

DEPARTMENT OF COMMUNICATION

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**Communication at
Maryland:
At the Center of It All**

Visit our Website:
<http://www.comm.umd.edu/>

Calendar of Events

April 15, 10 a.m.-3 p.m.	Undergraduate Communication Association internship fair, Adele H. Stamp Student Union in Baltimore Room
26, 10 a.m.-4 p.m. 26, 3 p.m.	Maryland Day Terp Alumni Event—Red/White spring autograph session and football game, Byrd Stadium Field
May 1, 7 p.m.	Lambda Pi Eta induction ceremony, Skinner 0200
2, 12 p.m.-1 p.m.	Communication Department colloquium series featuring Dr. Howard Giles of UCA-Santa Barbara: "Talking Age and Aging Talk Across Cultures", Skinner 0200
14	Last day of spring classes
22, 7 p.m.	University commencement, Comcast Center
23, 9 a.m.	Communication Department commencement, Reckord Armory

For a complete list of Terp Alumni Network events, visit:
<http://www.alumniconnections.com/olc/pub/UMD/eventcal/eventcal.cgi>

Department of Communication

COMMLINK

Spring 2003

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**Department Chair's Message
Edward L. Fink**



Edward L. Fink

Once again, the last academic year has been a marked success for the department's students, faculty, and staff. First, several people joined the department last year. New faculty include visiting Professor Kathleen Kendall; visiting assistant professors Carolyn Byerly, Susan Hubbard and Bey-Ling Sha; and lecturers Leslie Dinauer and A. Michele Mason. Julie S. Gowin also joined the department as Outreach Coordinator.

events have taken place, including two Recovering Democracy Forums, in which then-gubernatorial candidates Robert Ehrlich (Republican) and Spear Lancaster (Libertarian) met with Maryland citizens and university students to discuss the concerns of the electorate. See the center's Web site at www.center.comm.umd.edu to learn more about center activities.

We continue to have an impressive list of outside speakers for our biweekly colloquium series. The 2002 series included Priscilla Murphy of Temple University, Angharad Valdivia of the University of Illinois, Eytan Gilboa from Bar-Ilan Uni-

versity in Israel, Edward Schiappa from the University of Minnesota, Michael Pfau from the University of Oklahoma, Charles Morris III of Vanderbilt University, Ifat Maoz from Hebrew University in Israel, Karen Miller Russell of the University of Georgia and James Andrews of Indiana University. The spring 2003 series has also been a success, featuring Guo-Ming Chen from the University of Rhode Island, Marshall Scott Poole of Texas A&M Univer-

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COMMLink is the Department of Communication's alumni newsletter. It is published once during the spring and fall semesters.

Julie S. Gowin, *Editor*
Brandy K. Buzinski, *Assistant Editor, Designer*
Kristen L. Godzak, *Assistant Editor, Designer*

Students Experience Global Activism

By: Dr. Laura Witz

Intercultural Communication Course Director

One hundred-eighty students fill the lecture hall in H.J. Patterson for COMM 482. Why would they choose a large lecture course, especially at the 400 level? The course, Intercultural Communication, has increased in popularity and enrollment for the last three years.

Students report a number of reasons for taking the class. Some are training for careers overseas. Others simply want to satisfy curiosity.

Nichole Pitts recommends the

class to her friends: "Every day I went home with a new concept to apply to my work and home life."

Barbra Merkle, a junior, said, "[COMM] 482 has been one of the few classes to hold my attention every class all semester."

Size is not the only notable change in the course. In order to accommodate large numbers of students, most materials for the course are now available online. The 482 Web site becomes the weekly check-in post for lecture notes, reading assignments, study

questions and project due dates.

After lectures twice per week, the students meet in small discussion sections for experiential exercises designed to help students see themselves as cultural beings and simulate the process of adjustment to other cultures.

Jennifer Alvarez, a junior, said, "Information I learned in 482 helped open my eyes to many opinions I had when I entered the class."

See Global Activism on page 6

Chief Charles A. Moose Addressed December Graduates

By: Brandy Buzinski

Communication Alumni Liaison

Charles A. Moose, the Montgomery County, Md., Police chief thrust into the media spotlight during the highly publicized investigation of the D.C.-area sniper shootings in October 2002, was the University of Maryland's Department of Communication fall commencement speaker.

"His recent service shows him to be a communicator—to the public, the media, his staff, and the law enforcement community—with great effectiveness," said Ed Fink,

the Department of Communication chair. "We were honored to have him as our speaker."

During his speech, Moose urged the 118 graduates to embrace lifelong learning and achievement.



Montgomery County Police Chief Charles A. Moose

"I enjoyed his speech very much. He spoke from the heart and seemed genuinely concerned with the futures of the communication graduates," said Leslie Dinauer, who received a doctor of philosophy degree during the ceremony.

Moose is an adjunct faculty mem-

ber at Montgomery College. He holds a bachelor's degree in U.S. history from the University of North Carolina, a master's degree in public administration from Portland State University and a doctorate in urban studies and criminology from Portland State University.

Moose is an accomplished police chief and recognized community leader. As the Montgomery County Police chief, Moose led the investigation that resulted in the capture of two sniper suspects.

As the Portland, Ore., police chief, Moose received several community service and leadership awards.

Internship

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dents work in small shops and large companies, for-profits and non-profits.

Students learning from a communication professional is the key to a valuable learning experience.

More than 150 communication students complete internships through the department's pro-

gram each year. Many have completed previous internships and many will seek future internship experiences.

Students understand the value of applying their knowledge and skills in a professional environment. They are interested in discovering the answer to the question, "What do I want to do when I graduate?"

If you are interested in posting an internship opportunity with the Department of Communication, please send an e-mail to gowin@umd.edu with a description of the job, the requirements and how you would like to be contacted. The announcement will then be posted on the internship bulletin board and sent to the department's listserv.

We Want to Hear From You!

What have you done since graduation? Where do you live and work? Would you like to network with our students or address their classes?

Is there anything we can do for you?

We'd love to hear from you. Send us your story to be highlighted in future editions of the COMMLink newsletter or to share your wisdom with our faculty and students.

Contact Julie Gowin at gowin@umd.edu

Chairman

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president (and next year's president) of the university's chapter of Sigma Xi, the Scientific Research Society; Robert N. Gaines, named editor of *Advances in the History of Rhetoric*; James E. Grunig and Larissa A. Grunig, awarded the annual prize for the best book in public relations by the Public Relations Division of the National Communication Association (NCA); Katherine McComas, awarded a grant from the Joint Institute of Food Safety and Applied Nutrition, and a grant from the National Science Foundation; Shawn Parry-Giles and Trevor

Parry-Giles, recipients of the Wrage-Baskerville Award from the Public Address Division of NCA; and Mari Boor Tonn, recipient of the Past President's Award of the Eastern Communication Association (ECA), ECA's Donald H. Eckroyd and Carolyn Drummond Eckroyd Teaching Excellence Award, and the university's General Research Board Award for a semester research project. In addition, the department's faculty and graduate students have presented papers at many conferences and published several books and articles. It has been

an astounding year in terms of research productivity.

Last year, we asked our alumni to endow a departmental undergraduate scholarship and to provide much needed support for our programs; an article on this request appears on page 6. I strongly encourage you to support your department in this way, and I'd be very happy to communicate with you about departmental achievements and needs (elf@umd.edu). I look forward to another successful year.

Undergraduate Scholarship Initiative

The Department of Communication at the University of Maryland maintains a long-standing commitment to a quality undergraduate program. In an effort to guide students to excellence, the department offers students several areas of concentration in a variety of communication courses. The department prides itself in preparing students for a broad range of professional and academic careers.

To promote its visibility and to increase its academic standards, the undergraduate program has recently become selective. Students' enrollment in the undergraduate program depends on their academic performance. To further promote academic excellence and recruit the best students, the department has been soliciting funds for an Undergraduate Scholarship as well as for other programs that will benefit the department's undergraduate students and its undergraduate program. These funds will support the following:

1. A full tuition scholarship for one undergraduate student each year
2. Awards for undergraduate academic excellence
3. Awards for top undergraduate research projects and papers
4. Travel funds for undergraduate students to present research papers at national conferences
5. Events to promote professional and academic opportunities for undergraduates, such as internship fairs and career development seminars
6. An undergraduate honors conference

If you would like to contribute to our effort to promote the best in communication education at the University of Maryland, please contact Leah Waks, Director of Undergraduate Studies, at leahwaks@umd.edu.

Global Activism

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The global conflict project is also a new feature of 482. Designed to encourage global activism and practical application of the course material, the project requires each discussion section to analyze an international dispute. For example, groups studied the Northern Ireland dispute, the India-Pakistan conflict over Kashmir and the Uyghur dispute with China over Xinjiang (East Turkistan). After researching the history and current status of the conflict, students apply inter-

cultural communication principles and theories to compose practical suggestions for managing the dispute. These suggestions are mailed on the last day of class to world leaders, activist groups, human rights advocates and government officials.

The purpose of the project is twofold: First, we want to share students' ideas with influential world leaders. Second, we want students to remember that their expertise comes with an obliga-

tion to help others. Students get excited about such empowerment.

Noelle Davis, a junior, said, "[The project] helped me to understand other countries and how they feel about certain issues and how they view America."

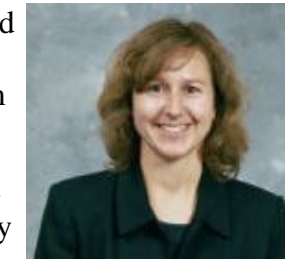
Rosita Melbourne, a senior planning a career overseas, said the class helped her "learn to adapt to another culture and not feel intimidated by it."

Model Program Prepares Interns for the Real World

By: Julie Gowin
Outreach Coordinator

The Department of Communication's internship program is highly regarded among companies and organizations. It is also a model program on campus.

Our students take the internship course only after completing upper-level research and practical skills coursework. They enter the organiza-



Julie Gowin

tion in which they will intern knowledgeable and prepared for productive work.

Our students seek opportunities for autonomous work activities and ways to learn about the functioning of the organization as a whole. Organizations frequently comment on our students' professionalism, excitement and drive for internship ex-

perience.

Where do communication majors intern? In a wide variety of organizations. We've had students at the Capitol, the Pentagon, lobbying firms as well as public affairs and public relations firms. Students intern for talent agencies, professional sports organizations and advertising agencies. Students intern in the field of radio and television broadcasting. Stu-

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Chair's Message

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sity, Robert McPhee of Arizona State University and Eric King Watts of Wake Forest University. Howard Giles from the University of California-Santa Barbara will join us on May 2. To see who will be speaking at future colloquia and for more information on this series, see <http://www.comm.umd.edu/news/colloquium>.

The department, now with about 1,000 majors, is the second largest department on campus, and the faculty and staff work very hard to meet our students' academic and advising needs. Our student organizations—the Undergraduate Communication Association, our chapter of the Public Relations Student Society of America, Lambda Pi Eta Honor Society, the Student Newsletter staff, and TerPRelations—are all thriving, and this

activity supports the strong sense of community within the department.

The department has developed a revitalized undergraduate Honors Program and an undergraduate Citation in Rhetoric. In addition, the excellence of our faculty and its commitment to undergraduate education has been recognized by the selection of one of our faculty members—Professor Robert N. Gaines—to be Director of the university's Honors Humanities Program. Congratulations to Professor Gaines!

In September, Professor Andrew D. Wolvin helped launch a project that brought to campus leaders in the public and private sector to discuss their communication needs with communication educators. This project will help ensure that our graduates who become professional communicators will have the requisite skills to be successful. Furthermore, the department's curriculum has been reviewed based on what was learned at this meeting.

Several faculty members recently have been recognized for their achievements, including Deborah A. Cai, elected vice-

See Chairman on page 7



Enhancing Communication Across The Country!

By Kristen L. Godzac and Brandy Buzinski

Rachel Cohen, a 2002 Bachelor of Arts alumna, now works for the American Red Cross of Greater Los Angeles. As the volunteer specialist, she recruits, retains and recognizes volunteers for three Los Angeles service centers.

She also works with the Red Cross' youth services program.

Cohen intends to pursue a master's degree in education and work for the public school system.

Shannon A. Bowen, a 2000 Ph.D. alumna, was honored in June as the recipient of the outstanding Dissertation Award from the International Communication Association's Public Relations Division.

Bowen, now an assistant professor at the University of Houston School of Communication, titled her dissertation *A Theory of Ethical Issues Management: Contributions of Kantian Deontology to Public Relations' Ethics and Decision Making*.

"My work has implications for both public relations theory and practice," said Bowen.

Larissa Grunig, the University of Maryland communication professor who chaired Bowen's dissertation, said, "The evidence she amassed is unassailable."

Bowen also recently won the top faculty paper for the 2002 Public Relations Society of America national conference and has publications coming out in the *Journal of Public Relations Research*, *Public Relations Review*, the *Journal of public Affairs*, and *Mass Media Ethics*.

Wendy S. Zabava Ford, a 1990 Ph.D. alumna, is now an associate professor of organizational communication at Western Michigan University. At WMU, she has been actively engaged in teaching and researching issues addressing organizational communication and customer service, as well as the impact of the department's basic communication course. She also serves as director for the university's Center for Communication Research.

Robert G. Sullivan, a 2001 Ph.D. alumnus, is an assistant professor in the Department of Speech Communication at Ithaca College. Sullivan's dissertation, examining the Isocratean conception of rhetorical genre, prepared him to teach classical rhetorical theory at Ithaca. Sullivan's dissertation earned him the 2001 American Society for the History of Rhetoric dissertation award.



Skinner Building—Home of the Department of Communication in College Park, MD

