The Communication Society is an undergraduate student-led organization focused on providing educational and extra-curricular opportunities such as: workshops, industry field trips, fundraising, alumni networking, and sponsoring guest speakers for students interested in the Communication field.

Brought to you by

The Communication Society

Supported by the Communication Department
1 Our Growing Department
   Communication Officially a Department
   The Communication Department separated from the Speech, Language, and Hearing Sciences Department.

2 Major By The Numbers
   Students in the Communication Major
   Student enrollment in Communication major at all-time high

3 New Faculty Members
   Meet Our New Professors
   Amanda Denes, John Christensen and Saras Bellur.

4 Faculty Members Keeping Busy
   Faculty Profiles
   An overview of faculty achievements from the past year.

5 About Our Students
   Martin Horn Scholarship Recipient
   Honors student works with local non-profit for senior thesis project.

6 Connect with Us
   Benefits of an Internship
   A student's perspective on the value of internships.

The editors and contributors of the newsletter would like to offer a special thanks to the following individuals who helped make this newsletter possible.

Kristine Nowak
Associate professor and Head of the Communication Department

David Atkin
Professor in the Communication Department

Arthur Vanlear
Associate Professor in the Communication Department

Caitlin Trinh
Director of Alumni relations for CLAS
Dear readers,

It is with great pleasure that I introduce to you the first edition of “The Communicator”, a newsletter written, edited, and produced by members of the UConn Communication Society. For those of you I have not had the pleasure of meeting, my name is Rory McGloin and I earned my Ph.D. in Communication in 2011 at UConn, and since then, I have been working as an Assistant Professor in Residence in the Communication department here at UConn. This past fall I had the honor of becoming the advisor for Communication Society and it has been a tremendously rewarding and productive endeavor.

The Communication Society is comprised of undergraduate students who have an interest in the study of Communication and who are seeking an extracurricular outlet to explore the many facets of Communication in both our general society and the more local university community. As the advisor of this group, it is my responsibility to provide guidance and advice to our student members in an effort to create a unique “outside of the classroom” learning experience. This newsletter represents just one of our many projects this year. In addition to creating this inaugural newsletter, we have raised money for charity, hosted guest alumni speakers, and helped organize a reception for our graduating seniors. It has been a pleasure to work with the Communication Society over the past year and I believe we have a bright and prosperous future ahead of us.

To our alumni, we hope you enjoy catching up with the Communication department and we would love to hear from you! Please consider sending us an updated email address so we can send you future copies of our newsletter. I wish everyone a great summer and look forward to hearing from you all soon. Enjoy! Feel free to send me your thoughts and comments.

Rory McGloin, PhD’11
Rory.McGloin@uconn.edu
Advisor

Dear readers,

Please enjoy the first edition of The Communicator, a newsletter brought to you by your fellow Huskies from the UConn Communication Society!

We hope to succeed in providing all of our readers with insightful and interesting information about the Communication department at UConn while documenting our journey as we navigate through the Communication field.

As the new president of the Communication Society, I am extremely proud to show off this organization’s talent and ambition. As a group seeking to get involved and reach out in the world of communication, we would love nothing more than to share our experiences by reaching out to you, and we encourage you to do the same!

Kaitlyn Young ‘14
Kaitlyn.Young@uconn.edu
Communication Society President
This year the Communication Major at the University of Connecticut has undergone some exciting changes. What once stood as Communication Sciences has now become two separate departments: Communication and Speech, Language and Hearing Sciences.

Students interested in Communication now have the opportunity to pursue more relatable courses within this broad field. In addition, beginning this year, all Communication majors will graduate with a degree in Communication.

The Communication major focuses primarily on interpersonal communication, mass communication and new media technology. The core courses in the major focus on communication theories and research methods, along with applied courses in advertising and public relations.

During the 2012-13 academic year, some academic staff and faculty and graduate students have occupied offices in Montieth. However, the entire department will move into the newly renovated Arjona for the fall of 2013.

Currently the Communication major is the third largest major in the College of Liberal Arts and Sciences. The major has experienced a great deal of growth over the past few years as students have continued to apply and are admitted.

For all of the latest department information be sure to check out our website at: coms.uconn.edu

By: Khadija Belly
Khadija.Belly@uconn.edu
Undergraduate admissions for the Communication major have doubled since the fall of 2010 when the department began expanding.

Currently the Communication major has 558 majors, 175 Pre-Communication majors, and 103 Minors.

The increase in student enrollment within the Communication department has also lead to an increase in faculty size, by almost 50%!

In the past two years the department has welcomed 3 new tenure track faculty, and two full-time Assistant Professors in Residence. The department will also be adding a 4th tenure track faculty member in the spring of 2014.

In addition to the growth in faculty, the department now features two full-time academic advisors who are featured on page 6 of the newsletter!

Communication courses at the 1000 level have added more sections for students.

**Undergraduate Admission Rates Since 2010**

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<th>Year</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Fall 2010</td>
<td>37%</td>
</tr>
<tr>
<td>Spring 2011</td>
<td>48%</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>47%</td>
</tr>
<tr>
<td>Spring 2012</td>
<td>94%</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>92%</td>
</tr>
<tr>
<td>Spring 2013</td>
<td>90%</td>
</tr>
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The following is a list of student groups our undergraduates are leading or highly involved in:

**COMM SOCIETY**
- UCTV
- WHUS
- Campus Tour Guides for Lodewick Visitors Center
- Daily Campus
- SUBOG
- Marketing Society
- Hospitality Management Association
- FYE Mentors
- UConn Connects Mentors
- WOW Leaders
- Summer Orientation Leaders
- Study Abroad

Many students in the Communication are also keeping a busy course load by adding a double major.

*Top choices of double major have been Journalism, Psychology, and English*

Communication students are branching out to other fields by adding a minor to their degree, with Business and Psychology being the ones with the highest interest.

**Students are Double Majoring in:**
- Spanish
- Sociology
- Political Science
- Individualized
- Major
- Human
- Development & Family Studies
- Philosophy
- Economics
- German
- History
- Business - *dual degree*
- Digital Arts - *dual degree*

**Students are minoring in:**
- Business
- Psychology
- Women’s Studies
- International Studies
- English
- Political Science
- Art History
- French
- Latino Studies
- American Studies
- Anthropology
- Criminal Justice
- Film Studies
- Human Rights
- Music
- Neuroscience
- Spanish

By the Numbers

Spanish
Sociology
Political Science
Individualized
Major
Human
Development & Family Studies
Philosophy
Economics
German
History
Business - *dual degree*
Digital Arts - *dual degree*

American Studies
Anthropology
Criminal Justice
Film Studies
Human Rights
Music
Neuroscience
Spanish

<table>
<thead>
<tr>
<th>Major</th>
<th>Students are Double Majoring in:</th>
</tr>
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<tbody>
<tr>
<td>Spanish</td>
<td>Economics</td>
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<tr>
<td>Sociology</td>
<td>German</td>
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<tr>
<td>Political Science</td>
<td>History</td>
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<tr>
<td>Individualized</td>
<td>Business - <em>dual degree</em></td>
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<tr>
<td>Major</td>
<td>Digital Arts - <em>dual degree</em></td>
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<tr>
<td>American Studies</td>
<td>Business</td>
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<tr>
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<tr>
<td>Neuroscience</td>
<td>French</td>
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<tr>
<td>Spanish</td>
<td>Latino Studies</td>
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Assistant Professor Amanda Denes discovered her interest in Communication while taking an undergraduate interpersonal communication course during her junior year at Boston College. She went on to receive her Master’s Degree and PhD in Communication from the University of California, Santa Barbra. Her research focuses on interpersonal relationships – specifically, how individuals talk to each other in romantic relationships, how families interact with one another and the social dynamic of friendships. Amanda’s reach is unique as it also looks at the physiological responses that take place within relationships. Professor Denes was influenced to go into higher education because of the positive interactions she had with her professors, as well as the balance she could have between student interactions and research. In an effort to stay up to date on the trends in Communication research, she recommends that students utilize blogs and websites to keep up to date with new developments in the field. One of her proudest moments in her academic career was receiving the James J. Bradac Award for Outstanding Graduate Student Research in June 2011 from the Department of Communication at the University of California, Santa Barbara. Amanda is currently teaching Interpersonal Communication and Gender and Communication.

Assistant Professor John Christensen’s interest in the field of Communication was sparked when he took a research methods class during his junior year at the University of Southern California. He was drawn to the field because of exciting research on video games. He decided it was the field for him the following year, when he worked as an undergraduate research assistant in a professor’s lab. His interest in video games has led him to conduct his own research. Professor Christensen has worked to make a health-oriented video game that teaches gay youth how to avoid risky social situations at a virtual nightclub, at a virtual house party, and in a virtual bedroom, as well as a study for the FDA to evaluate the new graphic warning labels that are scheduled to appear on American cigarette packs in the near future. In the classroom he loves being creative and artistic while working on socially meaningful projects that have the ability to change people for the better. He also loves being able to interact with students and help them whenever possible. Professor Christensen decided to come to UConn because of the university’s strong reputation for academic excellence. He expects his students to be open-minded, self-disciplined, and to always try their best.

Assistant Professor Saras Bellur is from Bangalore, India, but came to the United States to pursue her Master’s Degree in Communication at Iowa State University. She then went on to receive her PhD from Penn State. She decided to pursue the Communication field during her undergraduate education, when she took classes that focused on writing and media. Professor Bellur’s research focuses on Computer Mediated Technology; she looks to break down the aspects of technology that make it interactive. She selected that area of research because of it is an emerging field that is continually growing and changing. She decided to go into higher education because she loves the university atmosphere and feels that it is a great place for intellectual stimulation. In class she expects her students to have a curiosity to learn and to be open to new ideas. One of the proudest moments of her academic career was when she had the opportunity to work on a National Science Foundation grant with her advisor. Additionally, the International Communication Association accepted a section of Professor Bellur’s dissertation to be presented at a conference this summer.
**David A'lessio** published two short stories, one in *Stories in the Ether #4* and the other online at Nevermet Press. He also self-published one science fiction novel, *Paree Liberee*, and wrote another, *Heat Death*, which is in the final stage of editing.

A'lessio urges any Communication students interested in accepting the National Novel Writing Month challenge to contact him.

**David Atkin** had co-authored an article with doctoral advisees on entertainment uses of Facebook—appearing in JOBEM— which generated interviews for Huffington Post, Buzzfeed.Com, Web Pro News, Read Write Web and Le Monde along with 250 postings in multiple languages worldwide.

He also coauthored articles on new media research in the *E-Journal of Communication*, global television flows in *Asian Journal of Communication* and knowledge gaps in the Internet age in *Communication Quarterly*.

Atkin has a chapter with UConn student collaborators on “Predicting political discussion in a censored virtual environment.”

His other advisee-coauthored article, addressing online journalism, will appear in *Newspaper Research Journal*, while others addressing online applications will appear in *International Journal of E-Politics*, and *Telematics and Informatics*. Other work addressing personality influences on media use will appear in *Atlantic Journal of Communication* and the *SW Mass Communication Journal*.


**Saraswathi Bellur** has been accepted to present on a research paper based on her dissertation work at the annual *International Communication Association* conference, which will be held in London, UK this summer (June, 2013).

The title of the paper is Interactivity as Conversation: Can Back and Forth Interactions Affect User Cognitions and Attitudes? The paper will be presented in the Communication and Technology division of ICA.

**Ross Buck** has completed the book, *Emotion: A Biosocial Synthesis*, which is set to be published by *Cambridge University Press*.

He expects that it will be published later this year. The book covers biological emotions as well as higher-level cognitive, social, and moral emotions; and emphasizes the role of emotional communication.

**John Christensen** has received a $1.7 million grant, along with a team of colleagues from the University of Pennsylvania from the *National Institutes of Health* entitled “Developing and Pilot Testing a Mobile Phone-Based HIV Prevention Intervention.” Their overall goal is to reduce the rate of HIV infection among young African-American gay men through the use of new communication technologies.

Later this semester, they will begin designing a bundle of smartphone apps that will help educate youth about HIV testing and prevention to overcome barriers to HIV testing such as low perceived susceptibility, access (e.g., cost, time, and location), and fear of receiving a positive test result.

This intervention will utilize video and text messaging while also taking advantage of Geographic Information System (GIS) mapping, a smartphone feature that provides people with detailed information regarding the location of nearby HIV testing sites.

After the intervention is developed, the team will examine its effectiveness in a 6-month randomized controlled trial.

**Amanda Denes** had been the co-recipient of the Franklin Knower Award in November of 2012 for an article she co-authored with Tamara Affifi and colleagues investigating the relationship between parents’ communication and adolescents’ physiological stress responses given by the *Interpersonal Communication Division at the National Communication Association* annual meeting this past fall.

Dr. Denes also co-authored a chapter in the second edition of the *Handbook of Family Communication* on divorce and single-parenting.

Additionally, she has an article coming out in the next issue of the *Journal of Family Communication*, co-authored with Rebecca Speer and Howie Giles. The article uses communication accommodation theory as a framework for investigating stepparent-stepchild interactions.

**Kirstie Farrar** has had two articles published in *Mass Communication & Society* and *Media Psychology* on the research she conducted along with Dr. McGloin, on video game features and aggressive outcomes.

She is also currently revising another manuscript on video game effects, keeping the video game lab busy collecting data for her next study. She has also published a review article on the socialization effects of sex in media in the *International Encyclopedia of Media Studies*.

Additionally, she started taking her research in a new direction by submitting a research grant proposal to the NIH focusing on mass media’s influence on minority women’s breastfeeding attitudes and behavior.

She has enjoyed teaching advanced media effects and children and media and has started to implement the blog.

Visit Kirstie’s Blog

childrenandmassmedia.blogspot.com
Mark Hamilton has published several articles on verbal behavior. He edited a special issue of the *Journal of Language and Social Psychology* on verbal aggression. He also published an article on *Communication Methods and Measures* on the measurement of motivation to argue and verbal aggression.

Along with Melissa Tafoya, he published several studies on the effect of motivation to argue on the tendency to verbally abuse others among friends and siblings, he also presented a paper with Tafoya at the annual conference of the *International Communication Association* in Phoenix, AZ. Also at the conference he presented an additional paper with Theresa MacNeil, explored the strategies and tactics that siblings pursue during conflict.

Also, another paper with Alissa Ryan, one of our MA graduates, which studied the creation of celebrity in social media. Professor Hamilton also presented a paper with Alice Veksler and Melissa Tafoya at the National Communication Association annual convention in Orlando, FL. Their research concerned the impact that stress and achievement have on verbal attitudes and behaviors.

Svetlana Kalnova has written an article on the activation archetypes where 312 viewers were randomly assigned to rate one of three sets of 10 symbolic images.

Exploratory and confirmatory factor analysis reduced 30 images down to four belief structures, factors that replicated across the eight archetypes. Correspondence analysis was used to map the images and items upon two dimensions of orienting that assessed relevance. The two dimensions of orienting were spatial focus and event focus. The spatial focus dimension consists of a self-to-environment continuum. The event focus dimension consists of an avoid-to-approach continuum.

She enjoys working on the Persuasion and Social Change course and is interested in pursuing future research in this area.

Carolyn Lin has completed a state-funded research and campaign project on college-student alcohol-use safety. She has a chapter on international advertising theory and research methodology in the book *Handbook Of Research On International Advertising*.

In addition, she published research articles and two book chapters in press addressing the topics of pandemic communication, social media, digital informatics and global digital communication divide.

While on sabbatical last fall, she gave a keynote on mobile communication research at a digital communication conference and another keynote on social change in the digital information age at a new media communication conference.

She will be presenting six research papers at the annual conference of the *International Communication Association* this June in London, England.

Additionally, Professor Lin is the faculty advisor for the newly inaugurated UConn Advertising Club.

Rory McGloin has been published in multiple journals this past year including: *Mass Communication and Society and Media Psychology*.

He also presented his research on the effects of video game realism at the annual *National Communication Association* Conference in Orlando, FL.

He is currently collecting data that explores the effects of using gun controllers on cognitive aggression in first person shooter video games.

In addition to this, he also serves as the advisor to multiple student organizations including: Communication Society and the UConn TV station (UCTV).

Dr. McGloin received an Outstanding Instructor Award from UConn’s Delta Zeta chapter this past fall, and is continuing his role as the Director of Undergraduate Studies for the Department of Communication.

Mike Miller has received a top-paper award in the Nonverbal Division for the upcoming *Eastern Communication Association* conference for a paper, titled “The Influence of Cultural Gender Orientation and Latitude on Tactile Behavior”, which examines physical touch behavior across the globe using web cams set up in bars throughout 24 countries.

The study is part of Mike’s ongoing research related to human physical contact and includes contributions from esteemed nonverbal researcher Peter Andersen and University of Connecticut graduate student Kate Kurtin.

Diana Rios co-edited the book *Soap Operas and Telenovelas in the Digital Age (Popular Culture and Everyday Life)*. This novel address pressing issues, relevant theories, and debates that are inextricably linked to soap operas and telenovelas as global industries, as sites for new audiences, and as hybrid cultural products within the digital landscape.

Leslie Snyder has been awarded a nearly $1 million National Cancer Institute (NCI) grant to assess the potential impact of controversial, new graphic warning labels for cigarette packages in two high-risk, but previously untested, populations: youth and pregnant women.

Snyder’s team will conduct surveys, focus groups and interviews to elicit and test additional targeted messages that could moderate the effectiveness of the labels.

Alex Wang has received a grant in February and is writing his second book, after his first, *Content Class Effects on Consumer Online Information Processing: In Integrated Marketing Communication Context*, which was published in 2009.

James Watt has made a prototype to teach research methods and statistics to Communication students, along with Mark Hamilton.

Gamesmith Lab will be looking at other serious games for learning and persuasion. The prototype game is available at **GamesmithLabs.uconn.edu**.
Meet the Martin Horn Scholarship Recipient

This past year, Poirier had been working with a syringe exchange program whose aim was to develop a new visual identity. During this project, she completed background research on syringe exchanges and the elements of a successful program.

“Poirier had been working with a local syringe exchange program aiming to develop a new visual identity”

Poirier hopes to shine light on these helpful programs which often don’t get the funding they need to keep them running, which forces them to get closed down.

She believes that a union of design and social research does indeed have the power to make a difference in our world.

She wants to be able to work where she can help people with her design skills in the future. Celia is thrilled to accept this award and we wish her all the luck she deserves!

To be eligible as a candidate for the Martin Horn Scholarship, like Celia, you must:

• Be a Communication major
• Provide evidence of specific academic and/or extracurricular activities or accomplishments that are related to the Department of Communication’s mission
• Obtain an active role in community outreach or service projects
• Demonstrate financial need
• Show academic excellence in Communication courses
• Fill out a completed application by the due date, usually mid-Fall

Profiles by: Andria Limon
Andria.Limon@uconn.edu

Jeff Flaherty

Jeff Flaherty is an advisor for Pre-Communication and Communication students.

His role is to help guide students throughout their academic endeavor within the Communication major. He is a resource for students who may need general advisement, help with approval of related courses, add/drop forms, developing a preliminary and final plan of study, or even with any study abroad questions.

Jeff suggests students seek out their faculty advisor for career related questions and information on related courses.

Since he joined the department in the summer of 2012 he has loved the community feeling at UConn and has enjoyed talking with students.

Open office hours are 3-4 pm Mondays through Fridays, but making an appointment on www.advapp.com is recommended.

Profiles by: Andria Limon
Andria.Limon@uconn.edu

Lauren Munyard

Lauren Munyard is an advisor for Communication and Pre-Communication students. She has been with the department since August 2011. She loves the rural feeling of Storrs and the small city feeling of UConn.

Fun Fact: Lauren was a paid extra in the movie 21!

Her role is to answer questions about requirements and courses, help you with your plan of study, send letters of recommendation, handle applications into the major, and she coordinates pre-communication major information sessions.

She suggests staying in contact with her by email, and to take advantage of all the opportunities communication has to offer.

Open office hours are 3-4 pm Mondays through Fridays, but making an appointment on www.advapp.com is recommended.
Keeping Internship Opportunities in Mind

As the Spring Semester draws to an end, some students are beginning to prepare for their summer internships.

Dr. Arthur Vanlear, the internship coordinator for the Department of Communication, recommends students keep a few criteria in mind, when searching for internships.

Students may consider taking COMM 4991-Communication Internship. It is a great way to ensure an internship will involve the application of communication skills rather than simply serving coffee. COMM 4991 is also a fantastic way to receive up to three credits towards the major.

Students should also aim to accept an internship within their field of interest. This way, students will gain valuable knowledge that they can apply to future careers.

Dr. Vanlear also stresses the importance of internship experience; it should leave the student with more skills than what they came in with.

If an internship provides a student with real-world experience and knowledge, then it has done its job.

Whether students are looking to take an internship this summer, or next winter, they should make sure to keep these criteria in mind.

Marketing Your Communication Skills: The Power of Social Networking

The typical notion of a college student is that if they obtain a diploma alongside an experience-filled, skill-oriented resume, their dream job is indefinitely embedded in their future. However, landing a job is not that simple.

It used to be that if you held the minimum qualifications and were in good standing with the law and schooling, you could land any job. Now, with more students graduating from competitive schools and, not to mention, our declining economy and employment rate, many people feel discouraged that they will never land a job in their desired field.

However, there is one tool that is seriously underrated, and that is the tool of networking.

LinkedIn allows you to create a professional profile, access businesses information and opportunities, and engage in networking.

It also has a rating of 82% with consumer trust, whereas Facebook and Twitter fall between 20-30%.

So, while a diploma and impressive résumé are helpful acquisitions, sometimes an e-mail to a company or conversation with someone you know can be just as advantageous. Like the saying goes, “It’s not what you know, it’s who you know.”
Members of the Communication Society participated in the Relay for Life event on campus April 5. Our members helped to raise over $500!

The money that was raised for Relay for Life organization will be to fund cancer research.

Alumni, We Want to Hear From You!

As our newsletter continues to grow our students would appreciate an opportunity to reach out to alumni for contributions. We invite you to share your experiences and any insight with employment information that may help guide students.

We look forward to connecting with you!
Email us
uccommsociety@gmail.com

Congratulations to our graduate students on all of their achievements this year as well as on their new job placements!

Carolyn Lagoe, Ph.D.
Assistant Professor
University of New Haven
New Haven, CT

Kate Kurtin, Ph.D.
Assistant Professor
California State University at Los Angeles
Los Angeles, CA

Christopher Clemens, MFA, Ph.D.
Assistant Professor
Department of Broadcast and Electronic Communication Arts (BECA)
San Francisco State University
San Francisco, CA

Rachel C. Weiss, MA
Pricing Analyst
Travelers Insurance
Hartford, CT

Keep up to date with the Communication Society by following us on Facebook and YouTube!

www.facebook.com/UConnCommunicationSociety
www.youtube.com/user/UConnCommSociety

What We’ve Been Up To

February 8, 2013: Résumé and Interview presentation by Career Services

March 11, 2013: Philanthropy workshop for the Children’s Medical Center and American Cancer Society

March 29, 2013: Group trip for a tour of Adams & Knight PR agency in Avon, CT

April 5, 2013: Relay For Life

April 15, 2013: James Hannagan, Vice President of Strategy at markITelligence, Inc, spoke to The Communication Society about marketing, technology, and business strategies

April 22 2013: Chion Wolf, Producer at WNPR, visits with The Communication Society to speak about radio production.

April 18, 2013: Backstage tour and “The Trisha Show" viewing at NBC Studios in Stamford, CT

May 10, 2013: Commencement Celebration: Honoring Communication graduates will be held at: Sports Bar, 3:30-5:30 pm. North Windham, CT

UPCOMING EVENTS