Associate Dean's Corner

Last semester was extremely busy and productive for the Graduate Program in Communication. It began with a Graduate Student Orientation and Picnic sponsored by the Graduate Student Association. It ended with the good news that our program has been identified by the University Task Force on Graduate Education and Research as one of a select number of programs determined to be “Targets of Opportunity” because they are “positioned to achieve national stature.” The final report of the task force, which was appointed by President Charles Wethington and headed by former Dean of the Graduate School, Dr. Daniel R. Reedy, will be issued soon. Dr. James Applegate was one of 37 members of the group.

The significance of the task force’s designation of our program as a “Target of Opportunity” is that it will be among a relatively small group of programs asked to submit proposals to compete for $4 million in funding provided by the Kentucky General Assembly. I have been working with the ad hoc advisory group of our faculty that assisted in developing the initial proposal we submitted, which resulted in our “targets of opportunity” designation.

Other significant events during the semester included (1) an outstanding visit by Dr. James Anderson, our fall Graduate Seminar Speaker, (2) the election of new Graduate Student Association Officers, (3) a successful phonathon with more than $1,000 in pledges, (4) the expansion of our Graduate Faculty to include two new Associate Members and (5) the approval by the Graduate Faculty of a required first-year curriculum for all new doctoral students.

You can read about Dr. Anderson’s visit and the new Graduate Faculty members on page 2. I would simply like to say “thanks” to Dr. Anderson for a very enlightening and productive visit and to say “welcome aboard” to Drs. Derek Lane and Alan DeSantis. We now have 22 members on the Graduate Faculty, including 13 full, seven associate and two secondary members.

Our doctoral program was ranked as the 5th largest in number of students and tied for 5th largest in number of graduates for 1995-96 in the annual survey by the Association for Education in Journalism and Mass Communication.

The new GSA is already busy planning events, including the second annual graduate symposium in March, the fall 1998 orientation and other projects such as the highly successful “buddy” program.

Our phonathon was not as successful as last year when we raised more than $1,400, but I am pleased, nevertheless, that we have more funds for scholarships and other graduate student support.

I am pleased that our revised Ph.D. curriculum has been unanimously approved by the Graduate Faculty as well as by the College Council. It is now in the hands of the Graduate Council. The new curriculum will include seven required courses for all new doctoral students, beginning in fall 1998, if approved. The requirements include courses in general communication theory, theory construction, quantitative methods, qualitative methods, statistics, mass communication theory and interpersonal communication.

I am including at the end of this newsletter a survey to assess the interest of our alumni and the professional community in establishing a destination master’s degree, which could include emphases in communication and technology, health communication, communication law and public policy and environmental and ecological communication. Please complete the survey or pass it along to someone who might be interested in such a program and return it to me by March 15.

Finally, goodbye and best wishes to Dr. Vince Waldron for serving as a visiting member of our Graduate Faculty. Vince, we hope you can return soon.
Graduate Student Association Corner

Fall is here and our graduate program is truly enjoying its harvest! We have several reasons to celebrate. First of all, thanks to many of your efforts, the new graduate student orientation and picnic were very successful. Nearly 50 graduate students, faculty and staff participated in the orientation, and several more folks showed up for the picnic. If you haven’t already done so, please join us in welcoming our new crop of graduate students! By now, everyone should have a buddy and a faculty mentor.

Second, we are hoping to duplicate the success of last year’s symposium by offering the same program for our graduate students this spring. More details on this will be forthcoming, but if you are interested in helping with the organization and planning of this event, please come to the GSA monthly meetings and take a look at the portfolio that Susan Colon put together, highlighting last year’s symposium.

Third, we had great student representation at this year’s NCA conference in Chicago.

Finally, as the seasons change, so must the leadership of the GSA. We have enjoyed our leadership roles this past year and have learned so much from all of you and especially appreciate the support and guidance given us by Dr. Moore and Louise Menifee. We also want to thank the other officers – Charles Williams, Whit Elam and Ruth Page – and graduate students who served on various ad hoc committees throughout the year. Now, it is time to welcome new leadership and new ideas.

The new officers for this year are:

John Davis, Co-Chair
Dina Gavrilos, Co-Chair
Shawn Long, Admin. Assistant
Karen Krumrey-Fulks, Business Manager
David Birkhead, Member-at-Large
Lara Hayes, Member-at-Large
Susan Wells, Member-at-Large

In closing, let us all look forward, with hope and enthusiasm, to the challenges and opportunities that lie before us in the year to come.

Your GSA Co-Chairs,
Gina Swigert and Steve Haggerty

Dr. James Anderson Visits Campus

Dr. James Anderson, professor in the Department of Communication at the University of Utah, visited our program from November 17-20 as our Fall Graduate Seminar Speaker. Dr. Anderson made two formal presentations, visited with graduate students and faculty and had a pizza lunch with the Graduate Student Association in the Graduate Center. Dr. Anderson is editor of Communication Theory and a former president of the International Communication Association. He is the author of more than 80 journal articles, dozens of book chapters and five books.

Dr. Anderson’s visit was made possible by funds from the Graduate School, the Department of Communication, the School of Library and Information Science and the College of Communications and Information Studies.

Both of his presentations were outstanding. The first presentation focused on “Social Action, Social Construction and Complexity” and the second was entitled “The Constituted Self in Ethical Conduct.”

Previous graduate seminar speakers have included Dr. James Carey (who was on campus again in November as part of the First Amendment Series), Dr. Ronald Rice, Dr. Doris Graber, Dr. Oscar Gandy and Dr. Mary Anne Fitzpatrick. Dr. Fitzpatrick is a former president of ICA, and she, Dr. Graber, Dr. Carey and Dr. Anderson are all ICA Fellows.

Congratulations!

M.A. Student Matt Bowdy and his fiance, Ms. Chinelle Merten, a nursing student at Jefferson Community College, were married on December 20 at the Old Middletown United Methodist Church in Middletown, KY. They have moved to the Washington, D.C. area, while Mr. Bowdy completes his National Cancer Institute Internship. (See story on page 4.) Best wishes to Matt and Chinelle!

National Communication Association

As always, the Graduate Program was well-represented by both graduate students and faculty at the annual convention of the National Communication Association. This year’s conference was from November 20-23 in Chicago. Nine of our graduate students traveled in a van provided by the Graduate Program to the conference. Thanks to Ph.D. student Ritta Abell for serving as the lead driver.

Papers presented at the convention include:

1. Dr. Susan Morgan, “The Relationship of Cognition and Lateral Mindedness to Figurative Language Processing: Implications for the Construction of Messages, Continuing Metaphors and Analogies” (Top Three Paper – Intrapersonal and Social Cognition Division)

2. Dr. Susan Morgan, “Feeling Lucky? Using Metaphors to Create Persuasive Safer-Sex Messages”

3. Dr. T. Andrew Finn, "The Handwriting on the Wall: Applications for Electronic Text Communication" (Experiential Learning in Communication Commission)

4. Dr. Derek R. Lane, "Another Brick out of the Wall: Enhancing Learning Teams with On-Line Communication" (Experiential Learning in Communication Commission)

5. Dr. James Hertog, "Alternatives to Brick and Mortar: Making the Leap from Blackboards to Interactive Textbooks" (Experiential Learning in Communication Commission)
6. **Dr. Nancy Grant Harrington**, "Using Character Education in Prevention: Effects on Attitudes Toward Sex and Sexual Behavior Among Sixth and Seventh Grade Students" (Health Communication Division)

7. **Dr. Nancy Grant Harrington** and **Cynthia K. Matthews**, "Shame-Prone-ness Among the Invisibly Disabled: Implications for Communications with Health Care Providers" (Health Communication Division)

8. **Rana Johnson**, "Rhetoric of African-American Youth in the 90's" (Black Caucus)

9. **Dr. Derek R. Lane**, **Terry M. Conconam** and **Gustav W. Friedrich**, "Designing a Context-Free Measure of Teacher Concerns: Preliminary Evidence Concerning Reliability and Validity" (Instructional Development Division)


11. **Dr. Vince Waldron**, "Maintaining Relationship and Managing Threats: Testing a Communicative Model of Followership" (Organizational Communication Division)

12. **Dr. Vince Waldron**, "Forgiveness as a Communication Strategy: Motivations, Types, and Consequences" (Interpersonal and Small Group Interaction Division)

Other presentations include:

1. **Ritta R. Abell**, panelist for Women's Caucus session on "Celebrating Our Centrality as Moms in Comm.: You've Come a Long Way (With a Baby)"

2. **Dr. James Applegate** and **Dr. Vince Waldron**, panelists for pre-convention workshop on "Community-Based Scholarship"

3. **Dr. T. Andrew Finn** and **Dr. Derek R. Lane**, chairs, competitive paper session on "Expanding the Walls of the Communication Classroom: Experiences With On-Line Communication" (Experiential Learning in Communication Commission)

4. **Dr. Derek R. Lane**, panelist for workshop for graduate students on "Learning to Live to Life of the Mind-Without Losing It"

5. **Dr. Ramona R. Rush**, "The Development of Women in Academia: Communicating Centrality Through Mentor-Mentee Relationships" (Women's Caucus)

6. **Dr. Vince Waldron**, panelist for pre-convention conference on "Community-Based Scholarship"

7. **Dr. Vince Waldron**, chair, competitive paper session on "Organizational Dilemmas, Crises and Heart" (Organizational Communication Division)

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**Recent Graduates**

1. **Michael Wayne Shelton** successfully defended his doctoral dissertation in the fall semester. His dissertation was entitled, "Talk of Crisis: A Categorical and Rhetorical Examination of Argumentative Discourse in the 1994 U.S. Senate Floor Debate on Comprehensive Health Care Reform."

2. **Michael Farrell** successfully defended his master's thesis in December. The title of his thesis was "Libel in Cyberspace: Will There Be Lawyers in the Chat Room?"

3. **Laban Miller** successfully defended his doctoral dissertation last summer. His dissertation was entitled, "Organizational Learning in a Health Care Organization: A Case Study of a Physical Rehabilitation Hospital."

4. **Seiichi Morisaki** successfully defended his doctoral dissertation last semester. His dissertation was entitled, "A Study of Interpersonal Communication Competence in Japan and the United States."

**Congratulations to all!**
Scholarships and Awards

1. M.A. student Matt Bowdy began a National Cancer Institute Health Communications Internship on January 1 in Bethesda, MD. During the six-month program, Mr. Bowdy will be involved in several projects with the Health Promotion Branch, including National Minority Cancer Awareness Week, National Breast Cancer Awareness Month and the Science Awareness Program.

Mr. Bowdy is the second student from our program to be awarded this prestigious national internship. Doctoral student Ann Forsythe participated in the program last year.

2. Ph.D. student Michael Stephenson was selected by the Graduate Student Association for the annual free membership in the National Communication Association. The membership is provided by the Department of Communication.

3. Ph.D. student Shawn Long has been awarded a three-year Southern Regional Education Board Doctoral Scholarship. The award provides an annual $12,500 stipend and an expense-paid trip to the Doctoral Scholars’ annual meeting. Mr. Long accepted his award in September at the New Orleans meeting.

4. Ph.D. student Jeong-Hyun An has been awarded a tuition scholarship by the International Student Committee for the spring 1998 semester.

Honors

1. Ph.D. student Bruce Berger is the only student member of the Chancellor’s Lexington Campus Blue Ribbon Committee. The committee was appointed this fall to (a) advise the Lexington Campus Chancellor and administration on current issues related to advancement of the Lexington Campus, (b) summarize and articulate the opportunities and constraints for institution advancement, and (c) collaborate with the University Task Force in analyzing programs on the Lexington Campus.

2. Recent graduate Dr. Susan Colon has been awarded a post-doctoral fellowship at the University of Illinois-Chicago.

3. Dr. James Applegate was a member of the University Task Force to Recommend Strategic Priorities for Research and Graduate Education. This highly visible committee completed its final report to President Charles Wethington, and it released its selection of graduate programs at the University that had achieved national prominence (tier one) and those in a position to achieve national prominence (“targets of opportunity”) (tier two).

The Graduate Program in Communication was among a select number of programs cited as targets of opportunity.

Publications


Alumni News

1. Mr. Dan Jaco (M.A. 1971), CEO of the Missouri Patient Care Review Foundation in Jefferson City, MO, will be stepping down in September 1998. Mr. Jaco has been with the foundation since 1985 when he began as the director of the organization’s five regional offices. He earned his undergraduate degree from Washington University in St. Louis and a master’s degree in public health from the University of Missouri. In accepting his resignation, MPCR Chairman of the Board Turner Minningerode said, “We are truly sorry to be losing Dan but are very grateful for his enormous contribution to the success of the Foundation over the past decade.”

2. Ms. Faith Miller Cole (M.A. 1987), Director of Corporate Communications for Kentucky Utilities Company, was honored by the Business and Professional Women’s Organization of Greater Lexington with the Woman of Achievement Award.

3. Dr. Patricia Lawrence (Ph.D. 1990) has accepted a position as visiting assistant professor at the University of Idaho. She will be teaching organizational communication, public relations and quantitative research methods.

4. Dr. Theodore E. Zorn (Ph.D. 1988) is the new chair of the Department of Management Communication in the School of Management Studies at the University of Waikato in Hamilton, New Zealand. Dr. Zorn was hired as a Foundation Professor (the first and so far only full professor) in the department in June 1996. He was appointed as chair in June 1997.
The faculty of the College of Communications and Information Studies has been discussing for some time the creation of a “destination” master’s degree program. The new program would be for students who want to complete an M.A., and would not normally go on to a Ph.D. program.

We need your help. We need to know what type of program would serve the needs of prospective students. The new program would have to reflect the current strengths and expertise of our faculty. We cannot in the short run hire new faculty specifically for this program, but there is some flexibility within that framework to offer courses that we hope would be of value.

The faculty has held preliminary discussions, and we see the program as offering a combination of communication theory and research skills, with primary course work in substantive areas of emphasis. Areas, which are described on the next page, could include:

- **Health Communication**
- **Communication Law and Policy**
- **Information Systems, Communication and Technology**
- **Environmental Journalism, Communication and Information**

Students would have to complete a minimum of 36 credits, including 15 credits of required core courses. The program would require an internship or practicum in the final semester of about 10-20 hours per week of work. Full-time students should be able to complete the M.A. in four semesters.

Please take a few minutes to answer the questions below or pass the questionnaire along to someone who might be interested. The information will be very helpful to us as we plan the program.

1) **With your current career and family commitments, are you able to attend classes at UK in pursuit of a master's degree?**  Yes  No  Don’t know

2) **Would you be able to attend full-time or part-time only?**  Full-time _____  Part-time _____

3) **Would completing a master's program like this help you at your current job or would it open new job opportunities for you?**  Current job _____  New opportunities _____

   Please explain.

4) **What emphases or course work do you not see described here that would attract you to an M.A. program?** (Please note as many as you would like).

5) **Which one of the four emphases described on the next page, if any, would be of interest to you? Please rank your order of interest with 4 being the highest and 1 the lowest on the line next to the description title.** (If sending response by e-mail, please note the rank order of your interest in the proposed emphases.)

   4 (highest)  ________________
   3  ________________
   2  ________________
   1 (lowest)  ________________

6) **Would you please give us your current job title and a brief description of the nature of your work?**
5. **Dr. Virginia Anne McDermott** (M.A. 1969) has a chapter accepted for publication by John Wiley & Sons in the *Handbook of Child and Adolescent Psychiatry* (forthcoming).

6. **Dr. Debra Reece** (Ph.D. 1996) is assistant professor of media communication at Bethel College in St. Paul, MN. In addition, she continues to focus her research on cross-cultural communication within Muslim contexts. During the summer of 1997, she traveled to Tunisia for two weeks. In the spring of 1998, she will be teaching two research courses (Quantitative and Qualitative Methods) in Bethel's new master's program.

7. **Mr. Stephen Keller** (M.A. 1995) began his second year this fall as a law student at the University of Louisville.

8. **Dr. Lee Becker** (M.A. 1971) is the new Director of the Cox Center for International Mass Communication Training and Research at the University of Georgia. Dr. Becker was formerly a professor at Ohio State University.

9. **Dr. Philip Breeze** (Ph.D. 1996) is the new Director of University Relations for Auburn University Montgomery.

10. **Dr. John Caughlin** (M.A. 1993) is now in the Communication Studies Department at the University of Nebraska.

11. **Dr. Tina M. Harris** (Ph.D. 1995) presented a paper at the 1997 National Communication Association's Race and Ethnic Diversity Conference in Washington, D.C. She also co-authored an article in the summer 1997 *Southern Communication Journal* and has an article scheduled for publication in the spring 1998 *Women and Language*.

12. **Dr. Marilyn D. Hunt** (Ph.D. 1994) has joined the faculty of the Department of Communication Studies, Theatre and Humanities at Missouri Western State College in St. Joseph, MO. Her spouse, Dr. Gary Hunt, is teaching at the University of Maryland University College in Korea.

### Other News

1. **Dr. Douglas A. Boyd** attended two meetings as a Steering Board member of the Digital Radio Mondiale (DRM) project.

   The meetings were in Berlin, Germany, on August 28, and Washington, D.C., on November 4 and 5. Under the sponsorship of the Voice of America, DRM is organized to create a world-wide standard for shortwave radio digital transmission.

   From January 11 to 15 Boyd was in Riyadh, Saudi Arabia. He spent a great deal of time with **Dr. Khalid Marghalani** (Ph.D. 1997) and **Dr. Safran Al-Makaty** (Ph.D. 1996). Dr. Al-Makaty is chair of the Department of Communication at Omm Al-Quarta University in Mecca, Saudi Arabia.

   Dr. Marghalani is an Assistant Professor at the Institute for Public Administration in Riyadh, Saudi Arabia. He also serves as Director of Communication Training. Dr. Marghalani's wife, Suhair, a 1995 graduate of the Department of Communication, is the only woman from the kingdom to graduate from UK.

2. **Dr. Joachim Knuf** taught several segments on organizational learning and leadership in the Lean Manufacturing Leadership Institute (October 1996 and April 1997) for the Center for Manufacturing Systems to executives of companies like Boeing. He continues as a board member of the Kentucky Lean Manufacturing Network. He hosted a distinguished panel of industry leaders at the International Conference on Lean Manufacturing in May. He is editing the Proceedings of the 5th International Conference on Narrative and presented on "Can Organizational Cultures Be Modeled?" to the Second International Symposium on Scale Modeling" (June). He has been appointed an associate editor of *Communication Education* and serves on a growing number of doctoral committees in the UK College of Business and Economics.

### International Communication Association

As usual, our faculty and students represented the program well at the annual ICA Conference, May 22-26 in Montreal, Quebec, Canada.

Presentations included:

1. **Dr. Shiv Bakhshi**, "Network Alliances Among Telecommunications Operators: Why Not? A Structuration Theory-Based Analysis" (Communication and Technology Division)

2. **Dr. Thomas R. Lindlof** and graduate students **Tim Edwards**, **Brian Malloy**, **Gaelle Picherit** and **Thor Townsend**, "XMen@intercommunity: Community Building in a Virtual Popular Culture" (Popular Communication Interest Group)

3. **Dr. Donald Case**, "The Ethical Implications of Caller Identification Services," Communication and Technology Division roundtable discussion on "Issues in Technology Design"

4. **Dr. James Applegate**, panelist at the Interpersonal Communication Division session on "The Challenges of Analyzing Problematic Episodes in Ongoing Conversation: An Open Exchange"

5. **Dr. Douglas A. Boyd**, respondent for the Intercultural and Development Communication Division paper session on "European Media in Transition." and for the Mass Communication Division paper session on "News and Globalization"

6. **Dr. Douglas A. Boyd**, **Dr. Philip Palmgreen** and **Dr. Khalid Marghalani** (Ph.D. 1997) also made an interactive presentation to the Mass Communication Division on "The Utilization of Direct Satellite Broadcasting (DBS) in Saudi Arabia"
7. Ph.D. students Kirk Duthler and Gaelle Picherit and Dr. T. Andrew Finn gave an interactive display presentation to the Communication and Technology Division on "Factors Affecting Social Context and Communication System Variables in Four Distance Education Communication Situations."

8. Dr. Finn was also a respondent for a Communication and Technology Division paper session on "Technology and Organizations."

9. Ph.D. student Yu Zhang gave an interactive display presentation to the Intercultural and Development Communication Division on "Narrative in Toni Morrison's 'Beloved'."

Other Papers and Presentations

1. Ph.D. students Ritta Abell and Joan Thornberry presented a paper at the 1997 Kentucky Communication Association Annual Conference at Pennyrile State Resort Park and received a certificate and a $25 membership in KCA for a year for the BEST GRADUATE STUDENT paper entitled "Teacher Immediacy: As We See It."

2. Ph.D. student Karen Krumrey-Fulks will present a paper entitled "The 1995-96 Taiwan Straits Conflict: Content Analysis of an Ongoing Issue," to a special Vice Presidential Panel featuring four graduate student papers at the annual convention of the Southern States Communication Association in San Antonio, Texas, April 1-5.

New Health Communication Award

The Department of Communication is pleased to announce the establishment of the "Lewis Donohew Award for Outstanding Scholarship in Health Communication." The first award will be given at the 1998 Kentucky Conference on Health Communication. Nominees may come from articles, books or monographs published between January 1, 1996 and December 31, 1997. See the enclosed brochure for details concerning the conference, which will be in Lexington during April 23-25.

The winner will receive the award as a guest of the conference in April.

THANKS!

1. Thanks to Drs. Derek Lane and T. Andrew Finn and Ph.D. student Shawn Long for representing our graduate program at the Graduate Student Open House at the National Communication Association in Chicago in November.

2. Two graduate students had a significant impact on the education of undergraduate students at UK this year. The two Ph.D. students, Michael Shelton and Sissy Bertino, assisted in the revision of the textbook used by students in the University's basic public speaking course, COM 181. This book, originally authored by Dr. Robert Bostrom, has been given a facelift and now uses an original metaphor – the trip. The book takes the point of view that getting through a course, a relationship, or life is like a journey. Making a speech can also be likened to a journey, in that it has a destination (a goal) and a map (a plan). The book is published by Waveland Press. All royalties from the book go to the Department of Communication and are used for educational development.

3. Thanks to Dr. Michael T. Nietzel for serving as our speaker at the fall reception for new students.

Please send us your news for the next Newsletter. Just jot a note below and send it to:
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My News

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________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Name_________________________ Degree and year of graduation ______________
HEALTH COMMUNICATION

The Health Communication emphasis offers special opportunities for students to apply communication theory and research in health contexts from a variety of perspectives (e.g., the relevance of interpersonal, international and intercultural and mass communication processes to the quality and availability of health care). Students pursuing work in health communication are encouraged to develop interdisciplinary programs involving the Department of Behavioral Science, College of Medicine (which offers a minor certification in medical behavioral science), as well as the Colleges of Allied Health, Dentistry, Pharmacy, and Nursing on the University's Medical Campus.

COMMUNICATION LAW AND POLICY

The Law and Policy emphasis will prepare students seeking a terminal master’s degree for a variety of professions. After students complete a core group of courses, they will have the opportunity to take additional classes in the College of Communications and Information Studies, as well as courses in the Department of Political Science, the Law School, and elsewhere on campus, that provide the educational experience and professional skills suited to their interests. Students will be able pursue careers in government, law, public organizations that specifically represent legal interests, private companies (such as law firms that hire legal assistants who are not attorneys), activist and other non-profit organizations, teaching, and other fields. There will also be opportunities in such diverse fields as telecommunications policy and new media.

INFORMATION SYSTEMS, COMMUNICATION AND TECHNOLOGY

The Information Systems and Communications Technology emphasis provides students with opportunities to study the impact of networked computing, telecommunications systems, and new media technologies on communication within organizations. An examination of the principles and problems of managing information systems; the design of information systems, with particular attention paid to equipment, training, and evaluation; the roles of various industry segments; and the impact of public policies provides students with the necessary framework for understanding Information Systems in a variety of applied communication contexts. Students are encouraged to approach their investigations of Information Systems from an interdisciplinary stance, and to consider the human and organizational factors that are critical to the design and implementation of Information Systems.

ENVIRONMENTAL JOURNALISM, COMMUNICATION AND INFORMATION

The Environmental Communication emphasis offers opportunities for students to study, analyze, report, and interpret the complex communicative interactions and patterns of humans, their environments, and nature. Faculty members from within three College academic units will provide a multi-dimensional communication perspective to this academic emphasis within the professional master’s degree. Students pursuing work in environmental communication are encouraged to develop interdisciplinary programs which may involve Natural Resource Conservation and Management, Environmental Studies, and Agricultural Communications.

Please send your responses by fax, mail or e-mail by March 15 to:

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