From the Desk of Dr. Mary Grace Antony:

It has been an exciting semester for the Communication Studies department at Schreiner University. We have been busy, both inside and out of the classroom!

Keep reading to discover more about our students’ projects & accomplishments, faculty tidbits, and other interesting COMM news.

PERSUASION & THE REAL WORLD

COMM 3350 Persuasion is a new course at Schreiner that introduced students to learn about the fascinating world of persuasion – and also develop real-world persuasion campaigns right here on campus!

Four groups of COMM juniors and seniors teamed up with their clients: Sodexo (Campus Dining), Health & Wellness, Admissions, and Campus Recycling.

The Persuasion campaigns were both innovative and fun! For example, our Health & Wellness group teamed up with SWAT to target smoking on campus, and helped implement the Great American Smoke Out.

Another group teamed up with Sodexo to examine attitudes toward eating in the Diner and Lion’s Den, and have submitted their final report and recommendations to their client. A third team collaborated with Admissions to create a mock class presentation for visiting students and their families on Schreiner Saturday.

And here’s what their clients had to say about it...

Lucrecia Flores, Director Health and Wellness: “Taylor and his group were a pleasure to work with. They were very helpful for the Great American Smoke Out. They made some very nice signs, got them posted, and helped to get the word out.”

Stephanie Keller, Assistant Director for University Relations: “I was so pleased with their Recycle Awareness campaign event. It was well thought out, it was fun, and I saw lots of participation and willingness to learn about on-campus recycling from fellow students...They researched their project thoroughly, communicated with all the right people, and went through all the channels they needed to accomplish their goal.

They persevered through difficulty with patience and kept their initial energy to produce an educational and fun event that really communicated Recycling Awareness on Campus. I am proud of them.”
Meet COMM Instructor:  
**Peggy Bowie**

1. **Tell us about your favorite classroom moment.**

   Recently, one of my students spoke on volunteering for a homeless shelter and making a difference in a homeless child’s life. She’s a new mother, works full time and is enrolled full time at Schreiner. At the end, she revealed that she too was once a homeless child. Through the inspiration of a community volunteer, she rose above her adversity. WOW!

   There are hundreds of these bright and shiny moments that warm my heart. To pick one is as impossible as choosing a favorite in the star spangled night sky. My favorite teaching quote is: "When one teaches, two learn.” I learn from my students each time we meet. My goal is to kindle the fire of learning; I know the connection has been made when I see that light flicker in their eye. The student never will be same...and neither will I. This is what 'learning and teaching by heart’ is all about.

2. **What can students expect from your class?**

   A personal tour of the vast landscape of communication, ranging from interpersonal to group, mass communication, and electronic and social media. We work on presentation skills through speech assignments. Most of all, we learn the power of personal stories that unite humanity through common roots of emotions and ethics – whether delivered to small groups or via electronic arenas like FaceBook, YouTube or Twitter.

3. **This Winter Break, you will be:**

   Traveling to San Francisco to visit our 'techie' daughter Leah (an Adobe webmaster) and son-in-law Nigel (a website marketing research manager). We plan to explore the Napa Valley vineyards and bicycle trails.

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**COMM-gratulations!**

- COMM juniors **Amber Bernhard** and **Billy Bowman** were inducted into Alpha Chi, a US collegiate honor society that recognizes students in the top 10% of their classes.

- **Dr. Mary Grace Antony** won a Top Paper Award from the National Communication Association for her research on the call center industry and the NBC series * Outsourced.*

- **COMM junior Brena Roberts** won the prestigious Dean’s Scholarship for 2011-12. She is currently assisting on an exciting media research project.

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**Coming this Spring to a COMM Classroom near YOU...**

**COMM 3320 Intercultural Comm.**  
What does culture really mean? How does it influence who we are and how we communicate with other people? And how exactly is globalization changing our world?  
Now’s your chance to find out!

**COMM 3330 Gender & Comm.**  
Do men and women really communicate differently? Do we understand each other and see the world in different ways?  
Take Gender & Comm. with Dr. Carrie West and discover for yourself!

**COMM 4370 New Media Technologies & Comm.**  
Ever wondered about how our lives are affected by cellphones, social media, e-tailers, and YouTube? How about cyber-bullying, privacy, cyber-stalking, and online romance?  
Just some of the fun topics we will investigate in this new course.

**COMM-ent:**  
“The single biggest problem with communication is the illusion that it has taken place.”

*George Bernard Shaw* (1856-1950)
COMM People Talk Research

Taylor Salaz & Sarah Whitsitt: On analyzing Herman Cain’s nonverbal responses to a scandal: “Observing and analyzing the YouTube videos puts us above politicians’ BS. I really enjoyed it.”

Brena Roberts & Katie Cherniss: On studying competitive pool players’ nonverbal behaviors: “I enjoyed seeing how the theories we learn apply to real life. It was also fun to design our own study!”

Aleigha Alderette & Yesenia Hernandez: On analyzing The Jerry Springer Show: “Watching videos of Jerry Springer for research was fun! Working together as a team was also great.”

Crystal Wilson & Marshall Brown: On analyzing Presidential Candidate Mitt Romney’s nonverbal behaviors: “Working on a relevant issue and using real data was fun – we’ve become more educated and interested as a result.”

Drew Rouse & Ethan Catalani: On studying aggressive body codes of Mixed Martial Arts fighters: “We enjoyed watching the videos multiple times to analyze them – watching the fights, getting hyped up, but also paying attention to the data.”

Steph Viands & Milo Summerville: On analyzing vlogs to The Innocence of Muslims: “It was great to use class concepts to look at stuff going on in society and the world. Social media has really made an impact.”

Billy Bowman & Glenda Gutierrez: On studying RuPaul’s Drag Race: “I really enjoyed watching a whole season of RuPaul’s Drag Race! I had never seen it before. Drag queens can be a lot of fun!”

We are now on Facebook & Twitter

Friend / Follow us to:
- keep up with the latest news
- discover cool internships & job openings
- get a heads-up on new classes ...and so much more!

What’re you waiting for? Join the COMM-unity!

COMM-emoration (We’ll miss you!)

As COMM senior Josh Shudra prepares to graduate, he looks back on his time at Schreiner University:

What are your plans after graduation?
Honestly, I don’t know what to do yet. But I do know that having this degree will help me in any field because communication is needed in everything.

Favorite COMM memory:
Presenting my research at a conference at the University of North Texas. It was a lot of fun.

What do you do in your free time?
I love to play Ultimate Frisbee and go out of town with friends.

Any words of advice for future COMM majors?
Make sure to stay on task and pay attention to your course rotation; you do not want to stay a semester late because of it!