

North Carolina State University
The Wolfpack
Communicator

MAY 2004

A publication of the North Carolina State University Department of Communication

Professors Recognized Nationally for Outstanding Research at NC State

Contributed by Dr. Kelly Albada and Dr. Deanna Dannels

**Mass
Communication**

Theater

**Public and
Interpersonal**

**Public Relations/
Organizational
Communication**

Speech Disorders

Dr. Kelly Albada is working on an extension of a theory that she developed with some coauthors called, The Interaction Appearance Theory. In their original work, they determined that romantic partners' perceptions of each other's physical attractiveness increased following positive interaction and decreased following negative interaction. Although intuitive findings, previous research had consistently treated physical attractiveness perceptions as static rather than fluid. In a follow up study, she is trying to explain the why behind the findings. To do so, she is looking at the role of relationship enhancing attributions. These are cognitive explanations for behavior that allow us to maintain a positive image of the partner and relationship. Preliminary findings indicate that they are particularly important following negative interaction, as those people who fail to produce them reported that they were less attracted to, satisfied with, and committed to their partner. Also, people who are less satisfied with their relationships to begin with were less likely to make these types of attributions following both positive and negative interactions. That is, they don't give their partners credit for positive behaviors but they blame their partners for negative behaviors. So, it indicates a vicious cycle. One might surmise, then, that for these relationships to survive or to become more satisfying a cognitive adjustment is necessary, and perhaps, skill development in the area of conflict resolution is required (thought this aspect is beyond the scope of the current study). Theoretically, the findings suggest that perceptions of a partner's physical attractiveness are important even in long-term relationships. It may be simply that, when positive, these perceptions create generalized positive feelings, and this positively exerts a bias on how we evaluate our interactions with that person and feel about our relationship as a whole, which ultimately increases the likelihood that we will stay in the relationship.

Dr. Deanna Dannels' research explores theoretical frameworks for communication across the curriculum and protocols for implementing and assessing communication within the disciplines. Specifically, she explores the ways in which different disciplines value, teach, and assess communication events. Her purpose in this research agenda is twofold--first, to help lay a theoretical foundation for communication across the curriculum that is currently underdeveloped; and second, to generate empirical research from the disciplines that practitioners can use as they teach and learn communication. For example, in her research in the discipline of engineering, she has explored what it means to speak like an engineer and identified (based on six years of qualitative data) five skills that are important aspects of speaking well in that community. She is currently working in the discipline of design--focusing on the "critique" as a communication event and the particular features of the critique that make it such a focal point in learning the profession of design.

Dr. Dannels has published in the fields of communication, composition, education, and technical communication. She is currently the Guest Editor of a special issue of Communication Education titled: "Oral Communication Genres in Disciplinary Discourse Communities: Communication Across the Curriculum and in the Disciplines" that will be published in fall, 2005. She serves on two editorial boards for national journals and is the current Chair of the National Communication Association's Scholarship of Teaching and Learning Series. Dr. Dannels currently teaches: COM 585 (Teaching College Communication), COM 542 (Qualitative Research Methods), COM 202 (Small Group Communication), and COM 442 (Conflict Management).

***A special CONGRATULATIONS goes out to these two professors, who recently have been promoted to the rank of Associate Professor with permanent tenure!**

Inside this issue:

Feature
Articles.....1

Faculty
News2

Graduation
2004.....3

Calendar &
Student Organization
Updates....4

MAY 2004

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2 LPE's Induction/ Senior Ceremony 3:00 p.m. Caldwell Lounge	3	4	5	6	7	8
9 <i>Mother's Day</i>	10	11	12	13	14	15 <i>Spring Commencement Ceremonies</i>
16	17	18	19	20	21	22
23/30 <i>Memorial Day (30)</i>	24/31 <i>Memorial Day Observed (31)</i>	25	26	27	28	29

Student Organization Updates

Lambda Pi Eta will hold their Induction and Senior Recognition Ceremony on May 2, at 3:00 p.m. in Caldwell Lounge. In addition, Lambda Pi Eta would like to thank everyone who supported CommUnion, it was a great success!

You are educated. Your certification is in your degree. You may think of it as the ticket to the good life. Let me ask you to think of an alternative. Think of it as your ticket to change the world.

~Tom Brokaw

The Wolfpack Communicator

Editor in Chief.....Amanda Faulk

Faculty Advisor....Dr. Kiwanuka-Tondo

If you have published or are currently working on research that you would like featured in *The Wolfpack Communicator*, please contact Amanda Faulk at 919-858-9441 or email: abfaulk@unity.ncsu.edu.



Faculty News

- **Dr. Jessica Jameson** will be presenting a paper co-authored with graduate student Jeanne Johnson: "Bridging dispute system design theory and practice: The case of unity hospital" at the annual meeting of the International Association for Conflict Management, June 6-9, 2004, Pittsburgh, Pennsylvania.
- **Dr. James Kiwanuka-Tondo** was awarded the Faculty Research and Development Program (FRPD) grant from CHASS and will go to Kenya to continue his research on AIDS organizations and campaigns this summer. The title of his project is: "Analysis of Public Policy and AIDS Organizations in Kenya."
- **Mrs. Sandy Stallings** Community Response Speeches are a new component of Stallings' COM 110 course, which consist of students researching and responding to various community related problems. This semester as a result of their Community Response speeches, Stallings' students: (1) Collected non-perishable food items and clothing for the Salvation Army, (2) Picked up trash along 440 for "Keep America Beautiful", and (3) Picked up trash along the Neuse River for "Keep America Beautiful."
- **Dr. Juliette Storr** presented the paper "Entertainment-Education and HIV/AIDS: A Case Study of the HIV/AIDS Public Information/Education Campaigns in the Caribbean," at the Entertainment Education and the Global Africa Experience Conference, April 15-17, 2004, at Ohio University.

Also, a book chapter entitled, "Public Relations in the Caribbean: A Case Study of the HIV/AIDS Public Information/Education Campaigns in the Bahamas," will be published Fall 2004 in the second edition of Judy VanSlyke Turk and Linda Scanlan's (eds.), *Case Studies in International Public Relations*.

- **Dr. Kenneth Zagacki** recently published an essay in the *Journal of Rhetoric & Public Affairs*, entitled, "Rhetoric, Dialogue, and Performance in Nelson Mandela's "Televised Address on the Assassination of Chris Hani." The essay examines a famous speech Nelson Mandela delivered in 1993 after the assassination of Chris Hani, a prominent black dissident. It shows how Mandela's speech moved beyond identity politics and redefined the murder as a moment of political and dialogic change at a crucial time in South Africa's move toward democracy.

What lies behind us and what lies before us are tiny matters compared to what lies within us.

~Ralph Waldo Emerson

Congratulations to the Graduating Senior

On Saturday, May 15, 167 seniors in the Department of Communication will graduate; 53 with a concentration in Public and Interpersonal, 27 in Communication Disorders, 47 in Communication Media, 37 in Public Relations, and 3 with a concentration in Theatre. These seniors will now have to make some difficult decisions about whether to apply to graduate school or seeking a job. Whatever path they choose, we wish them the best of luck in their future endeavors. Following is a sampling of May 2004 graduates' plans for the future:

- **Betsy Banister** will be traveling through Western Europe for a month.
- **Melissa Fahle** will be moving to Winston Salem to work as a Claims Representative for Progressive Insurance.
- **Stephanie Lee** is going to Cuenavaca, Mexico with Study Aboard for about 1 month. Then she will be coming back to the Triangle area to find a job.
- **Meghan Landwehr** is moving to Prague to teach English for a few years and backpack through Europe.
- **Lisa Payerle** is going to Charlotte to work in the Syndication Department at Jefferson Pilot Communications.
- **Elizabeth Snider** will be working as the Sales and Marketing Account Manager for Prime Time Promos.

Graduation Details



WHEN: Saturday, May 15, 2004

WHERE: Raleigh Civic and Convention Center (Located on Lenoir Street, between Salisbury and Wilmington Streets in downtown Raleigh)

TIME: Graduation Ceremony will be at 1:30 p.m. Graduates should arrive at 12:45 to line up.

GUESTS: No limit on number of guests.

CAP AND GOWN: Available at the NCSU Bookstore on the following dates and times:

Thursday and Friday	April 29-30	8:00 a.m. – 6:00 p.m.
Monday – Friday	May 3 – 7	8:00 a.m. – 6:00 p.m.
Monday – Friday	May 10 – 14	8:00 a.m. – 6:00 p.m.
Saturday	May 1, 8, & 15	10:00 a.m.-3:00 p.m.

ANNOUNCEMENTS: may be obtained any time at the NCSU Bookstore. Personalized graduation announcement invitations must be preordered; you may order on-line at www.cbgrad.com or come to the NCSU Bookstores Catalyst Department for an order form.

DIPLOMA FRAMES: Available now at the Bookstore in the gift area.

RINGS: Companies available every other week at the Bookstore.