are aware, the lion is the proud mascot of The College of New Jersey. This newsletter, *The Roar*, shall be named in celebration of our revered mascot. Lions have their own distinct form of highly effective communication. The lion's roar is very characteristic, can be heard for great distances, and is the loudest of all the big cats. Most importantly, the roar is used to advertise the lion's presence. The Communication Studies

Department has been ignored for too long. We must enhance our presence in the academic community. We're here and we're roaring!

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## Faculty Profile: Dr. Hu

Dr. Yifeng Hu is the newest addition to the Communication Department faculty. She currently teaches Introduction to Communication Studies and the special topics course -- Future of Health Communication: New Media and Emerging Technologies, and Communication Research.

Dr. Hu was educated at Renmin University of China where she received a B.A. in Journalism. She also attended the Chinese University of Hong Kong for her Master's degree, and later joined Penn State University, School of Communications where she received her Ph.D. in Mass Communications. Her interest in Health Communication developed as a graduate student at Penn State. Her dissertation focused on the effects of different online health sources on credibility and behavioral

intentions.

Her main research interests are Computer-Mediated Communication (CMC) and Internet-based Health Communication. Dr. Hu is the first author of the article

[interaction with proximate others: Ringing in a theoretical model](#)" was published in *The Open Communication Journal (Volume 2)*. She also first-authored an encyclopedia entry on CMC in *Encyclopedia of children, adolescents, and the media* published by Sage. Her coauthored book chapter "Blogging for better health: Putting the 'public' back in public health" was published in *Blogging, citizenship and the future of media* by Routledge.

Dr. Hu came to TCNJ to fill a position requiring specialties in New Media as well as Health Communication, which are exactly her research areas. Another reason she chose to teach at TCNJ was in hopes of teaching classes related to Health Communication and New Media. Keep an eye out in future semesters for new health and media related classes taught by Dr. Hu!



["Friendship through IM: Examining the relationship between instant messaging and intimacy"](#) published in *Journal of Computer-Mediated Communication*, the premier outlet for CMC researchers. Her coauthored article "[Cell phone usage and social](#)

"THE PROBLEM  
WITH  
COMMUNICATION...  
IS THE ILLUSION  
THAT IS HAS BEEN  
ACCOMPLISHED."  
GEORGE BERNARD  
SHAW



## *Student Spotlight: Kevin Gilligan*

Before the third week of his internship, Kevin Gilligan '09 found himself formatting a major, multi-department federal government report on Import Safety that would be handed to President Bush only a few days later.

During the Fall 2007 semester, Gilligan, a communication studies major with a concentration in health communication, was beginning a 15-week paid internship with the Public Affairs Office within the U.S. Department of Health and Human Services (HHS) in Washington, D.C. His primary responsibility was to write, edit and format material for publication on HHS.gov. Gilligan also created a public resource Web page for AIDS.gov to mark World AIDS Day and contacted news outlets across the country to discuss HHS media events.

“My internship experience at HHS far surpassed my expectations,” Gilligan said. “I came home with a new perspective that I’ve been able to use and share in the classroom and will be able to better market myself to future employers.”

he would not have had such a great opportunity without the lessons he’s learned from his professors at the College.

“Since my very first class at the College, professors such as Dr. John Pollock, Dr. Paul D’Angelo and former TCNJ



Gilligan obtained the internship through acceptance into The Washington Center for Internships and Academic Seminars, an independent, non-profit educational organization founded in 1975. He says

professor Dr. Colleen Klatt have given me valuable knowledge both in and out of the classroom,” he said. “They have put forth sincere efforts in helping me achieve my goals and I am truly grateful for it.”

“WISE MEN TALK  
BECAUSE THEY  
HAVE SOMETHING  
TO SAY; FOOLS,  
BECAUSE THEY  
HAVE TO SAY  
SOMETHING.”

PLATO



**The Public Health Communication Club (PHCC)** now has official status as a student organization! Dr. Hu is the faculty advisor along with Dr. Pollock. To date the PHCC has held two meetings discussing overall goals, activity, and fundraising ideas. The club's main focus is a speaker series featuring public health and health communication enthusiasts. The PHCC plans to enact small scale health campaigns on campus, based on surveyed health concerns voiced by students. They look forward to working in conjunction with other health related clubs on campus to maximize the success of their messages.



This semester, **WTSR** 91.3 FM has continued to expose both freshmen and upperclassmen, from all majors, to the experience of becoming an on-air DJ. We have enjoyed success with our bi-weekly Concert Series in the Kendall Hall TV Studio, which showcases up-and-coming bands in a casual yet professional setting. (Also...it's free!) Our fundraising efforts have continued through the Welcome Week Poster Sale and annual 24-hour Lavathon. At



## Club Updates

WTSR, we are more committed than ever to our station motto, "Open Your Mind!"

**Lions Television (LTV)** is TCNJ's first officially recognized campus television station. Founded in the spring of 2008, the club reignited student interest in television production. All TCNJ students, regardless of major, are welcome to join.

Members are given the opportunity to work in all facets of studio production in our TV studio in Kendall Hall. LTV members also work outside of the studio, and get a chance to interact with members of the campus community and the local Ewing area. Opportunities include producing, reporting, acting, directing, writing, and editing, among others. Classes within the Communication Studies department offer students hands on experience in Lions Television, and their classwork often makes it to air. Many Communication Studies majors find a place in LTV, whether it's working directly in production, or publicity, or even with LTV-sponsored events.

Through interaction with other students and other members of the community, students gain a lot of

experience in interpersonal communication, as well. If you would like to join, or learn more, e-mail Lions Television at [ltv@tcnj.edu](mailto:ltv@tcnj.edu). LTV is on campus cable channel 17 and on the internet at [www.youtube.com/ltvattcnj](http://www.youtube.com/ltvattcnj).

**Lambda Pi Eta (LPH)** has been very busy this semester. A Communication Studies Social was held in September to introduce new students to the department. In November, an induction ceremony welcomed 25 new members into the Alpha Xi chapter of LPH. Students, parents and friends enjoyed a candle-lighting ceremony and a few words of congratulations from faculty advisor Dr. Pollock as well as Dr. Sims. Additionally, seven LPH members were given the honor of speaking on a panel at the National Communication Association Convention in San Diego, California this year. Our fall semester will conclude with an internship panel and resume workshop. Students should be on the lookout for even more events this spring; LPH is planning a second induction ceremony, a department-wide Communication Studies Dinner, and comedy show fundraiser.

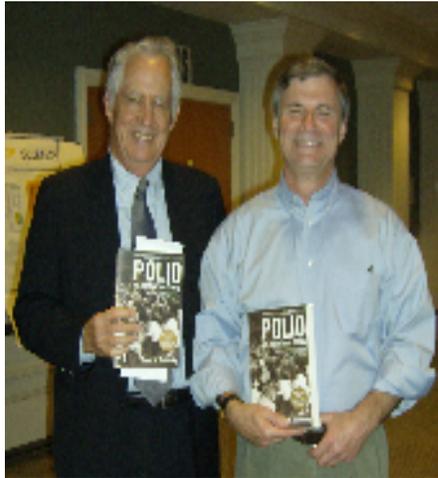


## Department News

\* In the Spring 2009 semester Dr. Pollock will take the position as the Department Chair.

\* Dr. Woodward presented an illustrated talk on November 5, 2008 as part of the Fall 2008 Faculty Senate Research Colloquium. The topic was Finding Ourselves in Others: The Rhetorical Personality.

\* Lambda Pi Eta hosted an internship panel on December 3, 2008 featuring nine juniors and seniors who have been through the internship process drawing the highest turnout in years.



Dr. John Pollock and Dr. David Oshinsky

\* The Public Health Communication Club welcomed Pulitzer Prize-winning author of "Polio: An American Story," Dr. David Oshinsky, its first speaker as part of the club's ongoing series.

\* The MUSE (Mentored Undergraduate Summer Experience) paper on AIDS newspaper coverage in Africa has been accepted to the ICA pre-conference. Research will continue next semester.

\* New topics classes offered for the Spring 2009 semester include:

Philosophy of Communication with Dr. Woodward, New Media and Health Communication with Dr. Hu, African American Film with Lorna Johnson, and Introduction to Health Communication.

"WORDS ARE,  
OF COURSE,  
THE MOST  
POWERFUL  
DRUG USED BY  
MANKIND."

RUDYARD

KIPLING

## International Research and Presentations by Communication Studies Students and Faculty

Two refereed TCNJ presentations of a single study based on student/faculty collaborative research (MUSE) conducted in the summer of 2008:

"African Newspaper Coverage of AIDS: Comparing New Models of Press-State Relations and Structural Factors in Anglophone Africa"

By John C. Pollock, Ph.D., Paul D'Angelo, Ph.D., Donna Shaw, MA,

Amanda Burd, Kristen Kiernicki, Janna Raudenbush, The College of New Jersey. Pollock, D'Angelo, and Shaw are professors; and Burd, Kiernicki and Raudenbush are students at The College of New Jersey

The two presentation conferences:

International Communication Association annual conference (ICA) 09 Pre-

Conference Session: Global Communication and Social Change: Research Agendas and Directions, May, 2009 (Chicago)

Conference on Journalism in the 21st Century: Between Globalization and National Identity (co-sponsored by the ICA) July 16 -17, 2009, at the University of Melbourne, Australia

## Conference News

### COMMUNICATION STUDIES STUDENTS CONTINUE WINNING STREAK AT ANNUAL CONFERENCE, WIN NATIONAL OFFICE, SET RECORDS FOR STUDENT PAPERS

EWING, NJ ... Communication Studies students from The College of New Jersey continued their tradition of setting national records at the annual conference of the National Communication Association (NCA) November 20-24 in San Diego, CA. Senior **Janna Raudenbush** won election as vice president of Lambda Pi Eta, the national communication studies student honor society, the fifth year in a row that a TCNJ student has won national office in that organization. The outgoing national vice president is **Joshua Wright '08**. In addition, seven refereed papers were presented by TCNJ students, the largest number of student papers accepted for presentation from any college or university in the nation.

The presented papers include:

*International Newspaper Coverage of Muslim Immigration since September 11, 2001: A Community Structure Approach*  
**Joshua B. Wright '08, Daniel Giovenco, Garrett**

**DiMarco, Amanda Dato, April-Crystal Holmes**

*Nationwide Newspaper Coverage of Adult Obesity: A Community Structure Approach*

**Kristen Marie Kiernicki, April-Crystal Holmes, Allison DiMeglio, Cindy Sura**

*Nationwide Newspaper Coverage of Childhood Obesity: A Community Structure Approach*

**Rowena Briones '08, Danielle Catona '08, Brian Keefe '08, Christopher Zimbaldi '08, Amanda Burd**

*Nationwide Newspaper Coverage of Comprehensive Immigration Reform: A Community Structure Approach*  
**Patrick H. Hall, Steven Viani '08, Alexander Liberton**

*Nationwide Newspaper Coverage of Same-Sex Marriage: A Community Structure Approach*  
**Jessica Haake, Kristen Campbell, Lauren Musac-**

**chia, Amanda Roggenburg**

*Nationwide Newspaper Coverage of the No Child Left Behind Act: A Community Structure Approach*

**Janna Lee Raudenbush, Alyssa Conn, Gina Miele**

*Cross-National Newspaper Coverage of Sexual Education: A Community Structure Approach*

**Megan Van Der Stad, Jennifer Higgins**

All of the TCNJ student papers were supervised by **John Pollock** in either of two classes: communication research methods or international communication. Acknowledging the achievements of TCNJ communication studies students, Pollock commented: "The continuing scholarly and honor society success of our students at the national level is a tribute to the contribution of everyone in the communication studies department – faculty, students and staff – in nurturing a highly creative environment."

Department chair Susan Ryan praised the students as well, saying: "The academic papers presented and national offices perennially won by our students at the national level remind us that communication studies students are capable of engaging in scholarship at the very highest levels of accomplishment."

"FIRST LEARN  
THE MEANING  
OF WHAT YOU  
SAY, AND THEN  
SPEAK."

EPICETETUS



## *Where Are They Now?*

Many TCNJ Alumni have already achieved great success in the field of Communication Studies. Whether it be in graduate school or in the working world, these alumni are carrying on their interest in the field and sharing their talents with fellow students and co-workers. TCNJ graduates have been accepted to prestigious graduate schools such as New York University, Newhouse and Maxwell schools at Syracuse, Pennsylvania State University, co-ranked the number one graduate school in the nation along side Annenberg, George Mason, which received an award in excellence for their Health Communication department, and University of Maryland, one of the most competitive graduate schools in the nation in the field of Public Relations. There are a great number of TCNJ Alumni that have continued on to graduate school to further their studies. These prestigious students include:

**Thomas Hipper**, a 2007 health communication concentration graduate, is enrolled in a related masters program at Pennsylvania State University.

**Danielle Catona**, 2008 health communication graduate, is a first year graduate student at Pennsylvania State University.

**Dana Eisenberg**, 2007 health communication graduate and 2006 Steven Smith award winner for best co-authored undergraduate paper in the nation at the National Communication Association conference, is a second year graduate student at Ohio State.

**Brian Keefe**, 2008 health communication graduate and 2007 Steven Smith award winner for best student paper in the nation at the NCA Conference, is a first year graduate student at George Mason.

**Rowena Briones**, 2008 health communication graduate, is a first year health communication and public relations student at the University of Maryland.

**Stephanie Berzinski**, 2008 communication studies graduate, is enrolled in the master's program in television production at the Newhouse School at Syracuse.

**Jason Katz**, 2008 communication studies graduate is enrolled, in the master in public administration program at the top-ranked Maxwell School of Citizenship & Public Affairs at Syracuse.

These students are carrying on their academic excellence through their graduate school educations. It is certain that these individuals will bring their intelligence and studies into the working world. Stay tuned to hear more about other TCNJ alum to follow their success in education and beyond.



If you are interested in being included in the newsletter or have any suggestions or questions, please contact: Megan Roe at [nace2@tcnj.edu](mailto:nace2@tcnj.edu).