

# The Roar

Communication Studies: Making Our Presence Known at TCNJ

FALL 2009

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## COMMUNICATION STUDENTS SHINE ON NATIONAL STAGE

Current and former TCNJ communication studies students earned national recognition during the 95th annual conference of the National Communication Association, the largest organization of communication scholars in the world, held November 12-15 in Chicago.

Continuing a winning TCNJ tradition, **Janna Raudenbush** ('09), **Kristen Kiernicki** ('09 December), and **Mercedes McCurdy** ('09) won the Stephen A. Smith award for best co-authored undergraduate paper in the nation. TCNJ students have won this award five times, including four of the last five years. Raudenbush and Kiernicki presented the paper, entitled "Nationwide Newspaper Coverage of Accelerated Adolescence: A Community Structure Approach" in a panel sponsored by Lambda Pi Eta, the national communication student honor society. Said Raudenbush, now pursuing a master's in communication at The University of Maryland: "It is such an honor to join the ranks of all the past TCNJ students who have won the Stephen Smith award."

Additionally, Kiernicki was elected National Vice President of Lambda Pi Eta (LPH), the national communication association student honor society, for 2009-2010. Kiernicki took over the



Kiernicki and Raudenbush pose with their award.

position from TCNJ alumna Raudenbush, who served during the 2008-2009 school year, making her the fifth straight vice president elected from TCNJ. Eight of the last thirteen presidents of LPH have also been TCNJ students; most recently, this position was held by **Tom Hipper** ('07), who is currently earning a master's degree in public health at Johns Hopkins. These individual triumphs complement the entire TCNJ LPH chapter winning the "LPH national chapter of the year" award in 2003, with **TCNJ Professor John Pollock** simultaneously winning "national advisor of the year".

Also presenting at NCA was **C. Garrett DiMarco** ('10) with his paper "Nationwide Newspaper Coverage of

Warrantless Wiretapping in 2008: A Community Structure Approach," co-authored with alumnas **Jenna Durante** ('09) and **Alexis Patten** ('08). DiMarco presented in the Communication Ethics division alongside papers written by graduate students and professors. **Dr. Paul D'Angelo** and **Dr. Yifeng Hu** also presented papers, while **Jaime Riccio** ('10) also attended as an additional student representative from TCNJ.

Said DiMarco: "It was exciting to attend (NCA). Presenting a paper makes all the work you do in class so much more meaningful. It was a great opportunity to meet so many scholars from different schools."

Dr. John C. Pollock, professor, communication studies department chair and supervisor of these papers, all written in one of his communication research methods classes, expressed appreciation for the students: "Although I am proud of all of our student papers, I am especially delighted by those aligned with the interdisciplinary health communication concentration I supervise, along with the interdisciplinary Public Health Communication Club initiated by communication studies students Kristen Kiernicki, **Megan Roe** ('09), **Megan Van Der Stad** ('10) and **Kevin Gilligan** ('09). These cross-disciplinary efforts have encouraged TCNJ students to attend leading graduate programs in public health (Johns Hopkins) and health communication (Penn State, Ohio State, Emerson, George Mason, and the Annenberg School at Penn)."

### ALUMNUS KEEFE TO BE PUBLISHED IN COMMUNICATION EDUCATION JOURNAL

TCNJ alumnus **Brian Keefe** ('08) proves that our students are cut from a different mold. Keefe is in his second year in the master's degree program in Health and Strategic Communication at George Mason University. Less than two years out of TCNJ's undergraduate program, Keefe is about to be published in *Communication Education*. The only master's student involved with the project, Keefe is listed as third author alongside a GMU professor, Melinda Villagran, Ph.D, and GMU Ph.D. candidate Melinda Weathers. Lisa Sparks, Ph.D., of Chapman

University, also contributed to the project. The article will appear in a special edition of *Communication Education*, so the exact publication date is unknown, but it will appear in the first half of 2010.

Keefe's paper describes the role of healthcare providers in educating patients about global warming and climate change. "Global warming is never viewed as a public health issue," said Keefe, "but the repercussions on human health can be great."

### INSIDE THIS ISSUE:

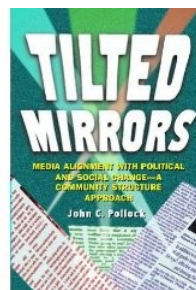
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## FACULTY PROFILE: Dr. Pollock

Known for his mentoring skills and extensive knowledge of graduate schools, Dr. John C. Pollock is undoubtedly one of the most visible professors in the Communication Studies department. Dr. Pollock's research involves health communication, international communication and research methods. Though he served as department chair in Spring and Fall, 2009, Dr. Pollock will take a hiatus from that position in the spring, as he has received a prestigious Fulbright Scholarship to teach and conduct research in Argentina.

Dr. Pollock received his BA in political science from Swarthmore before continuing his education at the Maxwell School at Syracuse University, earning an M.(I)P.A. He then went on to attend Stanford University, receiving his Ph.D. in political science (Comparative Politics—Latin America). In addition to instructing at TCNJ, he has taught at various colleges and universities in multiple states, including Rutgers and the City University of New York (Queens College) and has conducted extensive research in India and Latin America.

While Dr. Pollock has written one book on his groundbreaking "Community Structure Approach" to communication research (*Tilted Mirrors*), he has also authored or co-authored three other books, and published scholarly and professional articles in publications such as the *Journal of Health Communication*,



*Journalism Quarterly*, *Journal of International Communication*, *Mass Communication Review*, as well as *The New York Times*, *The Nation*, *Industry Week* and the *Public Relations Journal*, in addition to serving on four editorial boards — *The Atlantic Journal of Communication*, *Communication Research Reports*, *Journal of Media Sociology* and *Mass Communication & Society*.

A former president of Research & Forecasts, Inc., a public opinion subsidiary of public relations firm Ruder & Finn, Dr. Pollock is the recipient of a Silver Anvil—the "Oscar" of the Public Relations Society of America. He has also appeared on the *TODAY Show* and *Nightline* and has testified before congress on the results of his surveys.

Past chair of The College of New Jersey Marketing Advisory Council and of the Arts & Sciences Curriculum Committee,

Dr. Pollock received the first teaching award for "Mentoring Student Research" presented by The College of New Jersey in February, 2002. He also received the 2003 "Adviser of the Year" award from the National Communication Association for work with TCNJ's chapter of Lambda Pi Eta, the national student communication honor society.

Recently, Dr. Pollock played the leading role helping TCNJ acquire a valuable communication technology collection held in the Sarnoff Library in Princeton. The collection, named after David Sarnoff, a pioneer of radio and television, includes many historical artifacts (The collection will be open in March).

Though Dr. Pollock will be abroad during the Spring, 2010, semester, be sure to sign up for one of his illuminating and exciting classes during 2010-2011.

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JOHN C. POLLOCK,  
PROFESSOR,  
COMMUNICATION  
STUDIES

## SENIOR SPOTLIGHT: Megan Van Der Stad

Once solely a Communication Studies major in the Public and Mass Communication track, Megan Van der Stad '10, discovered a way to incorporate her love of Italian language and culture into passion for communications. Since the College did not offer a degree in Italian, Megan self-designed an Italian major to pursue both areas of study. Now a double major in Italian and Communication Studies, Megan recently returned from a six-month (January 2009 – June 2009) study abroad program in Siena, Italy at L'Università per Stranieri di Siena. "I've returned fluent in Italian and with an in-depth knowledge of the culture."

The ambitious senior has also been active in Lambda Pi Eta, the communication honor society, since her sophomore year, and now serves as the honor society's Vice President. In addition to a leadership position with LPH, Megan is President of the Public Health Communication Club, a group she helped create. "During the fall semester 2008 I worked in an Independent Study with Dr. Pollock as his Public Relations associate to help publicize TCNJ's Health Communication program. This independent

study was an off-shoot of my Public Relations plan from Jake Farbman's PR class during the spring 2008 semester. To put our plan in motion we began a club, The Public Health Communication Club." PHCC has grown to an impressive size, putting together a speaker's series with its first guest, Pulitzer prize-winning author of "Polio: An American Story", Dr. David Oshinsky. It has also begun to implement small-scale health campaigns around campus.

After college, Megan plans on attending graduate school for either public relations or social marketing and health campaigns. "With my passion for public relations and Italian, I hope to one day work for a company in

which I can be both the PR agent and the liaison for international business."



**Above:** Van Der Stad poses by the water in San Diego, site of the 2008 NCA conference. **Below:** Van Der Stad (second from left) stands with Dr. Pollock, Dr. Oshinsky, and other founding members of PHCC at the club's first-ever event, November 2008.



"WE'VE SEEN  
SUBSTANTIAL  
GROWTH IN 2009  
AND MUCH MORE IS  
CERTAINLY TO COME  
IN 2010."  
-DARREN FARINAS,  
WTSR STATION  
MANAGER, ON THE  
STATION'S  
IMPROVEMENTS.

## WTSR MAKING STATION IMPROVEMENTS

TCNJ's campus radio station, WTSR, is in the midst of undergoing changes in order to improve station programming and infrastructure.

From December 15-17<sup>th</sup>, Station Manager **Darren Farinas** ('10), Program Director **Michelle Yzaguirre** ('11), Production Director **John Irizzary** ('10), Assistant Musical Director **Melissa Virzi** ('12), WTSR Staff Member **Chris Dolan** ('13), and WTSR advisor **Kevin Potucek** attended three days of training

on a new automation system, which was put into service on the 17<sup>th</sup>.

WTSR has also completed a reworking of the programming schedule. One-hour talk shows will air from 12-1pm on weekdays. Friday's show will discuss matters related specifically to the School of the Arts and Communication. Additionally, WTSR will start broadcasting a professional produced news hour called "Democracy Now!" from 5-6pm each weekday. Also, the

station hopes to start broadcasting the BBC news at the top of each hour to replace the current news read by students. Three new music shows will feature Hip Hop, Jazz, and Classical music, three genres that have not been covered in some time.

Said Station Manager Farinas: "I'm extremely happy with everybody's hard work at WTSR this year. We've seen substantial growth in 2009 and much more is certainly to come in 2010."



## LAMBDA PI ETA INDUCTS NEW MEMBERS

On Sunday, November 8, Lambda Pi Eta (LPH), the student honor society welcomed 22 new members. A ceremony was held in the Library Auditorium, where president **Danny Giovenco** ('10) not only honored the new inductees, but also praised TCNJ's Alpha Xi Chapter's national acclaim and mentioned the success of LPH members' papers at national conferences.

Family and friends gathered to watch new members take the Lambda Pi Eta Oath. A formal candle-lighting ceremony was held. At the conclusion of the ceremony, inductees were presented with a Lambda Pi Eta

padfolio.

Said Giovenco: "We are proud to welcome new members into our group," he said. "We had a great turnout and the ceremony was a success."

**Amanda Coe** ('11), a new LPH member, expressed her excitement about being inducted. "TCNJ has such a great chapter of such a prestigious honor society. I was thrilled to be inducted and hope that it will help me in future endeavors."

New members include:

**Gabrielle Avitable, Amanda Coe, Michael Coniglio, Melissa DeSantis, Elizabeth**

**Fella, Lauren Gurry, Marquita Harris, Danielle Meeks, Arash Nouri, Emily O'Gorman, Hannah Pagan, Dana Paolillo, Andrew Pietranek, Erin Prendergast, Daniel Quinn, Melissa Ricardo, Sarah Ruane, Ashley Trasser, Marisa Villanueva, Rebecca Vogt, Jacqueline Webb, and Michelle Yzaguirre**



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-DANNY GIOVENCO,  
LAMBDA PI ETA  
PRESIDENT, ON THIS  
FALL'S INDUCTION  
CEREMONY

## DR. D'ANGELO PRESENTS AT POLITICS FORUM

On Thursday, October 22, students and faculty from across disciplines attended a presentation by **Dr. Paul D'Angelo** as part of TCNJ's Politics Forum. His presentation, "Between Iraq and a Hard Place: Exploring Press Autonomy in Coverage of the 2004 Abu Gharaib Prison Scandal" described research D'Angelo collected with the help of three present and former Communication Studies students: **Dana Hermanni** ('08), **Erin Dillon** ('09), and **Kellyn Klapko** ('11).

D'Angelo's dataset examined coverage of the physical mistreatment of U.S. military personnel at the Abu Gharaib prison in the Washington Post from May 1, 2005 to June 8, 2004. During this time period, the scandal was covered heavily in the mainstream press owing to the release of disturbing photographs of prisoners at the prison. When asked why he chose his research topic, D'Angelo said: "On a theoretical level,

I was interested in the extent to which the press merely circulated the Bush Administration's main frame—that the photographed behaviors of prison personnel were isolated acts of 'abuse' by a few rogue soldiers—as opposed to the extent to which the press blended this frame with alternative viewpoints. These alternative viewpoints, if present, would constitute a 'hard place' for the dominant frame—the 'hard place' being a discursive place which demonstrated press autonomy and in which audience members would be encouraged to think twice about, and even contest, the dominant frame."

In D'Angelo's study, the 'hard place' was defined as one in which coverage of the dominant 'abuse' frame was blended with the following elements: (a) explicit descriptions of the photographs and explicit descriptions of acts of mistreatment, both of which would serve to provide common-sense visualizations to the audience that the acts went

beyond mere abuse, (b) descriptions of the Bush Administration's ineffectual efforts to handle the crisis, and (c) descriptions of negative reactions around the world of the U.S. war policy and moral standing.

Results provided compelling evidence that the Washington Post (considered a proxy for U.S. mainstream press) did not merely accept the dominant 'abuse' frame offered by members of the Bush Administration. Rather, the other discursive elements were present to such an extent that the way the press contextualized, or framed, the abuse frame, showed a medium-to-high degree of autonomy from the Administration's inherent power to control the frame.

D'Angelo finds his results encouraging. "I see this is a positive outcome," he said, "for press autonomy in matters of public importance is desirable for democracy to function properly."

## PHCC: GOING DOWN? USE A CONDOM.

Oral sex is typically a taboo subject. In college, it happens frequently, but no one seems to discuss it. And, while many students practice safe sex, the concept of safe *oral* sex is unfamiliar. Use a condom or dental dam when “going down” on someone? Does anyone actually do that?

In Fall 2007, three students noticed this problem and decided to act. As part of their coursework for Dr. Pollock’s COM403: Health Communication Campaigns, alumnus **Mark Barkiewicz** (’08) and students **Truc- Lan Vu** (’10) and **Stephanie Haar** (’10) developed a possible health campaign encouraging students to use some sort of barrier when performing oral sex. PHCC put elements of their plan into action this semester.

On December 2, PHCC distributed condoms and dental dams. Condoms were taped to papers with facts about orally transmit-



Senior Meredith Burke takes a condom and other information from PHCC’s table.

ted STDs (originally collected by Vu, Barkiewicz and Haar). A brochure also modeled after the original campaign project was also available for students seeking more information.

Both condoms and dental dams were developed by Planned Parenthood. While the original plan was to just distribute condoms, Planned Parenthood suggested dental dams should also be available, as oral sex works both

Communication Studies major **Caitlin Coyle** (’10) said the event was a great idea because it provided information to students on a subject they normally would not think twice about. “I never knew what a dental dam was, so that was interesting,” she said. “And, who doesn’t love free condoms?”

Given the success of Safe Oral Sex day, PHCC plans to implement other campaigns from 403 on campus.

“WHO DOESN’T  
LOVE FREE  
CONDOMS?”

- **CAITLIN COYLE**,  
SENIOR  
COMMUNICATION  
STUDIES MAJOR,  
ON PHCC’S SAFE  
ORAL SEX DAY

## ALUMNUS O’GRADY, METHODS CLASS “BUMMING AROUND”

Plans are in the works for TCNJ Alumnus and former Communication Studies major, **Sean O’Grady** (’04) to visit twenty-five cities nationwide in an immersion journalism experiment designed to capture a snapshot of America’s attitudes toward panhandling. O’Grady is leading the Bumming Around Project, which consists of the immersion experiment as well as qualitative and quantitative research, personal interviews, and online surveys. He plans on creating a documentary as well as a subsequent book with the information he finds.

The immersion experiment will tentatively consist of three diverse journalists (one Caucasian, one African American, and one Hispanic) who will visit twenty-five American cities by car over the course of one month. The journalist team will live out of their vehicle with little access to showers, beds, or changes of clothes. In each city the three journalists will enact a six-hour panhandling experiment while the cameras roll – capturing the team’s actions and interactions with residents. All funds that are received during the immersion journalism experiment will be donated to charity.

Throughout the fall semester, Dr. Pollock’s COM 390 course, Methods of Communication Research and Analysis, worked diligently on research projects relating to panhandling. Many students in the class researched how the media in each of the cities O’Grady will be visiting portray panhandling. The information the students have found will be used in O’Grady’s documentary and book.

For more information on the Bumming Around Project please visit: [bummingaroundproject.com](http://bummingaroundproject.com)

## CHICA BOUND FOR EGYPT ON INTERNATIONAL SCHOLARSHIP

**Carolina Chica** ('12) will spend the spring 2010 semester at the American University of Cairo, studying under an increasingly competitive federal scholarship program.

Chica, who is working to complete a double major in Communication Studies and Women & Gender Studies as

an Equal Opportunity Fund student, has received a \$5,000 study grant as part of the Benjamin Gilman International Scholarship. She is one of 900 American undergraduates selected by regional and national scholarly panels to receive the grant, which is awarded by the Institute of International Education.

Chica has cited her interests in Islamic culture, women studies and refugee studies as factors in her decision to study in Cairo. "By going to Egypt I hope to gain insight on a different culture other than my own, especially on how women are treated in this country," she said.

## COMMUNICATION STUDIES CLUB REVIVED

While the Communication Studies department has clubs catering to specific interests (WTSR, LTV), and an honor society which provides service to the department, no club afforded freshman and sophomores the opportunity to give back to the department—until now.

This semester, the Communication Studies Club (CSC) was resurrected so that students not eligible for Lambda Pi Eta could still be involved in de-

partment events. As such, CSC was designed to be a sister club to LPH, helping with events and projects (though CSC will also hold some of its own events). Additionally, CSC kids will have more motivation to attend LPH events, increasing visibility for the honor society.

In the past, people would join CSC, only to leave when inducted into LPH. By meshing both clubs, this problem is eliminated.

"I feel that by bringing back CSC

we are making the department more cohesive," said **Kristen Kiernicki** ('09 December), student advisor to CSC for the fall semester.

**Jaime Riccio** ('10) who also helped start up CSC and will take over for Kiernicki in the spring said: "We have a lot of great stuff planned this semester, from field trips to fundraisers. You'll definitely be hearing a lot more from the Comm. Studies Club as time goes on."

## PHCC HOSTS SUPERSTAR ALUMNI FOR DISCUSSION ON PUBLIC HEALTH

The Public Health Communication club hosted its third lecture in the PHCC speaker series this semester to discuss the field of public health. The lecture took place on November 12<sup>th</sup>, 2009 in the Science Complex lecture hall. Jean Lutkenhouse Brechman ('05), now a PhD candidate at the The Annenberg School for Communication, and Tom Hipper ('07), now a graduate student and research assistant at Johns Hopkins School of Public Health, came to discuss hot topics in public health, possible public health job opportunities, areas of research,

and why it is a growing field.

In addition, Brechman and Hipper discussed their personal experiences in the field. Brechman, studying public health communication, brought in examples of the work she's done while at Annenberg. Her work included a mini-series that runs in African Countries to educate the people about safe sexual habits. Hipper discussed in particular the differences between public health and health communication and the possible jobs available in each sector. Hipper hopes to work in the field of public health, and possibly one day become an edu-

cator.

The Public Health Communication Club was thrilled to have the ex- alumni come to talk. "We are very fortunate to have Hipper and Brechman with us tonight, and we hope to have many more speakers like them in the future" said Megan Van Der Stad, President of the PHCC. The Public Health Communication Club is planning to have a speaker come next semester from Planned Parenthood to discuss birth control methods and safe-sex practices.

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-CAROLINA CHICA,  
( '12), ON HER  
SPRING 2010  
SEMESTER IN  
EGYPT

## CLUB UPDATES



### WTZR

WTZR has continued to grow at a rapid pace over the past semester. As of October 2009 over 100 students and community volunteers were involved in our operations and programming. We have continued to emerge as a key player in the local and underground music scene. For this we were nominated and mentioned by The College Music Journal in October for the category "Most Supportive of the Local Music Scene". Monthly concerts have been hosted by WTZR on a monthly basis, and our final concert established a co-sponsorship with The College Union Board to bring some of the best WTZR music to the Rat!

Next semester WTZR is planning some major events, so keep an eye out for more information!

Also, we're always looking for further involvement, so if you are interested in joining WTZR send an e-mail to [wtsr@tcnj.edu](mailto:wtsr@tcnj.edu).

### Communication Studies Club

Since the Communication Studies Club is in its infancy, we have yet to hold any events. However, plans are being made for second semester.

CSC will be helping plan and staff an Alumni Day in February. Alumni will be invited for a luncheon, followed by tours of new facilities and presentations of student work. Additionally, we will try to start a film series,

organized by **Nathan Fuller** ('11). A possible trip to the Museum of Radio and Television in NYC is in planning stages, as well as possible visits to public relations firms.

### Lambda Pi Eta

Lambda Pi Eta continued with many of the usual events for this semester. In September, a social was held to introduce faculty to new students. A résumé workshop, conducted by **Adjunct Professor Jacob Farbman**, was held in October, allowing all students to learn valuable tips for résumés, cover letters, and interviews. In November, twenty-two new members were inducted into LPH.

Next semester, LPH will hold an internship panel, the annual Career Night, spring inductions, and a graduate school day. LPH members will also assist CSC members with the planning of Alumni Day.

Communication Studies department t-shirts are currently being designed, so be on the lookout for a way to express your Communication Studies pride!

### Public Health Communication Club

This semester, PHCC continued with its goal of spreading awareness of the field of public health and encouraging healthy behavior. PHCC was busy with two main projects—the speaker series and safe oral sex week. Both are detailed in articles in this newsletter!



For next semester, PHCC is planning to implement another health campaign,

most likely related to safe sun and tanning. We are also thinking of doing something at the beginning of the semester for flu prevention. In addition, another speaker will come to visit TCNJ, so check back to find out who it is!

### Lions Television

LTV is looking to continue bringing great entertainment to the campus community through its popular shows like "The



Early Late Show" and "Lions Now," TCNJ's campus news-source. With the recent

revamping of its executive board, LTV is preparing for a great semester. New positions include: **Jenna Bush** ('11) – President; **Kevin Malcolm** ('12) – Vice President; **Dominica Zhu** ('12) – Treasurer; **Marquita Harris** ('11) – Secretary; **Andrew Pietranek** ('11) – Technical Coordinator; **Becky Voght** ('11) – Marketing; and **Natalie Steele** ('13) – Historian

Along with everyone's favorites, LTV E-board member Andrew Pietranek hints, "Keep an eye peeled for some LTV classics that we might be bringing back." Does this mean more "At the Movies?" ...Maybe! Also look out for LTV at the upcoming Alumni Day on February 28<sup>th</sup>. "We might have a little something planned to put on the air."

As always, LTV invites TCNJ students to come and be a part of the fun. They are always looking for crew and talent to come out and represent the College. Email your interests to [ltv@tcnj.edu](mailto:ltv@tcnj.edu).

"I FEEL THAT BY BRINGING BACK (THE COMMUNICATION STUDIES CLUB), WE ARE MAKING THE DEPARTMENT MORE COHESIVE.."

-KRISTEN KIERNICKI, STUDENT ADVISOR TO CSC FOR THE FALL SEMESTER



## DR. HU WELCOMES BABY BOY

On July 20, 2009, Assistant Professor **Dr. Yifeng Hu** gave birth to a baby boy, Bryan Youze Zhau (赵友泽).

Since Bryan was born in 2009, the year of the bull, Dr. Hu and her husband chose his name because it means "strong." Bryan's Chinese name has multiple meanings, one of which means born in New Jersey!

Bryan Zhau was born weighing in at 7lb, 13 oz. But, at just four months old, Bryan weighed 16lb, 2 oz. According to Dr. Hu, Bryan is a very strong boy and lives up to his name.

Dr. Hu commented on her life with Bryan, explaining that she has learned a great deal from her experiences as a mother. "Motherhood helped me grow me," she said.



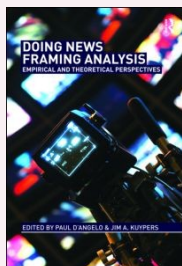
The Communication Studies department would like to extend congratulations to Dr. Hu and her husband for the birth of their first child!

**Above:**

Dr. Hu poses with baby Bryan during his first major snowstorm and five month birthday, December 20.

## IN OTHER NEWS...

**Dr. Paul D'Angelo** just had a book published by Routledge. Co-authored with Virginia Tech Professor Dr. Jim A. Kuypers, the book is called "Doing News Framing Analysis: Empirical and Theoretical Perspectives." According to Routledge's description, this book presents original, 'big picture' articles about news framing.



**Dr. Gary Woodward** recently offered comments to CNN.com about Obama's new role as "consoler in chief." As a wartime president, Obama must take on the delicate task of consoling the families of soldiers killed in combat, and defending lost lives in terms of broad perspective.

Dr. Woodward's textbook, "Persuasion and Influence in American Life" (co-authored with Robert E. Denton, Jr.), which is used in all sections of COM 310, has recently gone into a second printing of the sixth edition. This college level persuasion text is used by approximately 100 universities and colleges in 27 states.

**Dr. Susan Ryan** delivered a paper on labor conditions in reality television, "Is there a future in reality?" at the Rethinking Marxism conference at the University of Massachusetts in November.

**Nick Donnoli** ('10) and **Rob Liedtka** ('10) will premiere their documentary, "Giving Green," at the Princeton Environmental Film Festival in January. The film was produced as part of the Documentary Production class last spring.

**Dr. Yifeng Hu** will have three new articles published in communication journals in 2010:

Hu, Y. & Sundar, S.S. (2010). Effects of online health sources on credibility and behavioral intentions. *Communication Research*, 37(1).

Hu, Y. & Haake, J.M. (2010). Search your way to an accurate diagnosis: Predictors of internet-based diagnosis accuracy. *Atlantic Journal of Communication*, 18.

Hu, Y. (2010). Creating a learning community: Social and educational benefits of using Facebook in a mixed-major college classroom. *Electronic Journal of Communication*, 20.

The second article results from research conducted by Dr. Hu and TCNJ Alumna **Jessica Haake** ('09).

The College of New Jersey



Communication Studies

"A National Leader in  
Student-Faculty  
Engagement"

If you are interested in contributing to the newsletter or have any suggestions, please contact Lambda Pi Eta at:

[lbmdapi.tcnj@gmail.com](mailto:lbmdapi.tcnj@gmail.com).