

School of Communication and Multimedia Studies

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School of Communication & Multimedia Studies Florida Atlantic University

IN THIS ISSUE

Welcome

Dr. David Williams Interim Chair and Professor

We are glad that you are taking a few minutes to explore the website of the School of Communication and Multimedia Studies (SCMS), and it is my distinct pleasure to welcome you to the School of Communication and Multimedia Studies! The SCMS is a vibrant hub within the Dorothy F. Schmidt College of Arts and Letters. With an internationally known and award-winning faculty, the School provides opportunities for study for those interested in a wide array of human communicative activities, ranging from face-to-face human interactions to mediated communication to computer animation.

As one of Florida Atlantic University's largest and most dynamic program areas, The School of Communication and Multimedia Studies offers two distinct yet aligned baccalaureate degree programs with over 1,200 majors, a Masters of Arts in Communication Studies, and a Masters of Fine Arts in Media, Technology, and Entertainment. The larger of the two B.A. degrees, with over 800 majors, is Communication Studies. The Multimedia Studies degree program allows students to concentrate either in Film, Video, and New Media or in Multimedia Journalism. Undergraduate coursework may be divided

between FAU's main campus in Boca Raton and our Davie campus; the M.A. program is located primarily on the Boca Raton campus, and the M.F.A. program is housed on the Davie campus.

In addition to their coursework, students in the SCMS become involved with many aspects of co-curricular life at FAU. From public debates and Speakers' Corner events, to participation in FAU's Agora Project promoting understanding, tolerance, and civility in public discourse, to film festivals and exhibitions, to student clubs such as the Film Clubs and Zeta Iota (the FAU chapter of the national communication honorary society Lambda Pi Eta), Many of these co-curricular activities fall under the umbrella of the SCMS's commitment to the American Democracy Project, a national initiative promoted by the American Association of State Colleges and Universities in cooperation with The New York Times that is dedicated to the reinvigoration of citizenship and civic engagement among students in public colleges and universities.. The Communication Studies B.A. is built around issues of communication and civic life.



Student Accomplishments & Stories

A look back on SCMS student accomplishments and Alumni updates

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SCMS Newsletter Credits:

Faculty Advisor: Dr. David Cratis Williams

Editor: Kaitlin Graves

Writing Contributions: Kaitlin Graves and Michelle Trujillo

Student Accomplishments

SCMS Senior Sonja Smith presented at the poster session at the FCA conference at the Florida Communication Association Conference for her paper "The World Needs a Hero" in October.

Smith's paper focuses on the story of Pfc. Jessica Lynch and examines the ways Lynch was framed as hero as well as the reasons why the United States needed a hero like Lynch to gain approval of the Iraq War.

Sample of Abstract:

The United States invaded Iraq on March 19, 2003 to disarm Iraq's



resident Saddam Hussein of Weapons of Mass Destruction (WMD) and to free the Iraqi people.

Jessica Lynch is singled out as an American hero during the Iraq war yet when comparing Lynch to other American heroes there is a noticeable difference – her face. Pfc. Lynch was transformed into an American hero almost overnight and rehabilitated the public's approval for the President and the Iraqi war. By focusing on the story of Lynch's capture by Iraqi militants and subsequent rescue by US Special Forces, it is clear Lynch was part of an integrated government propaganda campaign to sway public opinion in favor of the war in Iraq. But before we can fully understand Pfc. Lynch story, it is important to understand the purpose of a hero during wartime and when one is essential to the war effort.

Alum Stories



Eileen Hammond graduated summa cum laude from the FAU SCMS in December 2013, and just started her first year of a combined MA/PhD program in Communication Studies at the University of North Carolina at Chapel Hill. She is taking courses in

communication theory, feminist theory, and Kenneth Burke. She is also working as a teaching assistant and currently assists with Interpersonal Communication and Public Speaking classes. Eileen hopes to complete her PhD in 2019, and then would love to study and teach communication at a research university. Maybe she will get lucky and land a spot back at FAU!

RECENT EVENTS



**Don't raise your
voice,
Improve your
argument**

FAST FACTS

96%

University of Phoenix revealed that 96% of executives ranked communication and interpersonal skills as the most valuable traits for employees.

53%

53% of employees lost work time worrying about the incidence of uncivil behavior and future interactions with the offender. Survey conducted by Pearson.

FOR MORE INFORMATION

Website: www.fau.edu/agora

Email: wtrapan1@fau.edu



FAU Welcomes The British Female Debate Team

On October 13th, the Agora Project hosted members from the Women's British Debate team. The debate was held against two of our Graduate Teaching Assistants Kayleigh Howald and Volrick Higgs. The topic of the evening was The Right To Be Forgotten.

The British team has been on a tour of the United States which included debates in Arizona, Texas, Florida, Louisiana and Maryland.

The debate sought to answer the questions: How much should we be able to find out about our neighbors and fellow citizens? Should there be limits to the rights of the press?

SCMS Graduate Students argued for the Right to be Forgotten within the context as the internet while the British Debate Team's stance was in the opposition.

In ancient times the "agora" was the place citizens would gather to discuss matters of their shared civic life. The agora was the vibrant center of the city; a place where political issues of the day were debated, goods were marketed, scientific theories were exchanged, crowds were entertained by musicians or theatrical productions, and the community came together to socialize and share their lives with one another

Among those in attendance was the Dean of Dorothy F. Schmidt College of Arts & Letters Dr. Heather Coltman.

Both teams defended their beliefs how to balance privacy rights versus the public's right to know.



Alum Stories



Since graduating from FAU, Marshall Sklar has been operating a residential real estate brokerage Florida's Best Reality Services Inc. The company has grown to employ over 45 employees and has ranked amongst the top volume brokerages in all of South Florida in 2011, 2012, 2013, and likely in 2014.

The company is broken into three divisions. 1. Residential sales and rentals 2. Student Housing and 3. auction sales.

The entire business has grown consistently since opening in 2005 immediately after Sklar graduated from FAU. Sklar says, "My degree is in communications and I can certainly say that I communicate with many clients on a daily basis. Most importantly, being an owl-alum helps build confidence in our local clients who know that we are also a home-grown business that is managed and owned by FAU grads".

Meet the Faculty

Stephen Heidt joined the School of Communication and Multimedia Studies for the 2014-2015 academic year. Dr. Heidt's research and teaching interests include contemporary rhetorical theory, the analysis of American and international public address, and the role of political rhetoric in international affairs.

His dissertation, "The Mobile Savage: Presidential Peace Discourse and the Perpetuation of War," identifies and explains the rhetorical strategies presidents engage at the end of war to remedy the problem created by the production and circulation of savage depictions of the enemy.

By analyzing presidential rhetoric at the conclusion of war, his research demonstrates how presidential discourse facilitates the closure of war, while also rearticulating the terminology that makes war a continuous possibility.

More generally, he is interested in the constitutive dynamics of the circulation of presidential rhetoric, the rhetorical dimensions of U.S. foreign policy, and rhetorics of war and peace, with special interest on the Cold War and post-Cold War areas.



He teaches courses in rhetorical theory, criticism, public address, and argumentation

To Donate Contact

As the year winds down, please consider making a tax-deductible gift to our Foundation account. There are two ways in which to make a contribution. You may do this online: from the FAU homepage, click on "Alumni and Community" and then on "Give to FAU." On the screen that then appears, write in the amount you wish to contribute, then click from the drop-down menu for Designation "Other." In the "Other" box that will appear, write the SCMS Foundation account number, HUM 175. Your contribution should then go directly into the SCMS account. You may also mail a check to the Foundation, indicating that it is a gift to SCMS and should be deposited in HUM 175. Gifts made by check (payable to FAU Foundation, Inc.) should be mailed to: FAU Foundation, Inc., 777 Glades Road, ADM 295, Boca Raton, FL, 33431. Please indicate gift designation "HUM 175" on memo line. Any and all support is greatly appreciated.

Telluride Film Festival Student Symposium

Multimedia Studies major and Honors candidate Michelle Trujillo Reports

When I found out that I was going to the Telluride Film Festival Student Symposium, I was ecstatic, but I did not understand how lucky I was then. To begin with, Colorado is such a beautiful state. It is impossible not to be in awe of it and its mountains during the journey from Denver to Telluride. Telluride itself is like a little bubble of life in between these mountains. To be there during the festival is to exist in a dream state or in a hyperreality. An unreal amount of energy becomes concentrated into five short days, during which we lived and breathed film.

We attended so many screenings and premieres that it is hard to even keep track of them all now that it is over. Professors Linda Williams, a scholar so influential to my thinking and writing about film, and Howie Movshovitz led us in discussion on most mornings about the films that we had seen and on the filmmakers that we were about to meet. It was a personally wonderful experience because it put me in the path of about 53 other young filmmakers as well as many accomplished filmmakers with movies in the festival. It was a big deal to be around the other film students and college filmmakers like myself.

NEXT ISSUE



FAU at NCA

A recap of SCMS's involvement with the National Communication Association Annual Conference in Chicago.



University Press

Professor Neil Santinello's involvement with FAU's University Press paper and new Graduate Assistant.



Censored 2014

Students and Faculty contributions to Censored 2014 publication.



Michelle (second from right) with a few of the students in the Symposium

FAU at FCA



The SCMS department was very active in this year's Florida Communication Association (FCA) conference held October 10-12th in Orlando, Florida. Held every year FCA is a fantastic way for students at both undergraduate and graduate levels to submit and present their works in a conference setting.

Faculty member Dr. Laura Winn was the educational liaison for this year's FCA Conference. SCMS Senior Sonja Smith presented the poster session on her paper titled *The World Needs a Hero*. Among the sessions held at the events included: The Discourse of Cross- Cultural Competence, Communication Trends: Media as a Universal Language and Communication Pedagogy: Building Classroom Culture.

Assistant professor Dr. William Trapani introduced our Interim Department Chair and Professor Dr. David Cratis Williams as the Keynote speaker for the event.

Several SCMS graduate students were also in attendance for the FCA Conference. First semester Graduate Teaching Assistant Jay Seibold called the experience, "A great way to interact with other academics in the field and a beneficial resource to formulate thesis ideas".

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Current Graduate Students



Jay Seibold is a first year Graduate Teaching assistant and Graduate student. This semester he assists in Film Appreciation and Introduction to Multimedia Studies. Jay received his Associates Degree from Cape Cod Community College and Bachelors degree from Cornell University. After graduating he plans on traveling the world while teaching in the communication field.

Call for Contact Information:

Do you have contact information for any SCMS Alums who would be interested in receiving our newsletter? If so please email the information to scms@fau.edu.