



# Let's Talk About It

## Communication Day

Written by Gabriel Miller

Communication Day is an annual event sponsored by the National Communication Student Association Club that gathers faculty, staff, alumni and students to speak on topics regarding different aspects of communication. Communication Day Chair, Jodecie J. Hook, said that she wanted to increase diversity of speakers for the event. This year marked the 7th year of the event, with 350 students in attendance to listen to the variety of 25 guest speakers. Many speakers came from outside the traditional Communication Studies department, including those from the departments of English, Psychology, Mass Communication and Sociology. The subjects of the presentations were broad and varied greatly, from Dr. Eric Miller's presentation

on "The American Sermon as Rhetorical Form" to The Frederick Douglass Debate Society to Dr. James Petre's Presentation on investing. Topics from other departments included "Persuasion" by Dr. Mary Jo Larcom Psychology and How to Manage Social Media Habits by Dr. Frohlich from Mass Communications. Students were also treated to refreshments, which included a cheese platter, doughnuts and coffee. Professional headshots were also taken for student's professional development, free of charge, to help them to begin for their career and the real world. The event also was a way to connect students to opportunities and real world careers.

## Research Colloquium

Written by Sydney Ralston

On April 17, 2019, the Communication Studies Department held their annual Research Colloquium hosted by the departments honor society, Lambda Pi Eta. Students were given the opportunity to submit a paper of their choosing as long as it fit the guidelines of it being a research paper, from a Communication Studies class, and a minimum of eight pages. The top four papers that stood out the most were picked to present their research at the colloquium in front of fellow peers and professors. These four students then had the chance to explain their topic, research questions, show their use of methods, how they were applied, and their results. At this year's event the following research was presented; "An Ideological Analysis of Gone Girl", by: Lauren Ackerman, "Satirical Visual Rhetoric Exposes Hegemonic Ideologies: Ideological Criticism of Office Exposing Sexist Values in Workplace Environments", by: Alyssah Dombek, "Rhetorical Criticism of President Donald Trump's Address to the United Nations on September 19th, 2018", by: Gabriel Miller, and "Ghosting: Examining the Phenomenon

of Contemporary Relationship Dissolution through Reduced Communication and Physical Absconding" by: Nora Yakscoe, Nyla Britt and Lacey Nolan. Once all of the authors presented their work Dr. Kai Kuang addressed all of the papers reviewing the high points and giving her thoughts on the presented research. A short Q&A was held before the announcing of the winner. The winner of the Research Colloquium would be awarded The Howard Schreier Award for Outstanding Student Scholarship. This award was started in 2014 and named after Dr. Schreier, who was a professor for twelve years, that made a heavy impact on students' lives. He motivated students to excel in writing, and research skills before retiring in 2013. Dr. Schreier made such a positive impact that this award is now named after him and hangs in the department with the names of past winners engraved into it. This year ended in a tie with Gabriel Miller, Nora Yakscoe, Nyla Britt, and Lacey Nolan receiving the award.

# Key Courses in Communication Studies

Written by Lauren Ackerman

Every student knows that when choosing their concentration, there is a range of specialized classes in your track and that your advisors are there to help you choose what courses will be the best fit for you. But when Communication Studies students from all three tracks were asked to weigh in on the topic of the most beneficial classes they've taken, several courses stuck out. Many agreed that no matter your area of concentration, Communication for Business Professionals, Interviewing, Intercultural Communication, and Conflict Management and Resolution were all great classes that prepare you for any professional context or work environment. Communication for Business Professionals helps to improve upon your elevator pitch, resume and cover letter, and other professional development assets while giving students the opportunity to work with a client in the local community. Interviewing prepares students to be on either side of the interviewing process across a wide range of contexts. Students tended to agree that these courses made them feel especially prepared to take on internship and job interviewing processes, and gave them insight on how to best present themselves in professional contexts. Intercultural Communication,

which educates people about communication across international and co-cultural contexts, and Conflict Management and Resolution, which looks at communication's role in conflict on all levels from interpersonal to societal, were both courses that students agreed would be applicable no matter the professional environment. Both courses gave people valuable knowledge and tools to work through differences and situations in their personal and professional life. Whether you have an Interpersonal, Organizational, or Leadership and Public Advocacy concentration, you have a minor in Communication Studies, or you're looking for applicable courses to add to your electives, various Communication Studies students recommend taking these four courses to prepare for your future as a professional.



# Center for Professional Development and Career Experience

Written by Charlie Sullivan

One of our many hidden gems here at Bloomsburg University is our career center also known as the Center for Professional Development and Career Experience (CPDCE). The career center offers an abundance of opportunities to prepare yourself for life after graduation which scares us all. No need to fret, the career center offers job fairs for every discipline where numerous different companies come to Bloomsburg in order to find new recruits for their organizations. That's not all the career center has to offer. They also provide intensive workshops and bootcamps that will help you to build your own resume, pinpoint your career goals, and learn how to appropriately dress for success all valuable skills when looking for a job. The career center does not only help you to prepare for your professional future but they also provide real life work experiences by providing internships and work shadow programs.

The career center is truly one of the most valuable resources we have here on campus so don't miss out on the amazing opportunities. Our career center is also moving next semester to the Greenly Center located at 50 E. Main Street just a short walk from campus. For any other information contact the career center Monday-Thursday, 8 a.m. to 7 p.m. Friday 8 a.m. to 4:30 p.m. at 570-389-4070 where they would be more than happy to answer any and all questions you may have.

## Speakers Forum

Written by Jordyn Payne

Lambda Pi Eta Communication Honors Society holds an annual speaker forum every year on a specific topic that allows students to speak in front of their peers and faculty based off their research, personal experience and opinions. For this event, all students at Bloomsburg University are welcome not just the students that are enrolled in the communication department. Examples for the Speakers Forum that have been in the past were, "Do you have something to say about sexual harassment?" this was a topic in 2010. Another topic was on invisible illness and this year in 2019 the topic was "what grinds your gears"? The topics range from all over the spectrum to create creativity, unique responses and research analysis.

When the topic for the annual speaker forum is announced this allows students to have a few weeks to decide, research and then tryout to participate in the Speakers Forum. You will then tryout in front of a range of judges mostly professors who will judge and evaluate your speech on the specific topic for that year. Then, they select and announce the top five students that will be presenting based off your tryout at the Speakers Forum that will be available to all students. A keynote speaker is always present to start off the Speaker Forum. If you desire public speaking, are a passionate student, and enjoy collecting research to educate not only yourself but your peers then this is the event for you!



# Husky Student Leadership Summit

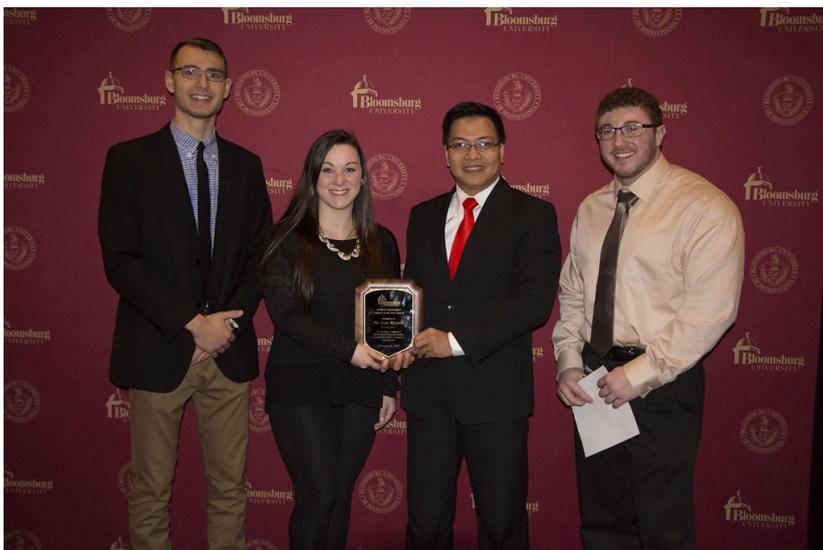
Written by Taylor Thompson

On February 23rd, Bloomsburg University hosted their 13th annual Husky Student Leadership Summit! This day long leadership conference was created so that current student leaders and those striving to become student leaders can come together and network with BU alumni that were previously in similar leadership positions and/or organizations as students. This is a day of dialogue and discussions to learn about ways to capitalize on the skills we learn as student leaders and how we can continue to use them now in college and even after graduation.

The theme for this year's summit was "The Leadership Recipe: Ingredients for Success!" Individual students and student organizations/groups hosted workshops on different topics and categories such as leadership development, cultural awareness, personal wellness, professional development, public speaking, student organizational leadership, and Greek student leadership.

This year's keynote speaker was Mr. Jaison Williams who is a Bloomsburg University alumni. Mr. Williams wrote for the school newspaper The Voice and graduated with a degree in Mass Communications. He is now the Vice president of Global Talent Management, Fitbit and talked about the encouragement he received at Bloomsburg University that helped him become the man that he is today.

While attending the Husky Student Leadership Summit, students were able to complete requirements for the Leadership Certification Program (LCP) and complete the new required leadership training for students who plan on serving on a student club/org executive board. Dr. Elizabeth Petry held elevator pitch meetings for students who attended the conference and alumni spoke to them as well. For those who stayed for this day long conference received an award at the end. Professional headshots were also available for students seeking a new LinkedIn profile photo. There was free food, giveaways, and a chance to take a photo with Roongo!



## The Authors: Business Professional Course Project

Jordyn Payne  
 Lauren Ackerman  
 Taylor Thompson  
 Charlie Sullivan  
 Gabriel Miller  
 Sydney Ralston