



NEWSLETTER

GRADUATE PROGRAM IN COMMUNICATION

COLLEGE OF COMMUNICATIONS
AND INFORMATION STUDIES

<http://www.uky.edu/CommInfoStudies/GRAD>
Issue No. 30

February 1998

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 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.

Roy L. Moore

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 Literal 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. Cunconam and Gustav W. Friedrich, "Designing a Context-Free Measure of Teacher Concerns: Preliminary Evidence Concerning Reliability and Validity" (Instructional Development Division)

10. **Michael Stephenson**, "Addressing Salient Barriers in Health Promotion: A Communication Framework Motivating Mammography Utilization" (Health Communication 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" (Organization Communication Division)

Two New Members Join Graduate Faculty

The Graduate Faculty voted at its annual retreat in October to recommend that **Dr. Derek Lane** be granted Associate Membership on the Graduate Faculty. In November, at its fall faculty meeting, the Graduate Faculty recommended that **Dr. Alan DeSantis** be added as an Associate Member. The Graduate Council has approved the recommendations, and both individuals are now official members of our Graduate Faculty.

Dr. Lane holds a doctorate from the University of Oklahoma, an M.A. from University of Nebraska and a B.S. from Eastern Wyoming College. His special areas of research are instructional communication, interpersonal communication and group communication.

Dr. DeSantis received his B.A. from James Madison University, his M.A. from the University of Alabama and his Ph.D. from Indiana University. His special area of research are critical, social and rhetorical theory and criticism.

Associate members can attend graduate faculty meetings and participate in discussions, teach graduate-level courses, supervise master's theses, serve on doctoral committees and co-chair doctoral committees with a regular member of the Graduate Faculty. Once they are tenured, associate members are eligible for full membership.

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

1. Catherine A. Luther and **Douglas A. Boyd**, "American Occupation Control Of Broadcasting in Japan, 1945-1952," *Journal of Communication*, Vol. 42, No. (Spring 1997), 39-59.

2. **Deborah C. Burton** (M. A. 1996) and Janis L. Huston, "Utilization of Video Communications in the Informed Consent Process," proceedings of the International TeleMed 97 Conference on Telemedicine and Telehealth and a supplement in *Journal of Telemedicine and Telehealth*.

3. Safran Al-Makaty, **Douglas A. Boyd** and **G. Norman Van Tubergen**, "A Q-Study of Reactions to Direct Broadcast Satellite (DBS) Television Programming in Saudi Arabia," *Journal of South Asian and Middle Eastern Studies*, Vol. 20, No. 4 (Summer 1997), 50-64.

4. **Joachim Knuf**, "Transformational Learning and Change: From the Practice of Lean Manufacturing to the Culture of Continuous Improvement," chapter in Kozo Saito (ed.), *Principles of Continuous Learning Systems*, Vol. 2, 55-88 New York: McGraw-Hill (1997).

Roy L. Moore, "The Journalism Educator as Expert Witness," *Journal of Mass Media Ethics*, Vol.12, No.2 (1997), 82-95 (special issue on "Where Ethics and Law Converge").

6. **Roy L. Moore**, Ronald T. Farrar and Erik C. Collins, *Law of Advertising and Public Relations*. Mahwah, N.J.: Lawrence Erlbaum Associates (1998).

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, MPCRF Chairman of the Board Turner Minnigerode 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?**

