

The Graduate Gazette

College of Communications
and Information Studies

www.uky.edu/CommInfoStudies/GRAD

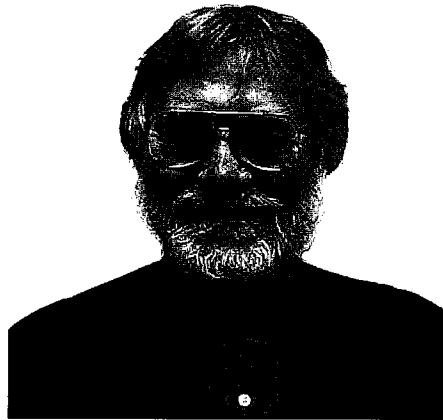
Spring 2003, Issue 41

From the Acting Associate Dean...

A little over a quarter of a century ago, five faculty members—that's all of us there were on the graduate faculty at the time—wrote a proposal for a doctoral program in communication and it was turned down. We met again, pared it back to a more realistic set of offerings, and resubmitted it. As the director of the School of Communications at the time, I became the proposal's appointed defender for what seemed like an endless number of committees that had to review it before we could award our first Ph.D. degree. Finally, it was approved, just in time to get hit with a statewide moratorium on new graduate programs. While we were waiting, we proposed that the School be elevated to a College, a move that achieved quicker success. The moratorium was finally lifted a few years later and we were underway.

Now, all these years later, as my semester as Acting Associate Dean for Graduate Studies comes to an end and the celebration of a major milestone in college history comes to a close, it seems like a good time to offer a few reflections and comparisons.

We have grown considerably, from the five original graduate faculty members, all but one of them administrators, to today's graduate faculty of 22 regular members, four active emeritus members, and seven adjunct members. Even from the start, the program made



Lewis Donohew

itself known. The major in mass communication was ranked fifth nationally in research productivity. Faculty members such as **Robert Bostrom** gave us national visibility in other areas.

Today, as most of you no doubt know, the doctoral program is ranked in the top fifteen nationally by the National Communication Association on the basis of a nationwide poll of its members. We are best-known, of course, because four members of our faculty are principal investigators and three more are co-investigators on projects which have received over \$35 million in funding over the past few years, almost all of it from the National Institutes of Health.

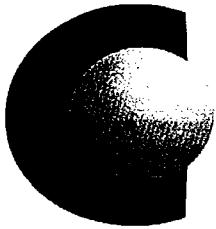
Some of you, both faculty and graduate students, may be wondering if the sub-field called health communication, which has received most of the research funding, is going to gobble up the rest

of the field here. After all, it is only one of three major specialties in our graduate program—the other two being mass communication and interpersonal communication. And there are other areas such as organizational communication and international and intercultural communication, for example. Clearly, I am not a totally disinterested observer, but I would argue that in every instance, the health communication research projects also strongly involve the other specialties.

For fifteen years, the program of research on drug abuse prevention on which I was principal investigator was a program of research on attention and persuasion involving media messages, with special attention to individual differences in members of the audiences for such messages. It continues to be that under the leadership of my longtime friend and colleague, **Phil Palmgreen**, who has also become an advisor at the national level, including the Behavior Change Expert Panel which has advised the federal government on its programs.

The program of research on HIV prevention led by **Rick Zimmerman** is also a program on instructional, interpersonal, mass, and small media. Rick's projects now are international, including projects in Africa. **Nancy Harrington**, who succeeded me as principal investigator on an experimental study on the roles of cognition and biologically-based individual differences in message processing and persuasion, has added work

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Graduate Student News

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Suzie Allard recently accepted an assistant professor position in the Department of Information Sciences in the College of Communication and Information at the University of Tennessee. She won the 2002 Emerald Literati Award for Excellence for "Digital Libraries and Organizations for International Collaboration and Knowledge Creation" in *The Electronic Library: The International Journal for the Application of Technology in Information Environments*, 20(5), 369-384.

Allard was named the 2002 SOASIST Student Chapter Member of the Year by the Southern Ohio Chapter of the American Society for Information Science and Technology. She also won the 2002 James M. Cretos Leadership award, given by the same association.

She completed "Digital Libraries: A Frontier for LIS Education" to appear in the *Journal of Education for Library and Information Science*, 43(4), 233-248.

Allard has participated as a student member of the UK Graduate Council, served as a member of the GRE Working Group, and became a 2003 Elected Reviewer for convention papers for the International Communication Association Health Division.

She has also participated in "A Tool for All Scholars: Tips for Conducting Focus Group Research," the UK College of Communication and Information Studies Spring Colloquia Series: Research Methodologies on February 6th.

Amy Akers and **Maria Brann** had a paper accepted as a poster presentation entitled, "Need for Sensation: Differences Among At-Risk Adolescent Females and Males" at the Society for Prevention Research's 11th Annual Meeting, to be held on June 12-14 in

Washington, D.C.

Brann has accepted a tenure-track position with the Department of Communications Studies in the Eberly College of Arts and Sciences at West Virginia University to start in August 2003. She served as a panel reviewer for the Health Communication Division of NCA for the upcoming November convention in Miami, FL.

She has these articles in press: "Toward a Typology of Confidentiality Breaches in Health Care Communication: An Ethic of Care Analysis of Provider Practices and Patient Perceptions" is to be published in *Health Communication*, Vol. 15, No. 3. She co-authored the paper with M. Mattson.

"Reframing Communication During Gynecological Exams: A Feminist Virtue Ethics of Care Perspective" is to be published in *Gender in Applied Communication Concepts*, P.M. Buzzanell, L. Turner, and H. Sterk (Eds.). This paper was also completed with M. Mattson.

The following articles were published: "E-Medicine and Health Care Consumers: Recognizing Current Problems and Possible Resolutions for a Safer Environment" appears in *Health*

Care Analysis, 11, 65-77. She collaborated with J.G. Anderson on this piece.

"Managed Care and the Paradox of Patient Confidentiality: A Case Study Analysis from a Communication Boundary Management Perspective" appears in *Communication Studies*, 53, 337-357. She co-authored the paper with M. Mattson.

Brann's accepted presentations are: "E-medicine and Health Care Consumers: Current Problems and Possible Resolutions for a Safer Environment" will be presented at the August American Sociological Association Conference in Atlanta, GA with J.G. Anderson.

"Health Information-Seeking Behaviors of On-Line Users" was presented at the April Central States Communication Association Conference in Omaha, NE.

"Getting Back to the Basics: Using the Health Belief Model to Understand Immunization Behaviors" was also presented at the April Central States Communication Association Conference in Omaha, NE.

Additionally, Brann's "Health Communication Crossroads: Where Have We Been? Where Are We Going?"

Fall 2003 Class Schedule

Monday

1-3:30 CJT 671 Proseminar in Health Communications

6-8:30 CJT 651 Communication Theory

Tuesday

1-3:30 CJT 630 Proseminar in Mass Media Law and Public Policy

6-8:30 CJT 601 Proseminar in Communication

Wednesday

1-3:30 CJT 775 Seminar in Health Communication Campaigns

3:30-6:00 CJT 682 Communication and Persuasion

6:10-8:45 CJT 631 Proseminar in Interpersonal Communications

Thursday

1-3:30 CJT 619 Proseminar in International/Intercultural Communication

