



Northeastern University

Communication Studies

Welcome to the Department of Communication Studies at Northeastern University!

Boston is a fascinating, complex, historical and diverse which makes it an ideal location to study communication. Whether you are interested in media industries, corporate communication or political communication, Northeastern is a great place to study with the many opportunities afforded in the classroom, as well as through our emphasis on experiential education. Boston is known as the "Hub of the Universe" and offers many opportunities for communication studies students.

Our faculty come from around the world and bring an amazingly diverse range of perspectives to the classroom. As we move toward an increasingly global world, the department and the city offer a wealth of opportunities to our students. The emphasis on experiential education means that students are not bound by the limits of the classroom. Our students gain real world experience through the co-operative education program, international study abroad programs, internships, as well as spring break experiences. Our experiential education component makes us unique among communication studies programs, not only in New England, but in the United States. Our students leave Northeastern with more than classroom experiences; they leave with real world experiences.

Our department offers three areas of concentration in the undergraduate degree:

- **Media Studies:**
Students in Media Studies develop the keys skills that prepare them to work in the rapidly evolving information based economy: analytical assessment, expressive clarity, and intellectual flexibility. These skills allow students to succeed in many media based industries, including, but not limited to: advertising, television, radio, publishing, public relations, and the Internet.
- **Organizational Communication:**
Broadly speaking, the Organizational Communication concentration prepares students to think critically and creatively about communication activities in a range of organizational and institutional contexts. More specifically, students develop a repertoire of skills that can be applied in various career fields, such as corporate communication, communication consulting, as well as advertising and public relations.
- **Public Advocacy and Rhetoric:**
Our students will find training in Public Advocacy & Rhetoric useful as they move on to careers in law, public service, education, public relations, non-profit advocacy, and advertising. Our graduates regularly go on to law school and graduate school, or find jobs with public interest organizations, corporations, small businesses, and government.

We also offer minors in:

- Communication Studies
- Media Production
- Oratory
- Rhetoric (jointly offered with Department of English)

Our department currently offers three faculty-led summer programs abroad. Students in these programs are taken to Australia, Greece or Italy. Students can also choose from many other faculty-led summer programs to Chile, China, Ghana, Iceland, Japan, Thailand and many other places around the world.

360 Huntington Avenue
101 Lake Hall
Boston, MA 02115

Phone: 617-373-5517
www.commstudies.neu.edu

Fax: 617-373-8533
commstudies@neu.edu

For many students, this is their first trip outside of the United States, but it also whets their appetite for many more international experiences. These summer programs have opened up many doors for our students and transformed their futures.

At the graduate level, we offer an M.A. degree in Communication, Media and Cultural Studies. This two year degree program explores media and communication through the research traditions of media and cultural studies. The program engages with the history, theoretical innovations, research methodologies, and critical practices of knowledge production in media and cultural studies. It encourages the notion of active citizenship through an interrogation of the relationship between and among media, representation, and the public.

This is a great time to be at Northeastern, the Department of Communication Studies and the City of Boston. Come explore what we have to offer. Please feel free to contact us for more information



Northeastern University

Communication Studies

MISSION

The Department of Communication Studies is dedicated to providing a liberal arts education where critical skills, concepts and thinking are developed in conjunction with practice and application. Through a study of processes, patterns and media of communication, a degree in Communication Studies from Northeastern University provides the enriching background to allow our students to contribute significantly to the communication sector, whether that contribution is within organizations, in the media industries the public at large. Through its students and faculty, Communication Studies at Northeastern is a program dedicated to critical innovation and strives to integrate new research into teaching and pedagogy to ensure students are connected to new developments in the field of communication.

CONCENTRATIONS:

Public Advocacy and Rhetoric

The concentration in Public Advocacy and Rhetoric involves the study of skills and principles of effective communication across a variety of levels and situations. Effective communicators are articulate, appropriate, efficient, confident, and persuasive. Students of Public Advocacy and Rhetoric know how to respond to feedback. Students of Public Advocacy and Rhetoric understand evidence, argument, and the use of language. In general, students of Public Advocacy and Rhetoric are competent message senders and receivers who understand the way words work in their personal, civic, and professional lives.

The Public Advocacy and Rhetoric curriculum involves coursework in voice training, public speaking, rhetorical theory and criticism, and interpersonal and group communication. The curriculum provides a balance between skills training, theory, and critical methods.

Connection to the Work World

Students in the Public Advocacy and Rhetoric curriculum pursue careers in fields such as television broadcasting, radio, law, elementary school teaching, public relations, advertising, and sales. Some students continue on to graduate school to study communication theory with the goal of teaching at the post-secondary level.

Organizational Communication

Communication is a central, pervasive, and multifaceted component of organizational activity. While it is a truism to say that we all exist within organizations of one sort or another, organizations are not static entities. Rather, they are created, sustained, and can deteriorate through our communication practices. Students of organizational communication examine why communication is central to organizational activity and how organizational women and men can become more effective communicators. The Organizational Communication concentration incorporates general principles of human communication as foundational to its study.

Expectations

Through their participation in this concentration, students should be able to:

- Understand and apply various theoretical perspectives on organizations;
- Develop practical communication-based skills to participate effectively in organizational settings;
- Reflect upon and critique dominant forms of organizing

Connection to the Work World

Broadly speaking, the Organizational Communication concentration prepares students to think critically and creatively about communication activities in a range of organizational and institutional contexts. More specifically, students develop a repertoire of skills that can be applied in various career fields, such as corporate communication, communication consulting, as well as advertising and public relations. These skills include:

- The ability to assess organizational strengths and weaknesses through an examination of communication practices
- The ability to create and disseminate rhetorically effective messages to a variety of audiences, both internal and external to the organization
- The ability to make ethical judgements about communication practices that take into consideration multiple stakeholders

Additionally, other students go on to further study in graduate school.

Media Studies

The Media Studies concentration takes a liberal arts approach to the analysis of media and the information economy, acknowledging that media is one of the most significant factors in contemporary democratic society. Our courses develop students' analytical and expressive skills by challenging them to think about the media theoretically, critically, and contextually. By studying media institutions and media texts, both locally and globally, students are empowered to question fundamental assumptions of what is real, valued and significant in our culture—and theorize alternatives.

The concentration emphasizes critical engagement with complex ideas and arguments to explore the assumptions behind the organization of media, the development of technologies, and the way people and ideas are represented (or left out) by the media. Through courses such as *Global Media*, *New Media Culture*, *Popular Music*, *TV: Text and Context*, *Theories of Media and Culture*, and *Media and Democracy* the concentration prepares students to comprehend and work in our media-saturated society, while becoming active citizens in an increasingly globalized world. To this end Media Studies works to further the important goals of social responsibility and active citizenship highlighted in Northeastern University's academic plan. This critical approach to media complements the minor in Media Production, directing students to future careers in the growing field of both traditional and web based video content management and production.

Connection to Work World:

Students in Media Studies develop the keys skills that prepare them to work in the rapidly evolving information based economy: analytical assessment, expressive clarity, and intellectual flexibility. These skills allow students to succeed in many media based industries, including, but not limited to: advertising, television, radio, publishing, public relations, and the Internet. In addition students can also pursue careers in corporate communications, management (especially content management), non-profit advocacy, community organizing, politics, public service, and urban development. Students in the concentration also go onto post-graduate studies in the fields of media studies, cultural studies, sociology, law, business administration, and education among a variety of other programs.

FACULTY

Thomas Nakayama, Ph.D. (Chair)
 Marcus Breen, Ph.D.
 J. David Cisneros, Ph.D.
 Elise Dallimore, Ph.D.
 Murray Forman, Ph.D.
 Greg Goodale, Ph.D.
 Richard Katula, Ph.D.
 Heidi Kevoe-Feldman, Ph.D.
 Joanne Morreale, Ph.D.
 David Monje, Ph.D.
 Carey Noland, Ph.D.
 Craig Robertson, Ph.D.

Vincent Rocchio, Ph.D.
 Kumi Silva, Ph.D.
 Alan Zaremba, Ph.D.

CO-OP ADVISORS

Pamela Goodale
 Bill Jackson
 Jacqueline Sweeney

ACADEMIC ADVISORS

Katie Cameron
 Meaghan Sinclair










Northeastern University

Communication Studies

100 Most Influential Seniors 2009

The Office of Student Affairs presented the annual class of Northeastern University's "100 Most Influential Seniors." Student who have been selected to this esteemed list exhibit the following qualities: Personal Commitment to enhancing student life; Self-Motivation to make the Northeastern experience the best it can be; Ability to influence peers and campus as a whole in a positive manner; Overall academic success; Effective time-management skills that allow the student to balance academics with extracurricular involvement; Excellent interpersonal skills and proven ability to collaborate with fellow students, faculty, and/or administrators on issues of interest.

Faculty, administrators, staff, coaches, and students nominated students over the course of the semester, the following 11 Communication Studies students were included in this list and determined to be the "most influential" of the senior class.

 Jonathan Batista	 David Brodsky-Porges	 McKenna Lowry
 Jessica Bryson	 Jon Cunha	<u>NOT PICTURED:</u> <i>Shantelle Anderson</i> <i>Shanise Bland</i> <i>Ashlee Feldman</i> <i>Daralyn Kelleher</i>
 Tom Giles	 Melanie Harris	



Northeastern University

Communication Studies

2008 Northeastern University Graduate Debut's Documentary at Roxbury Film Festival



Few films are lucky enough to be chosen to premier at film festivals and it is an even larger feat when the premiering films are created by college students. Meagan Redman, a 2008 Communication Studies graduate of Northeastern University defied the odds and debuted her documentary, "Sharpening Our Oyster Knives: Living with HIV/AIDS today" on August 2, at the Roxbury Film Festival.

HIV/AIDS has maintained an unsettling tight grasp on communities of color in Boston. Meagan's documentary examines the issues (socioeconomic factors, programmatic approaches, funding, and government policy) around that fact, while highlighting some of the personal journeys of people infected and affected by the disease locally. Redman produced, narrated and edited the piece as a directed study course, under faculty advisor David Monje, Assistant Professor of Communication Studies. Following the screening on August 2nd, Meagan spoke on a panel addressing health disparities that was moderated by actress/AIDS activist Sheryl Lee Ralph.

The documentary will continue to be screened around Boston, both in community settings and academic environments, including the Boston Living Center and for Caroline O'Connor nursing students at NU. Following graduation, Meagan recently accepted an Assistant Producer position with NBC Peacock Productions, in New York. She did an internship at NBC News earlier in her undergraduate career, as a co-op student.



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Communication Studies Department Achievement Awards:

The Department of Communication Studies is dedicated to providing a liberal arts education where critical skills, concepts and thinking are developed in conjunction with practice and application. Through a study of processes, patterns and media of communication, the degree in Communication Studies from Northeastern University provides the enriching background to allow our students to contribute significantly to the communication sector, whether that contribution is within organizations or in the media industries themselves. Each year the Department of Communication Studies presents one Academic Achievement Award and three Production Achievement Awards which are awarded during our annual Senior Reception held in April.

Production Achievement Award:

- 2009:** Jason Bergman
Mike Quill and Doug Quill
David Brodsky-Porges
- 2008:** Mike Quill and Doug Quill
Lily Rosenbloom
Meagan Redman
- 2007:** Bryan DeBlasio
Tim Avery
- 2006:** Bryan DeBlasio
Zachary Pentoney

Academic Achievement Award:

- 2009:** Alison Stryker
- 2008:** Alexandra Anweiler
- 2007:** Lia Vallesio
- 2006:** Christina Lepre



Northeastern University

Communication Studies

Curtis Lemar Haigh Scholarship

"This reception area is dedicated in memory of Curtis L. Haig, 1962-1985, in recognition of his personal example which stands as an inspiration to all students of Northeastern University."

Plaque Inscription, December 7, 1985

The Communication Studies reception area was first dedicated to the memory of Curtis Haigh on December 7, 1985 in 147 Meserve Hall. Following the department's relocation, the current reception area in 101 Lake Hall was dedicated to Curtis' memory on September 25, 1997. Curtis Haigh's memorial, proposed shortly after he passed on in February of 1985, is a lasting tribute to a memorable and loved professor. The faculty and students of the department rallied behind this dedication to honor the memory of his warmth, friendship, loyalty, industry, and perseverance. The Haigh family, in their own tribute to Curtis' work, generously created a scholarship fund that continues through today. Awarded annually to a junior majoring in Communication Studies, the Curtis L. Haigh Scholarship is a cash scholarship, awarded chiefly on the basis of university activities and citizenship.

Curtis Haigh Scholars - Past and Present

2009	Elizabeth Tashash *please see essay on following page	1999	Joseph Albano
2008	David Brodsky-Porges	1998	Adrienne Kisson
2007	Amine Nalbandian	1995	Kenan Erdogan
2006	Leanora Giametta	1994	Emily Wassler
2005	Renee Wright	1993	Jeffrey Tagliaferro Kenneth Haigh
2004	Kelly Martin	1992	Jodi Baer
2003	Brian Bacher	1991	Sean Curtin
2001	Elise Zieminski		
2000	Elizabeth Von Euw		



Northeastern University

Communication Studies

Savoring the Opportunity

By Elizabeth Tashash, 2009 Curtis Haigh Scholar

El ánimo en la vida. This short phrase translates into English simply as *a zest for life*. But what does this fond expression truly mean? The traditional dictionary definition of *zest* denotes the term as something that is lively, energizing, keenly relished or heartily enjoyed. This, however, only provides a bland, fundamental comprehension of the word itself. A deep, abstract, and most importantly, personal understanding of exactly what those words mean is purely an individual discovery. A *zest for life*, however, is what brings joy to each day, what makes life worth living, and what makes the soul truly happy.

Curtis Haigh, the namesake of the Curtis Lemar Haigh Scholarship, amply added *zest* to every part of his life. A Communication Studies major at Northeastern University almost twenty-five years ago, Curtis had an indelible and courageous spirit, which allowed him to pursue his goals, interests and dreams. Curtis was unwaveringly dedicated to his academic studies and steadfastly committed to his favorite activity, WRBB, Northeastern's public radio station. Most importantly, this highly inspiration individual was well loved and highly respected by the community that embraced him. No physical impairment could have diminished Curtis' inextinguishable *zest for life*.

Curtis' lively spirit, no doubt, was due in part to the influence of his mother, Robena C. Haigh. Mrs. Haigh, the donor of the scholarship, is truly an incredible woman. She pursues a *zestful* life everyday through her passions: advocacy for the disabled or the elderly communities, her public access television show, and everything in between. When I first met Mrs. Haigh, I was immediately taken with her fiery spirit, lively personality, and strong convictions. Upon getting to know more about this amazing woman, I was humbled by her generosity, openness, kindness, and humor. If anyone enjoys a life full of *zest*, it's her.

Mrs. Haigh has, both through the scholarship and our meeting, inspired and enabled me to strive for

el ánimo en mi vida. When I think of what brings passion to my life, what enlivens my spirit, what makes everyday exciting, only one thing comes to mind: travel! To say that the chance to travel, to experience unique cultures, and to see the infinite wonders of the world, merely brings me hearty enjoyment would be an immense understatement. Travel truly stirs my soul. It awakens my spirit. It is *el ánimo en mi vida*.

In pursuit of my passion, I am studying this coming fall semester in Barcelona, Spain. I am fortunate to have been given the amazing opportunity to live in this beautiful Mediterranean city, known for its vibrancy and *zest*. The award that I received as part of being named the 2009 Curtis Lemar Haigh scholar has already been set aside for my stay in Spain. The best way that I can spend what has been so generously given to me is through the pursuit of something I love. Having the chance to experience such a rich culture firsthand will no doubt bring me great happiness. Through this scholarship, however, I will be able to achieve *el ánimo en mi vida* with greater ease and to a far greater extent.

A life full of *zest* is a life full of excitement, happiness and love. Bearing this knowledge in mind, I advise all future Curtis Lemar Haigh scholars to use this award as thoughtfully as you can. This scholarship is not simply another line on your resume. It is not simply another check to be cashed. It is a means to realize *el ánimo en la vida*. Draw from Curtis' remarkable spirit and indelible drive: use the award to further your goals and dreams. Look to Mrs. Haigh's incredible character and proactive nature: put the funds toward the pursuit of your passions. Finally, look inside yourselves: let the spirit of the scholarship aid in the discovery of what enlivens your minds, what sparks your souls, what adds *zest* to your lives. *El ánimo en la vida* is there for the taking; seize it as boldly as you can!

Elizabeth Tashash is a senior at Northeastern University majoring in Communication Studies with a focus in Organizational Communication. She is studying in Spain for the Fall 2009 semester.



Northeastern University *Communication Studies*

Faculty Publications

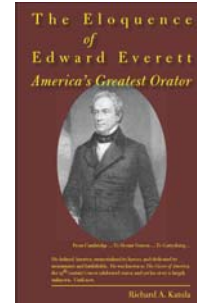
Dr. Thomas Nakayama

Tom Nakayama is Professor and Chair in the Department of Communication Studies at Northeastern University. He is currently editor of the Journal of International and Intercultural Communication. He is currently working on a co-edited book on critical intercultural communication. He is also working on a co-authored book on whiteness.



Dr. Richard Katula

Richard A. Katula has served as Professor of Communication Studies at Northeastern University since 1990. In addition to his faculty appointment, Professor Katula serves as Director of the workshop on "The American Lyceum and Public Culture" sponsored by the National Endowment for the Humanities. His scholarly interests have focused on classical rhetoric and applications of rhetorical theory to public discourse in American society.



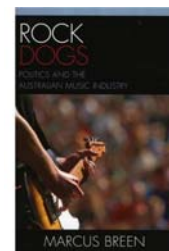
Dr. Alan Zaremba

Dr. Zaremba has received four awards for Excellence in Teaching. He has twice been recognized with Northeastern University's award and before coming to Northeastern was a recipient of the State University of New York's Chancellor's Award for Excellence in Teaching. In 2001 he was one of two University of Albany alums to be honored with an Excellence in Education award. Current research interests involve critical analysis of theories supporting strategic ambiguity in organizational contexts.



Dr. Marcus Breen

Dr. Breen's work background includes consulting and advisory experience with Gartner, Multimedia Victoria - State Government of Victoria, Austrade - Federal Government of Australia, Center for International Research on Communication and Information Technologies and numerous clients. As a journalist he worked for Billboard, The Hollywood Reporter, The Australian Broadcasting Corporation, Music Business International, News Corporation. His most recent book is Rock Dogs: Politics and the Australian Music Industry, Pluto Press.





Northeastern University

Communication Studies

Co Op Student Spotlight

ERIN HARPER

Communication Studies with a minor in Journalism, Class of 2009



Not all Communication Studies majors get their pictures taken with Boston Celtics captain, Paul Pierce, but Erin Harper, class of 2009, has been a fan since Pierce's college years, so it's fitting that her final co-op at the Reggie Lewis Center provided her with this photo opportunity.

During her time at Northeastern University, Erin has taken full advantage of Cooperative Education to explore the communications field. Erin's first co-op, as a PR assistant for the New York Liberty at

Madison Square Garden, set her on a public relations career path and prompted her to pursue a Journalism minor to hone her writing skills.

The following year, Erin moved to New York again to combine two high profile part-time co-op positions, one with BWR Public Relations' corporate entertainment and lifestyle division and the other with Rolling Stone magazine.

Finally, Erin decided to stay in Boston for her third co-op to "return to my roots in sports." She worked in public relations and sports information for the Reggie Lewis Track & Athletic Center @ Roxbury Community College, and will continue in this position past her graduation in January of 2009.

A fan of experiential education, Erin has supplemented her co-op experiences with additional internships at Clear Channel Boston (KISS 108) and Citadel Broadcasting of Worcester, as well as working for The Street Syndicate (Music Marketing Co.) as both a Boston and New York representative. She participated in a Dialogues of Civilization study abroad in Australia, and has also found time to volunteer as a Big Sister since 2007.

Erin tells prospective students: "Co-op is a GREAT chance to move around, literally — I'm very happy that I co-opped out of state twice. Co-op is also a great way to see what you want to do career-wise, and even more important, find out what you don't want to do. Also, in communications related co-ops, realize that you have to pay your dues, and believe that in the end they will pay off." We wish Erin well in what is sure to be a rewarding future.



Northeastern University

Communication Studies

Co Op Employer Spotlight

DANA FARBER



Dana-Farber Cancer Institute, a world leader in cancer research and patient care, has provided Communication Studies students with rewarding co-op experiences for many years.

Founded in 1947 by Sidney Farber, M.D., the Institute is renowned for its unique blending of basic and clinical research, and for using its discoveries to improve treatment of adults and children with cancer.

Today, Dana-Farber belongs to a network of comprehensive cancer centers designated by the National Cancer Institute and is a teaching affiliate of Harvard Medical School. Last year, Dana-Farber's Division of Development & The Jimmy Fund raised \$205 million to fund cancer research and care.

Dana-Farber Cancer Institute provides individuals with compassionate, state-of-the-art treatment while simultaneously developing the cancer preventatives, treatments, and cures of the future. Today, the Institute employs nearly 4,000 people supporting more than 200,000 patient visits a year, is involved in some 600+ clinical trials, and is Internationally-renowned for its blending of research and clinical excellence.

Northeastern's students have worked in several departments at Dana-Farber, including Marathon Challenge and Running Programs, Jimmy Fund Golf, and Contributions Services to develop professional skills while contributing to a philanthropic effort. As one student writes, "My co-op experience here at Dana-Farber has been amazing. I have seen and been involved in the planning of so many great events, which are going towards a great cause. I have learned professional skills, as well as life lessons while being involved in such a great institution. It has given me a solid background in development and event planning, which I look forward to using in my future!" We are indeed lucky to have Dana-Farber Cancer Institute as one of our valued co-op partners.