

UCSD'S COMMUNICATION DEPARTMENT PRESENTS

COMM *Together*

1st Edition, Winter 2008

Communication from your Communication Department?

By Amanda Graham

Welcome to the first Undergraduate Communication Department Newsletter in 10 years! My name is Amanda Graham and I, along with 10 other Comm. students, am currently in a class with Professor Cole entitled "Representing Communication." Our aim is to improve the Communication Department at UCSD.

In doing this, we have taken on many tasks: writing letters and surveying UCSD Communication alumni, interviewing almost every professor in the department, and reaching out to Communication undergrads to assess their needs and keep them connected to the department.

At UCSD, many of the Social Science and Humanities departments have been

given the charge of generating their own funds and relying less on the funds from the University of California. The Social Science departments, including our Communication Department, get only a fraction of the school's budget, putting them at a significant financial disadvantage. Thus students are faced with the challenge of learning in a department that is not only trying to teach and research, but one that has to raise its own funding as well.

To improve our Communication Department and help it generate its own funds (without any start-up money to begin with), our class was created so that students could work towards this goal and receive credit. We get hands on experience; the department gets a boost in

support and outreach. This newsletter is just one of the ways we are seeking to improve the department, undergraduate experience, professor-student relationships, and instill pride in you – the soon to be Communication alumni.

Enjoy the important information, fun facts, and resources this newsletter has to offer. If you have any suggestions or are seeking to be involved in some way, please contact me at agraham@ucsd.edu. We'd love to hear your comments and suggestions!

"Communication" vs. "Communications" By Jennifer Koai

The Communication Department here at UCSD is definitely like no other. When I arrived here as a freshman, I had no idea what I wanted to do. As I continued through my general education studies, I realized that I wanted to go into something such as Business Administration or Public Relations. Upon this realization, I immediately declared myself a

Communication major. What I did not realize, however, is something that many others are in the dark about as well. There is a difference between a "Communication" major and a "CommunicationS" major. Who would have thought that one measly little letter could make such a significant difference?

Our department at UCSD focuses on providing an overarching theory of the process of

human communication. It organizes this inquiry according to three closely interconnected areas called culture, social force, and human information processing, each of which provides an essential perspective on the overall process of communication. That being said, the most visible area of practical work in the department is the area called "production" which currently focuses on

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CommTogether :

"Looking Forward, Looking Back" Event

Thurs. Feb. 28th

6:30p-8:30p

PC Ballroom A

Featuring Alumni Panel, Senior Panel & Career Info!

Sponsored by the Undergraduate Comm. Society and COMT 175

Preparing for a Comm Career—While You're Here!

By Angel Chang

1. What can I do with my major?

Vault.com is a great online library resource that describes the top occupational profiles and industries. There are even downloadable guide books with pages upon pages of ready-to-read information on various industries. This can be accessed for free through the Career Services Center website at career.ucsd.edu. Click on "Occupational Information," find "Vault," and enter your UCSD PID number for free access.

Communication majors have a number of occupations to choose from, and it's only a matter of finding what interests you.

Areas of Interest for Comm.

Majors:

BUSINESS: Sales, Customer Service, Management, Human Resources, Training and Development, Labor Relations, Writing/Editing, Office Management

PUBLIC RELATIONS/

ADVERTISING: Public Relations, Advertising, Marketing, Corporate Public Affairs, Development, Media Analysis/Planning, Creative Directing, Writing/Editing, Audience Analysis, Public Opinion Research

MEDIA: Writing, Editing, Copywriting, Publishing, Producing, Managing/Directing, Research, Media Sales

NONPROFIT: Administration, Program Coordination, Grant Writing, Writing/Editing, Fundraising, Volunteer Coordination

GOVERNMENT: Public Information, Campaigning, Programming, Legislative Assistance, Research, Lobbying

LAW: Law Assistance, Prosecution, Defense, Contractual, Corporate, Nonprofit or Public Interest, Government, Mediation, Lobbying

EDUCATION: Teaching, Research, Student Support Services including: Admissions, Advising, Development, Student Affairs, Recruitment, Alumni Affairs

HIGHER EDUCATION: Master's Program, Professional and Graduate Schools.

2. How do I find internship opportunities? Port Triton is a great resource in finding job opportunities on campus and local San Diego. The job portal is updated everyday by employers seeking to find enthusiastic students. Tip: The less search functions you fill in, the more results you will get.

You can also find off campus internship opportunities through "Internship Resources" on our home website that links to "Off Campus Organizations with Internships." Simply click "Press, Media, and Communications" to find a number of companies within San Diego and surrounding areas that have appropriate internships for Communication majors.

Juniors and seniors looking for internship opportunities can also take advantage of job fairs. At job fairs you will have the opportunity of meeting recruiters in a casual environment. Participating companies can be found under the link "Job Fairs" on the home page.

3. How do I obtain the internship?

After much time has been spent on researching industries and what internships to apply for, the next step is to spend time on researching yourself. This begins with creating a polished resume fit to reflect your greatest accomplishments and work experiences. Stop by the Career Services Center's Express 15-minute advising to go over the elements of an undergraduate resume or bring in a hardcopy of your resume/cover letter to get it critiqued by an advisor. Samples of resumes and cover letters can be found on the Career Services Center's home page under the link "Resumes/Cover Letters/CV."

After submitting the resume and cover letter to the desired company, the next step is to schedule an interview time. For resources on interviewing, the Career Services Center offers quarterly workshops, one-on-one critique with an advisor, or an online tool called Interview Stream that can be used with a webcam from your own room. These are explained on the home page under the link "Interviewing."

The Career Services Center offers interactive workshops on career development (how to obtain an internship, resume building, interviewing skills) every quarter. Stop by the Career Services Center to pick up your copy of the current quarter's schedule.

For further help, questions, or concerns on career development, schedule a 30-minute appointment with a career advisor. They would love to help you on your path into the real world. To make an appointment, call 858-534-3750. Good luck!



Communication Honors Program

By Angelica Andreotti

The Honors Program is one of the Communication Department's best kept secrets. Most Communication students do not realize the Communication Department even offers an honors program and fewer students realize the benefits and amazing opportunities it has to offer.

As a member of the honors program, students will have an opportunity to explore an area of interest through research or a creative production project. Students will work closely with their nominating professor, other honors students, and the program advisor through a two quarter class sequence taken in the fall and winter of their senior year. Through the seminar-type atmosphere, students have the unique opportunity to form close relationships and connections for the future. The program is an excellent idea for students wishing to go on to graduate school or work in the field of production.

Interested and want to know more? The first thing to note is that applications are due the spring before a student has senior standing; and fortunately, the application is relatively easy. Besides the standard information including name, year, and GPA, all the application entails is a proposal of the applicant's research project along with the name of a nominating faculty member.

For all of the future seniors out there who wish to challenge themselves, see Jamie Lloyd in the Communication Department's front office for an application and more information.

My TV Internship

By Angelica Andreotti

The overarching difference between the UCSD Communication Department and other Communications Departments is its emphasis on theory. In reality there is no right way to teach communication, and it can be strongly argued that many benefits arise from the structure of the UCSD Comm. department. With that said, practical experience is still very important in today's job market. This reality is why it is important to supplement a UCSD Communication degree with internships, especially if one wishes to specialize in fields including journalism, broadcasting, advertising, public relations etc.

This past summer I interned at the ABC news station in Fresno, CA. The most interesting and valuable aspect of my internship was the opportunity to witness how the industry works. I learned how many people it takes to put a newscast together - photographers, directors, editors, reporters, anchors, news director, assignment editor, and producers. I gained insight into the fact that the news industry requires a sales and marketing side that is responsible for selling air time to advertisers; after all, money is needed to keep the station running. I discovered that people in the newsroom work crazy hours. The morning crew usually arrives at the station by 3:30am!

Additionally, I traveled out into the field with reporters, conducting interviews and pulling sound bites. I even got to write several scripts and then produce one of them onto tape. It was thrilling to be in the field and to dive into the world of a reporter. One of the most thrilling aspects is that every day is different because there is a new story to work on.

I gained practical knowledge through my time spent at ABC. I saw the inner workings of broadcast journalism and some insight into the corporate world. I would highly recommend doing internships to supplement the theoretical education in Communication we receive at UCSD.

Bea & Jamie Say...

For those of you who don't know, Bea Velasco and Jamie Lloyd are the two wonderful women who work in the Communication front office in the MCC building. They are a great asset to the department. Here is some important information they wish to pass on to students:



- Students can take a course before taking the prerequisite course with the consent of the instructor.
- The Comm. department CANNOT bypass the wait list and add a student to a class.
- Do not sit on a waitlist if you are not planning to take the class.
- If advising is needed for the scheduling of major classes, do not hesitate to visit Bea and Jamie in the office.
- If you cannot make it to class notify the professor BEFORE you miss class, not after.
- There are about 850 communication students within the department. The department is not impacted.
- DO INTERNSHIPS!

“Communication” vs. “Communications” (Cont'd)

digital video production and game design. Additionally, there are practicum courses that focus on combining theory and practice, but these practicum courses do not extend to the broad range of topics that students might be interested in when they graduate (such as public relations or event planning). While we learn about how certain communication processes and technologies affect our role(s) within society, Communication students are unable to specialize in trades associated with their degree.

This departmental distinction is definitely an important one to make. This can seriously affect the collegiate path that you, as a Communication student, may take. The Communication faculty and advisors strongly encourage you to

make use of the Academic Internship Program in order to gain that essential experience that you need for your career. As a Communication major, be aware of this difference and know what you are getting yourself into so that you are able to create a future for yourself.

Professor Spotlight: David Serlin



Professor David Serlin earned his PhD in American Studies from New York University in 1999. Not only is he one of UCSD's distinguished Communication faculty members, he is also an Affiliated Faculty in Science Studies and Critical Gender Studies. He has become a recognized researcher in his field through publications including *Replaceable You: Engineering the Body in Postwar America* (Author) and *Artificial Parts, Practical Lives: Modern Histories of Prosthetics* (Co-Editor).

In addition to these publications, Professor Serlin creates a favorable academic environment for his students, teaching classes that undergraduates find very intellectually stimulating and fostering good student-professor relation-

ships. An alumna, Evelyn Fidler, fondly speaks of her experiences with Professor Serlin, saying that "I will never forget the assignments he had us do; they were imaginative, stimulating, and one of a kind. He is a tremendous professor who challenges his students to see in a wholly new way."

Currently, Professor Serlin is editing a book about visual representations of health topics – everything from AIDS/HIV to depression to Botox – in the media. Additionally, his own research project deals with, in simple terms, the relationship between the body and architecture. If you are interested in Professor Serlin's work, it's as simple as "Google-ing" his name, and you will find information abound. And if you think for a minute about doubting his abilities as a researcher *and* professor, take it from his students: "he is a true inspiration of a professor."

IMPORTANT DATES TO REMEMBER

Spring 2008

April

4/9 Wednesday: (Career Services Center) Triton Job and Internship Fair 10:30a-2:30p

4/11 Friday: Deadline to add classes

4/25 Friday: Deadline to change grading option, change units, and drop classes without "W"

May

5/7 Wednesday: (Career Services Center) Etiquette Dinner—registration required

5/16 Friday: Sun God Festival

5/16 Friday: (AIP) Application for local internships for Summer 2008 due

5/26 Monday: Memorial Day Observance—No School

5/30 Friday: Deadline to drop without penalty of "F" grade

June

6/14-6/20: Senior Week

6/21 Saturday: Muir Commencement Ceremony 8a, Marshall Commencement Ceremony 1p, Sixth Commencement Ceremony 5p

6/22 Sunday: Warren Commencement Ceremony 8a, ERC Commencement Ceremony 1p, Revelle Commencement Ceremony 5p

