



February 2005

A publication of the North Carolina State University Department of Communication

Mass  
Communication

Theatre

Public and  
Interpersonal

Public Relations/  
Organizational  
Communication

Communication  
Disorders

Inside this issue:

Feature  
Articles.....1/6

Faculty News &  
Research.....2

Student  
Organizations....3

CommUnion....4

Student News....5

Calendar.....7

### CHASS Raises Bar in Education

The Communication and English Departments are offering a new doctoral program in Communication, Rhetoric and Digital Media (CRDM). This program brings a new approach to upper level communication degrees by combining the strengths of the English and Communication departments. According to Dr. Victoria Gallagher, the goals of the program are to teach students to bring technology into the classroom without letting it replace teaching.

The focus of the program is on teaching oral, written and visual media while maintaining the human interaction that teaching involves. Graduates of the program will most likely go into teaching writing and communication at leading universities bringing with them strong technical skills. Students may also work in industry and government doing research and analyzing current uses of communication within those organizations.

The curriculum will have a strong foundation in theory and will look at how to expand and reapply existing theory. Students will also look at how technology impacts humans, especially students in the classroom. As with many upper level programs, CRDM will have strong roots in research. Understanding existing theories will help students to find new uses for old theories as well as conduct research to form their own.

*Continued on page 6*

### For Larson, Third Time's a Charm

Each semester, the graduating seniors in the Communication Department are asked to select an outstanding professor, one who they believe has prepared them best for leaving the classroom and entering the working world. Since gracing "The Swamp" of Gator Country, University of Florida Alumnus Bob Larson made a home in Wolfpack territory.

Elected as the Outstanding Professor three out of the last four semesters by the graduating seniors. He commended his colleagues for being a terrific bunch and noted that being honored three out of four semesters among them is remarkable.

Larson holds three degrees, a journalism degree from Rutgers University, a degree in Business Administration from the University of South Florida in Tampa and a Master of Communication from the University of Florida.

*Continued on page 6*

## Faculty News



-**Dr. Ken Zagacki and Dr. Vicki Gallagher** are presenting a paper in April at the annual meeting of the Southern Communication Association entitled *Museums and the Recreation of History: A Rhetorical Analysis of 'Titanic: The Artifact Exhibit.'* The exhibit was displayed last year at the North Carolina Museum of Natural Science during its worldwide tour. The paper examines the ways in which the exhibit promoted a mythical understanding of the Titanic disaster and the implications of such exhibits for the future of public science museums.

-**Sandy Stallings** presented a workshop to the NC Senior Games Ambassadors entitled "4 Steps to Public Speaking Finesse" on January 12. The North Carolina counties make presentations to community groups hoping to recruit participants, volunteers, and sponsors.

-**Dr. Steve Wiley's** paper entitled "Spatial Materialism: Grossberg's Deleuzean Cultural Studies," will be published in an upcoming issue of the journal *Cultural Studies*.

-**Robert Entman** presented new research on "The Media's Place in the Denial of Race" at conferences in Bellagio, Italy and at the University of Pennsylvania during the Fall semester. He also presented a talk on political communication research at Leeds University (United Kingdom) and served on an evaluation committee for the Swiss National Science Foundation in Bern. In February he will give several presentations during two days as a guest lecturer at Middle Tennessee State University. During the Fall semester, the Aspen Institute also published two conference reports he wrote, one on *American Media and the Quality of Voter Information*, the other on *Spectrum and Network Policy for Next Generation Telecommunications*.

-**Dr. James Kiwanuka-Tondo** won the Scholarly Project Award grant worth \$4,000. Dr. Kiwanuka-Tondo shall travel to Tanzania in the summer of 2005 to do a research project titled: *The HIV/AIDS Intervention Programs in East Africa: An inventory of HIV/AIDS organizations, public policy and strategies in Tanzania*.

-**John T. "Jack" Hall**, Lecturer in public speaking, advanced acting and introduction to theatre, presented oral argument in a criminal appeal to the Supreme Court of North Carolina in November. He had just finished starring in Raleigh Little Theatre's October production of the comedy, "You Can't Take It With You." Jack will be portraying the fictional psychiatrist Dr. Wm. R. Chumley in "Harvey" at Theatre in the Park in March.

-**Dr. Kelly Albada** is welcoming her new baby. Ariana Kathleen Lauren was born on November 13, 2004. Dr. Albada said, "Her big sister Sofie is enjoying her little sister immensely and only tries to sit on her once in a while!" Congratulations to Dr. Albada and her family!

*"Communication works for those who work at it."*

~John Powell



## Student Organizations Updates

### *Lambda Pi Eta*

The fall 2004 Senior Recognition and New Member Induction Ceremony was held December 5, 2004. The ceremony celebrated the graduation of senior LPE members as well as two senior officer's Caroline Dion, LPE Secretary, and Jo-Anne Chase, CommUnion Coordinator. The ceremony celebrated the induction of new members and four new officers. New officer inductions included Donovan Corneetz, Publicity Chair, Erin Mack, CommUnion Coordinator, Kelli Luckadoo, Secretary and Scott Sherrill, webmaster. A wonderful turnout of family and friends were present to support the graduation of senior members and the induction of new members.

*Graduating Seniors recognized with Honor and Service Cords:  
Katie Bowman, Jo-Anne Chase, Katherine Davis, Caroline Dion,  
Allsion Hauser, Erin Minor and Kim Vershave.*

Lambda Pi Eta enters the Spring semester as one of the largest LPE chapters in the nation and boasts a strong officer staff of eight. The next few months will be filled with opportunities for LPE members to be involved with the community building relationships and networks with peers, faculty and employers.

**CommUnion-** Date: Friday April 1, 2005. "Call for Participation" - Page 4

### **PRSSA**

PRSSA has big plans for the spring semester. This year's PR day will be held on March 30 in the McKimmon Center. More information about the theme and key note speakers will be available later this month.

Meetings are held every other Thursday in Caldwell G109. Pizza and drinks are served at all meetings. This month's meetings include a speaker on February 3 and a sight visit on February 17. More information on meetings can be found on the PRSSA bulletin board located outside of room Winston 205, or on the web at:

[http://www.ncsu.edu/stud\\_orgs/prssa/](http://www.ncsu.edu/stud_orgs/prssa/).

Officer elections will be held in late March. Please attend meetings if you are interested.

### **University Theatre Department**

Performing "*The Importance of Being Earnest*" by Oscar Wilde.

The play will be held in Stewart Theatre.  
Dates: February 23-26, 2005 at 8:00pm and February 27, 2005 at 3:00pm.

\* Tickets may be purchased at NC State University Ticket Central



## Call for Participation: CommUnion 2005

The NC State University chapter of Lambda Pi Eta, the national communication honors society, will hold its 5<sup>th</sup> Annual Interdisciplinary Conference on April 1<sup>st</sup>.

This year's conference theme is "Exchange Ideas, Open Minds, Design Futures." Students are invited to present qualitative and quantitative academic research, participate in discussion panels and exhibit their creative media products.

The goal of CommUnion is to provide an interactive learning environment where students and professors from across disciplines can engage one another as peers. The conference will provide students with an in-depth opportunity to share their knowledge and experiences in a supportive, academic environment. Presenters are not required to be members of LPE, and students from outside the Department of Communication are highly encouraged to participate.

Lambda Pi Eta is currently accepting abstracts, completed papers, panel proposals, and finished media products for consideration in the following areas:

- Computer Mediated Communication & Information Technology
- Mass Communication & Journalism
- Public Relations
- Interpersonal & Public Communication
- Rhetoric
- Organizational Communication
- Cultural Studies & Sociology
- Foreign Languages & Literatures
- Speech Pathology & Communication Disorders
- Social Psychology
- History
- Film Studies
- Political Science & Public Affairs
- Design Studies

Proposals should be submitted by March 15, 2005 via email to Erin Mack, the CommUnion conference coordinator, at [elmack@ncsu.edu](mailto:elmack@ncsu.edu) or by mail to:

CommUnion 2005  
c/o Department of Communication  
NC State University  
201 Winston Hall  
Campus Box 8104  
Raleigh, NC 27695-8104

Submission forms and additional information on LPE and CommUnion are available at:  
<http://www.ncsu.edu/lpe.htm>

## Student News

### Communication Student Running at the Top

On November 1, 2004, a communication student, was honored as a Caterpillar Scholar Athlete. According to GoPack.com, the NCSU athletics website, the award is given to Wolfpack student athletes who achieve a 3.0 at least one semester while attending school full time.

Carla Babb, a junior in Communication and Political Science with a minor in Journalism, has a 4.0 while running track. Babb represents Lambda Pi Eta, communication honor society, on the CHASS Council. She is also President of Alpha Delta Pi sorority. "I love being a part of the CHASS community as well as the Greek community," Babb said. In addition, Babb runs the 400m and the 800m for NC State's women's track team.

Babb met Chancellor Oblinger shortly after learning that she had received this award at the N.C. State versus Miami football game. "I was actually meeting with the new chancellor for the first time as Hillsborough Street Commission Chair of Student Government. As soon as I congratulated him on his new position in our Wolfpack community, he immediately told me that congratulations were also extended to me for my award and for having my larger than life picture displayed at the stadium. It was very thoughtful of him to acknowledge my small honor at our first meeting, and at that moment he truly made me feel larger than life," Babb said of the experience.



*Congratulations to Carla and good luck to her in the future!*

### Graduation of Fall 2004

The North Carolina State University Department of Communication awarded 127 graduates with their degrees on December 15, 2004. Masters Degree Candidates, June, August and December Bachelor of Arts Candidates were recognized at the ceremony held at the Raleigh Convention Center.

**Sean Roberts**, was killed in a car accident in the days before graduation. His family accepted his diploma and recieved a standing ovation at the graduation ceremony.

**Erin W. Minor**, LCP, for her Communication Honors Thesis: "*Reporting Political Conventions: How Network Newscasts Use Public Opinion Devices in 2004.*"

**Sheriff A. Drammeh**, LCM, recived the Outstanding Student Award.

*There is a good reason they call these ceremonies "commencement exercises."  
Graduation is not the end; it's the beginning.*

~Orrin Hatch

**CHASS** *Continued from page 1*

The PhD program is small and extremely competitive. It will accept between four and six students per year with a total of about 20 students when the program reaches maturity. Potential students need to have undergraduate and graduate work in Communication, English, or Rhetoric. The program will require about four years of coursework in order to complete the minimum 56 hours of required coursework beyond a master's degree. A portion of these hours will come from research and dissertation work.

So what does the addition of this program mean to the department of Communication? Initially, changes will be relatively small for current undergraduate and graduate students. The program should not take valuable faculty away from current Communication courses. According to Dr. Gallagher, faculty should not change dramatically though there may be room for one new faculty position in the future.

One of the major things that the PhD program will bring to NCSU is new and innovative thinking which will help everyone. Over the next few years the program will raise the visibility of the department. "It will bring us to more tables," Dr. Gallagher said, "You can't make a difference if you aren't at the table." She commented that this program will give the department more say in other areas on campus by raising the expectations for all programs. By raising the visibility, the undergraduate and graduate programs will both become more competitive, which means recruiting the best students and faculty.

*The website is currently in the process of being redesigned, check back for more information.*

\*\*\*You can find more information on the web at: <http://www.chass.ncsu.edu/crdm/index.html>

**Larson** *Continued from page 1*

Larson attributes his teaching accomplishments to the many years of opportunities and experiences that he has had taking positions in locations such as Florida, Illinois, Arizona and elsewhere. His first work experience was as an editor of the public relations newsletter for a major telephone company, now Verizon.

He began his instruction with NCSU as a part-time lecturer for evening classes during the 1998 spring semester. In 2002 he was invited to be a full-time lecturer. Larson went into teaching because of the classroom experience and his chance to work with students. He believes that impacting people is the best and enjoys the opportunity to build relationships with his students in order to keep in touch and follow their progress.

Larson stated that awarded the Outstanding Professor the first time was a pleasant surprise, almost a shock. The two Outstanding Professor awards since were humbling experiences, beyond his expectations. The awards have challenged him to do an even better job in the classroom.

Students seem to be demanding a higher level of teaching, their expectations for professors are higher and in Larson's experience new pr students are at a higher level than they were just a few years ago.

The three time Outstanding Professor is currently teaching two 226 classes, Introduction to Public Relations, and two 476 classes, Public Relations Applications.

*Congratulations Professor Larson.*

# FEBRUARY 2005

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 CHASSnet 10:00am – 3:00pm Talley Center Ballroom	3 PRSSA 6:00pm Cal G109	4	5
6	7	8	9	10 LPE 7:00pm Wn 017	11	12
13		15	16	17 PRSSA 6:00pm Cal G109	18	19
20	21	22 LPE 7:00pm Wn 017 Guest Speaker: Dr. Kiwanuka-Tondo	23	24	25	26
27	28				‘The Importance of Being Earnest’	

## Your New Student Editors

- **Scott Sherrill** is from Denver, NC, and is a senior in Communication with a concentration of Public Relations. Scott will be graduating in May 2005. Upon graduation Scott and a friend will be flying to Maine in order to begin a 2100 mile hike along the Appalachian Trail spanning from Mt. Katahdin in Maine to Springer Mountain in Georgia.
- **Kelly Cochran** is from Boulder, Colorado and is a junior in Communication with a concentration in Public Relations with a minor in Journalism. Kelly is a NC State student ambassador and member of Chi Omega Fraternity.

*We are excited about the opportunity to work on the Wolfpack Communicator and are looking forward to working with the Communication Department Staff and students in producing what we hope will be a great newsletter. Feel free to contact either one of us at any time with questions, concerns or material.*

### The Wolfpack Communicator

Editor's in Chief...Kelly Cochran & Scott Sherrill  
Faculty Advisor...Dr. Kiwanuka-Tondo

### How to contact us:

Kelly Cochran: kdcochra@ncsu.edu  
Scott Sherrill: earlsherl@yahoo.com