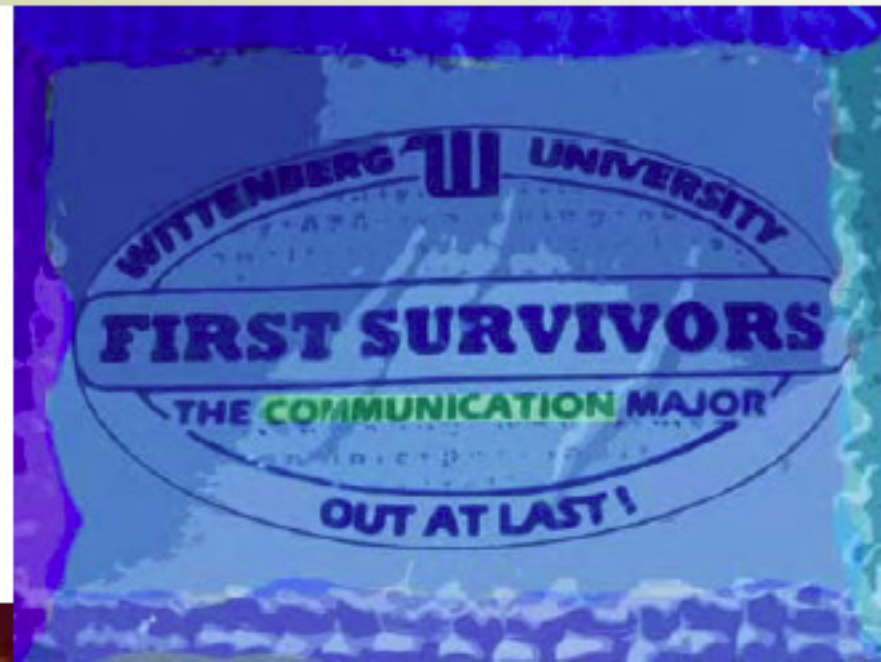


Links

The Wittenberg University Department of Communication

Communicate



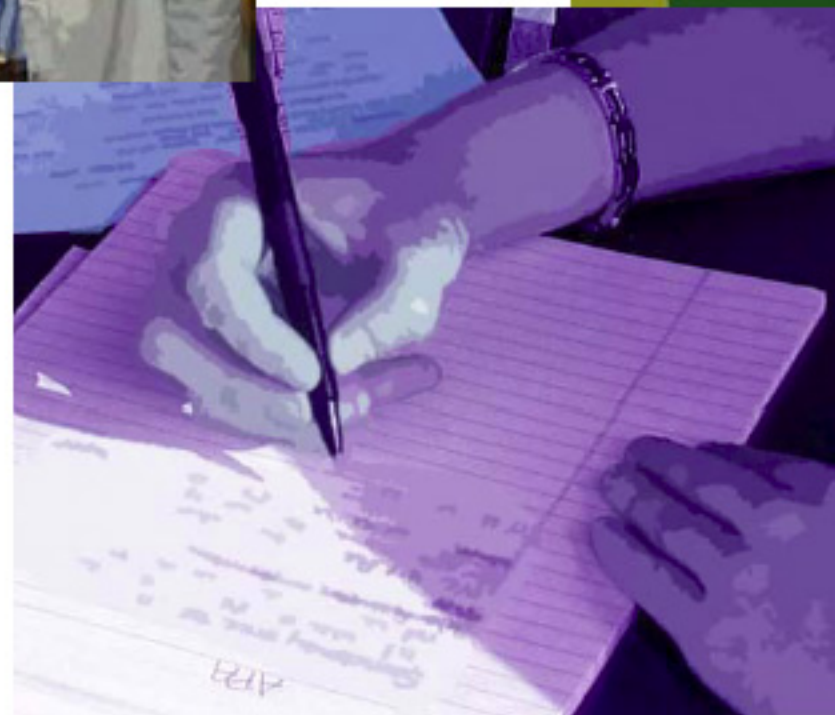
Express



Discover



Interact



Interpret

Reflect

Discuss

Greetings from the Chair:



On behalf of the Department of Communication, welcome to the first edition of our very own alumni newsletter. We think that we're building a special community in our corner of Wittenberg, and we want to continue to count you, our alumni, among those actively involved in it. Thus, we hope to do our part to maintain the lines of communication by keeping you up to date about the happenings within and related to the department.

In order to facilitate that process, the department has commissioned junior Sarah Gearhart to edit this periodical. Sarah is interested in a vocation in magazine production. We think that creating this newsletter is an exciting educational opportunity for Sarah and her collaborators, and we're very pleased with her initial efforts to get this newsletter into your hands.

We do hope that you'll return the favor and keep us, and your fellow graduates, apprised of the happenings in your life: further education, career or position changes, commitment ceremonies, births, and so forth. Whatever it is that you've got going on, we'd like to hear about it! Sarah and the rest of us look forward to staying in touch with you.

Best wishes,

Matthew J. Smith, Ph.D.
Chair and Associate Professor of Communication



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Sarah Gearhart-Editor
Emily Hiscar-Staff writer
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Brian Meztger-Staff writer
Jake Rollefson-Staff writer

Cover: Designed by Sarah Gearhart; Photos courtesy of Stefne Broz



Communication Scholar Visits Wittenberg

By: Jake Rollefson

Julia Wood, professor of communication studies at the University of North Carolina, Chapel Hill, presented her critical viewpoint of communication, at a colloquium sponsored by the Department of Communication and the Women's Studies program last October. Wood's presentation focused on communication, commitment and social diversity. Senior Jake Rollefson analyzed the content of her messages through the critical paradigm perspective.

By studying those without power, researchers can better understand the world around them and seek to help those less fortunate. According to Julia Wood, communication studies should be used for the betterment of society, and the ability to affect society is one of the reasons why she loves communication.

Wood's desire for social change indicates that she operates from the critical theoretical paradigm, which explains how power helps describe a person's experience in the world. She uses the critical paradigm and critical reflection to show how the misuse or lack of power can hurt society.

According to Wood, communication functions by unwritten rules, which regulate who gets the opportunity to speak, and more importantly who will be heard. She explained that, scientists and corporation's are typically the people with the voice in a society. Those who don't get a chance to speak are left without power. As Wood said, this happens because the poor are not allowed a voice in society.

Wood also noted that the misuse or lack of power can lead to problems such as

environmental racism, which is the belief that the poor get stuck with toxic waste and other environmental ills. Through the lens of the critical paradigm, she gathered data on this issue and analyzed it much like a positivist or interpretive researcher might do. However, since Wood operates from a critical perspective, she went further and made value claims by criticizing the social norm of environmental racism. Wood and her partner, Robbie, even went to work with under-educated groups to



teach them how to speak and be heard. She believes that people need to realize how diverse America is and work so everyone has a voice.

Other pressing issues Wood discussed include sexual harassment and violence between intimate partners. In studying study sexual harassment, Wood had different women tell her their stories. Through the women's subjective confessions, Wood was able to show that sexual harassment

(Continued on page 9)

Motivation at the Break of Dawn

By: Sarah Gearhart

Waking up at midnight to get ready for work doesn't sound like a typical internship for most college students. However, senior Jackie Preston did just that. Five days a week she made an hour commute from her hometown, Chagrin Falls, to begin work at two a.m. in Cleveland.



Jackie Preston

This past summer Preston interned at News Channel Five for *Good Morning Cleveland*. She was one of five interns around Ohio selected to work for the morning show, rated number one in Cleveland.

Each morning Preston was assigned stories for the five and six a.m. news programs, and before the show kicked off, she researched the stories and wrote scripts that were to be read by the news anchors.

"It was really exciting because what I was writing, they were reading," said Preston adding that she also stayed busy handing out scripts and setting up interviews.

Preston noted that her independent study with TV writing really helped her earn the internship, and credits Matthew Smith, associate professor and chair of the communication department, for helping her

develop her skills.

"When I came here (Wittenberg) didn't have an emphasis in TV, but he made it so that I could still have the same opportunities as people that go to schools that do have a television emphasis," she said.

While interning at the news station, Preston was able to compile a resume tape, an accomplishment she is most proud of. Once a week, a reporter from the news station would help her put together stand-ups and packages for the tape. She intends to send it out to various news stations beginning this spring.

After graduating in May of 2005, Preston expects to go right into the media field. While she is unsure where she will be placed, she said she would like to eventually end up back in Cleveland, a highly competitive news market. Preston says she will most likely start out as a reporter and work her way up to a news anchor.



"It's all about experience in the field," she said. "It takes five to eight years before you get the market you want and the job you want."

Preston says if students want to pursue a career in the broadcast field it's important to stay positive, work hard and be persistent.

"You have to be really driven," said Preston.

Professor Notes



Stefne Broz

Last summer, Broz taught a new topics advanced studies course in Non-verbal Communication. Recently she published an article in the *Journal of Health Communication* with her dissertation advisor at OSU. The article pertains to physicians' and patients' perceptions of communication competence in the primary care medical interview. Broz also toured around Italy last May with her husband, Mat.

Jerry Jordan

Jordan was on a panel at Central State's communication convention last fall. Currently he is in the process of writing a paper pertaining to Interpersonal Communication and the shift in paradigms.



Matthew Smith

Last November, Smith presented a paper *And Your American Idol is Ryan Seacrest!?!?: Inventing the Postmodern Media Icon* in Chicago at the National Communication Association Conference. In April 2004, Smith presented an article *Trimming the Fat in Network News Telecasts: How Visual Decapitation Perpetuates "Other" Status for Overweight People* at the Eastern Communication Association conference in Boston .

Catherine Waggoner

Waggoner co-wrote a book with Helene Shugart from the University of Utah, tentatively titled *Liminal Resistance: Contemporary Female Camp as Subversive Rhetorical Performance* due out next year. Waggoner's second child, Graham, recently turned one year old.





Over the 2004 Homecoming weekend communication alumni returned to Wittenberg to share their experiences in the real world. Morgan Joffe '03, Allen D'Andrea '03, Colleen Ryan '03, Natalie Sobonya '04, Michael Wesbecher '04, and Laura Russell '04 created the panel. They participated in a question and answer session in Bayley Auditorium with current communication majors.

The event, hosted by Tregg Nardecchia '06 and Sarah Gearhart '06 allowed students to see the variety of careers available for those with a communication degree. Numerous questions were raised by students regarding finding a career. Both

Russell and Ryan originally did not know what they wanted to do after graduation. Initially planning to attend graduate school, Ryan found seasonal work with Inter West ski resorts. This allowed her to take a position where she was

The alumni said courses such as *Research Methods* applied to their careers.

able to create her own job. Russell had a similar experience as the Assistant Director of the Oral Communication Center at Wittenberg University.

"Since the position is new, I am creating my job every-day," Russell said.

Sobonya also recommended for those undecided to pursue internships. "They are in the professional

world," Sobonya stated, "and provides numerous contacts. Wesbecher added, "An internship can help you find something you might like." Joffe originally worked with MGM after graduation. "I realized it was not what I wanted," Joffe said. She found a temp position at Wells Fargo Home Mortgage, which led to a job.

During their time at Wittenberg, all of the guests were able to use several aspects of Communication in their jobs. "Interacting with stu-



Above: Colleen Ryan takes the mic

dents in the classroom helped,” Joffe stated. D’Andrea also stated, “Introduction to Communication helped me to encounter different types of people.” Wesbecher noted his oral and written skills developed through Communication. Even Research Methods applied to everyone’s careers from creating surveys to researching.



Above: Host Tregg Nardeccia with Laura Russell

One piece of advice offered by the panel was not to be discouraged on the job hunt. With original hopes of moving to New York, Wesbecher mailed more than fifty resumes to different companies. He ended up only hearing from about three. He pointed out that one needed to personalize one’s self and talk directly to an actual person.



Above from left to right: The Alumni Panel—Russell, Sobonya, Joffe, D’Andrea, and Ryan (not pictured, Wesbecher)

just by talking directly to a person.”

The panel discussion was part of the Communication Department Colloquium to provide students with a deeper insight in to the field of Communication.

Famous People with a Communication Degree

What do Walter Cronkite, Renee Zellweger, and “Magic” Johnson have in common? Before they hit the big time they were busy studying communication, and the list goes on, according to Kevin Gillen and Alec Hosterman of Indiana University, South Bend.

A communication degree is flexible, and vocations in the field are wide-ranging from a career in journalism to acting, athletics and even teaching.

TV hosts Matt Lauer, Bob Costas and David Letterman are just a few among the vast array in the media field with a communication degree. Others include Ted Koppel of Nightline, news anchor Jane Pauley, and CBS Evening News anchor Dan Rather, who holds a degree in journalism.

In the acting industry Spike Lee and *Angel* star David Boreanaz both hold a communication degree. Denzel Washington and Meg Ryan also studied in the discipline.

Professional athletics also boast well know people with communication degrees such as quarterbacks Donovan McNabb and Kurt Warner, soccer player Brandi Chastain, and World Wrestling star Rod Simmons.

Other people who have studied communication include Playboy founder Hugh Hefner, who earned a degree from the University of Illinois and singer Mark McGrath of Sugar Ray received a degree from the University of Southern California. Former FCC chair, Newton Minow and even our sixth president, John Quincy Adams have studied in the discipline.

Information was retrieved from an article that first appeared online at the National Communication Association website, www.natcom.org.

STUDENT INTERNS AT MOTOROLA

By: Bryan Metzger

Senior Merinda Thirakornratch experienced the corporate world of Motorola during an internship last summer in Thailand. Attending business meetings, dealing with advertising executives and public relations for two phone models were routine activities as she learned about communication in the business world.

Thirakornratch spent six weeks in Bangkok, Thailand interning with Motorola in the marketing and advertising departments. During those



six weeks with Motorola, Thirakornratch was involved in the public relations and advertising teams that developed the release and promotion of two new models of cell phones: E398 and V80. These two models became

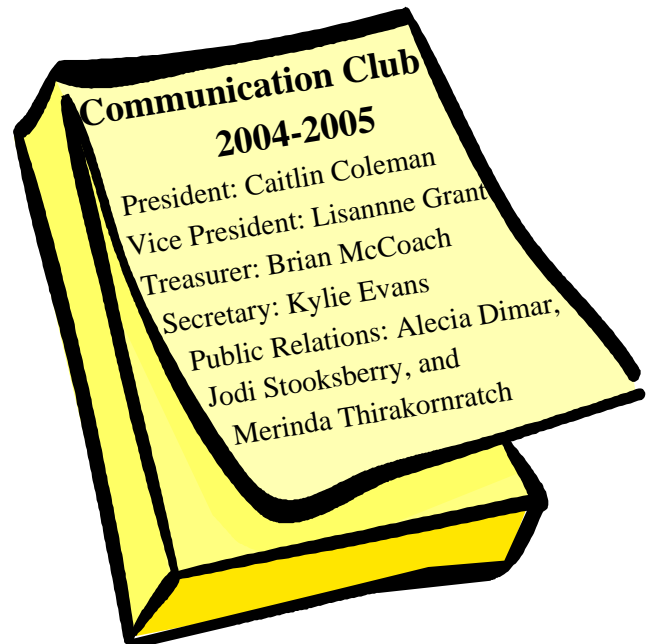
available to consumers in late July and early August, though the advertising began appearing for them in early July. Thirakornratch was personally involved in many of the decisions made revolving around the release of these two models.

“It was my first job ever, and it was very exciting meeting new people,” said Thirakornratch. “It was amazing learning how people actually talk and communicate in the business world, a real culture shock.”

An average day for Thirakornratch was any-

thing but average for a typical college student. She spent nine to ten hours daily in the offices of Motorola. Many of these hours were spent in meetings with business and advertising executives who, along with Thirakornratch, planned the marketing and public relations surrounding the release of the two new models of phones. Though she loved the meetings and their atmosphere, Thirakornratch was less impressed with the fact that many of the meetings would last up to seven hours long. However, through these arduous meetings, she became directly involved with the planning of launch events and other areas of advertising for the two cell phone models.

(Continued on page 11)



Lamda Pi Eta

The Department of Communication's honorary society, Lamda Pi Eta, sponsored a t-shirt fundraiser last semester to raise money for Wittenberg's Xi Phi Chapter.

LPH, part of the National Communication Association, sold shirts to raise money to help support the organization, which was brought to campus in 2002.

Senior Christina Dierkes, president of the Xi Phi Chapter, said the organization could not be funded through student senate, so they must find other outlets to support the chapter.

Dierkes credits the Department of Communication for helping LPH, but said that the organization would like to become inde-

pendent of that support.

"Right now the money will be used to give us a little bit of cushioning financially," said Dierkes, who added that the organization is developing ideas for future expenditures.

Possible plans include awards for outstanding majors, a faculty award, and funding new member initiation.

Senior Stephanie Beery designed the shirt, which includes various quotations from faculty in the department. According to Dierkes, she wanted to capture the essence of the department and decided quotes would be more appealing than a picture.

Shirts are available in red or black and come in three styles. Tees are \$10, long-sleeve \$15,

and hoodies \$25. Any alumni interested in ordering a shirt, to help support LPH, may do so by e-mailing Christina Dierkes, s05.cdierkes@wittenberg.edu.

Quotes from the back of shirt:

You know you are a communication major if you've heard...

"At this point, please surrender your writing utensil..." - Dr Smith

"Don't worry you'll be fine. F is for fine." - Dr Jordan

"It's just fascinating!!!" - Dr Broz

"Give me more..." - Dr Jordan

"What da ya'll think?" - Dr Waggoner

"And then what you got? Crap!" - Dr Jordan

"If you have learned anything today, please make an entry in your learning journal." - Dr Smith

"Just think about calling your parents and telling them you're going to have to come back for another year." - Dr Jordan

(Continued from page 3)

exists. She further studied the issue by discovering that men communicate differently, and do not often realize they are harassing.

Violence between intimate partners was the second issue Wood saw as a problem in society. She believes that because of a fairytale narrative, women stay in violent relationships. Wood's feminist ideology became apparent as she attributed a male-dominated world for creating such phrases as "Love conquers all" and "All you need is love." She believes it is these very narratives that keep women in harmful relationships. By going to prisons to talk to men who abused their partners, Wood found out they do it because they do not see any other option. To help solve the problem, she developed a program to help the inmates realize there are better options than violence. She said some inmates have improved so much that they even stop fights between fellow inmates.

By exploring communication and explaining how research can be used to benefit society, Wood displays the ideology of a critical theorist. Her stance that communication should be used for the betterment of society indicates that she operates from the critical paradigm. When recognizing pressing issues in society, she sought for change, a change for the better.

Alumni Notes

Brett Andrea '03

District Sales Manager for Mueller Industries. Resides in Kirkland, WA.

Jill Bradley '03

Second year graduate student at the University of Cincinnati. Instructor of Persuasive Speaking (GTA); Special Events Coordinator Assistant for the National Conference for Community and Justice.

Matthew Cash '03

District Sales Manager at Mueller Industries. Resides in West Des Moines, Iowa.

Amanda Clapp '03

J.D. candidate, pursuing graduate school at Case Western Reserve University. Resides in Shaker Heights, OH.

Allen D'Andrea '03

Employed on the Branch Operations Support Staff at Stanley Steemer. Resides in Marysville, OH.

Ryan Engstrom '03

Marketing Specialist at Infin-

ity Broadcasting WGRR Radio. Resides in Cincinnati, OH.

Jennifer Green '03

Customer Service Coordinator for Liberty Property Trust. Resides in Media, PA.

Morgan Joffe '03

Employed at Wells Fargo Home Mortgage in Van Nuys, CA as a Customer Service Representative.

Colleen Ryan '03

Lead agent of Business Center at Copper Mountain Ski Resort. Resides in Dillon, CO.

Jennifer Stacy '03

Works in Institutional Bond Sales for 5/3 Securities, Inc. Resides in Cincinnati, Ohio.

Nick Williams '03

Shipping/Receiving Manager at Big Ass Fans. Married Molly Spath '03 on June 26, 2004. Resides in Lexington, KY.

Katy Bodey '04

Enrolled at the University of North Carolina at Chapel Hill in the Communication Studies

program. T.A. for Dr. Julia Wood.

Aaron Copley '04

Graduate student at Bowling Green State University. Pursuing a Master's in College Student Personnel. Assistant to the Vice President and Dean of Student Life.

Tiffany Creamer '04

Indirect Sales Representative at Brightpoint North America in Indianapolis, IN.

Kristen Herpel '04

Event Planner at Medco. Resides in Paramus, NJ.

Nancy Johnston '04

Involved with AmeriCorps VISTA-City Year Columbus. Resides in Dublin, Ohio.

Nina Kuhar '04

Executive Recruiter at Amotec. Resides in Westlake, OH.

Whitney Lehman '04

Publicist at Sourcebooks Inc. Resides in Aurora, IL.

Erin Pence '04

Photographer at *Sidney Daily News*. Resides in Anna, Ohio.

Natalie Sobonya '04
Employed at The Cleveland Clinic in the Office of Program Development.

Haley Warden '04
Freelancing at *Stuff* magazine in New York City.

Michael Wesbecher '04
Assistant Director of Alumni and Parent Relations at Wittenberg. Resides in Springfield, OH.

Kate Williston '04
Location development coordinator at Millikin University. Resides in Decatur, IL.

(Continued from page 8)

Heading into the internship, Thirakornratch knew very little of what to expect. It was a completely new experience for her and one that required quite a bit of patience and humility. Not wanting her fellow Communication majors to endure some of the struggles she had, Thirakornratch emphasizes having a good résumé and added, "If you do get the internship you will have the time of your life and learn a lot from the business professionals."

Thirakornratch was also quick to give credit to the Department of Communication for her success at getting and during her internship. "Interpersonal I

Influence with Dr. Jordan gave me a lot of helpful insights into what to expect when I got to Motorola," said Thirakornratch. "The different classes I have taken at Wittenberg allowed me to adapt to individual situations as they arose."

Special thanks are in order for Thirakornratch as she has helped elevate the international awareness of our liberal arts university and the awareness of the communication department itself. "It was the best accomplishment of my life," said Thirakornratch. It is also one of the brightest accomplishments for the department as it continues to establish itself on campus and in the real world.

Have news to share? Let us know!

Name _____ Phone _____
Graduation Year _____ E-mail _____
Place of Employment _____ Home address _____
Job Title _____
Comments _____



Above (clockwise): Class of 2004 picnic; Smith, Waggoner, and Jordan; 2003 picnic; 2003 Senior Poster Session; Jennifer Green; 2004 LPH Induction. (Photos courtesy of Stefne Broz)



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