

Welcome to the Communication & Media Studies Department at Plymouth State University

Student Handbook

Arts & Technologies Cluster



Created by: Monica Hamel
(class of 2019), Spring 2018

CMS Mission Statement

The Communication and Media Studies program offers undergraduate program options that combine social, cultural, and rhetorical approaches to the analysis and creation of messages within professional, social, and digital contexts. These programs offer students interdisciplinary perspectives that blend theory and practice, the historical and contemporary, and the conventional and the unconventional. Successful graduates of these programs will be employable, ethical, and competent communicators in the always evolving communication industry environment.

CMS Learning Outcomes

CMS students upon graduation will showcase these abilities.

- ▶ 1. The ability to read, write, listen, and present in various contexts and for various audiences.
- ▶ 2. The ability to understand emerging communication and media technologies, and the complex causes and opportunities of that evolution.
- ▶ 3. The ability to analyze and explain the moral, ethical and cross-cultural dimensions of messages.
- ▶ 4. The ability to apply communication and media theories to critically analyze real-world issues and employ practical, innovative solutions.

What are the options in our Major?

Here at PSU, we have two options for Communication majors: Media Studies and Professional Communication.

- ▶ **Media Studies:** This option enables students to explore media history, theory, criticism, and production in relation to a variety of media forms, including film, television, and emerging technologies. Students learn to effectively analyze, create, and understand the effects of media offerings of all kinds.
 - ▶ This course of study is recommended for students who plan careers or graduate study in the fields of advertising, broadcast journalism, film, marketing, media studies, media writing, online communication, print journalism, public relations, television, and related areas.
- ▶ **Professional Communication:** This option enables students to explore various approaches to persuasive communication. Students learn to identify and apply theories and techniques that enable effective communication to occur in a variety of professional settings.
 - ▶ This course of study is recommended for students who plan careers or graduate study in the fields of business, communication, professional writing, promotion, sales, sports, information, and related areas.

What are the Minors

The CMS department offers three different minors for students inside or outside of the department.

- ▶ **Professional Communication:** This minor offers students the opportunity to explore theories and techniques that enable effective communication to occur in a variety of professional settings.
- ▶ **Media Studies:** This minor offers students in-depth exploration of the history, theory, criticism, and effects of media offerings.
- ▶ **Digital Media Design and Development:** This minor offers students the opportunity to create and critique digital media offerings.

Being a student at Plymouth State University

You are now a Plymouth State Panther!

Whether you're an athlete, brainiac, or in the middle, there are always things at Plymouth State University for you to join. From clubs and activities, to bingo and open mics, and to sports games and musical concerts.

You can even have fun with a campus job!

What it means to be a CMS student

- ▶ “For me, what it means to be a CMS student is that I get to learn so much of how people act and how I can use that to market a product or a business to them correctly. It also means that I am knowledgeable on so many topics from theories to navigating social media. I love how all the faculty care so much about your education, they sometimes go above and beyond for their students, and that’s nice to have in professors.” -Monica Hamel '19 Media Studies option

Special items for CMS majors

- ▶ All CMS students will put together a portfolio during their time here at Plymouth State University. This portfolio will be in the form of a blog and students will upload some of their work onto it that they feel demonstrates one or more of the learning outcomes listed above. This portfolio can be purchased after graduation or students can transfer their postings to another blog to use for future job applications and resumes.
- ▶ Equipment: CMS major students can rent out cameras, tripods, audio equipment, and lighting kits from the department to use in class projects. Renting is easy and quick.
- ▶ Many of our alumni contact our faculty here for recommendations for students to receive internships or jobs while still in classes.
- ▶ Hyde 235 and 129: student lounges and professor offices. Early for a class? Just stop by one of the two Communication department lounge rooms. There you will find couches, chairs, and some computers for you to use while you wait for a class to start or your friends to get out of their classes and meet with you. You can also find some of our professor's offices in this space. Make an appointment by email or walk on in if they are free when you want to talk.
*This area is phone-free so please be respectful and make sure your phones are silenced and you aren't talking on the phone while in these spaces during regular hours.

Meet the Staff

Full-time CMS faculty

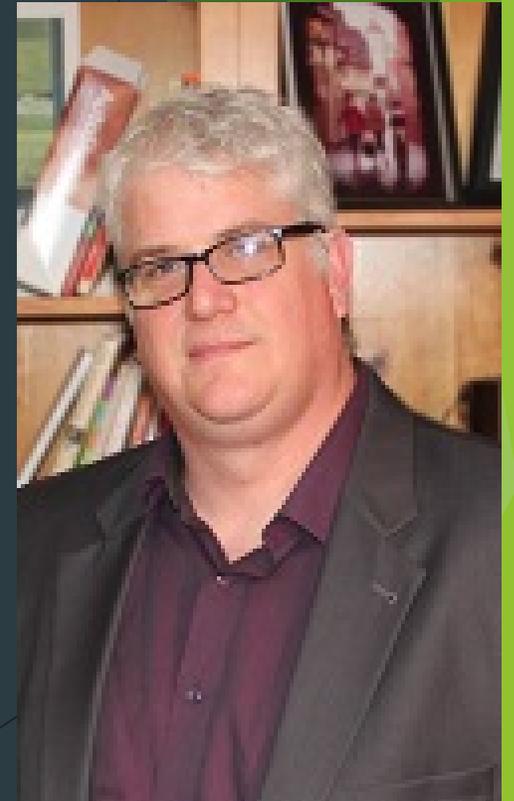
Prof. Scott Coykendall

Scott Coykendall has been a faculty member in the Communication & Media Studies department since 2011 and a faculty member at Plymouth State since 2002. He grew up in the Midwest where he worked in journalism, public relations, and other communication jobs in the Kansas City area before embarking on a career in technical writing for software companies that brought him to New Hampshire. His teaching specializations are Technical Communication and Journalism, though he has designed or taught many other courses and Special Topics for Communication & Media Studies. Coykendall is also a creative writer, having published poems in national publications and a screenplay for a short film that was produced in 2010.

Office: Hyde 129C

Phone: 535-2616

Email: srcoykendall@plymouth.edu



Dr. Annette Holba

Annette M. Holba, Ph.D., is Professor of Rhetoric at Plymouth State University, and teaches in the Communication and Media Studies discipline. She has published several books including *Transformative Leisure: A Philosophy of Communication* (2013); *An Overture to Philosophy of Communication: The Carrier of Meaning* (2012), winner of the Everett Lee Hunt Book Award from the Eastern Communication Association, 2013 and the Top Book Award from the National Communication Association Philosophy of Communication Division, 2013; *Philosophical Leisure: Recuperative Praxis for Human Communication* (2007) and *Lizzie Borden Took an Axe, or Did She?: A Rhetorical Inquiry* (2008). She also co-authored and co-edited four other books related to philosophy of communication, rhetoric, and women's leadership. Her most recent book is a co-edited book, *Encyclopedia of Communication Ethics: Goods in Contention* (currently forthcoming). She has contributed to the *Encyclopedia of Identity* (Sage, 2010) and has published several book chapters in edited collections as well as numerous essays in numerous scholarly journals.

She has served on the editorial boards for *Review of Communication*, *Journal of Communication and Religion*, and *Journal for the Association of Communication Administration*. Her scholarly interests include philosophy of communication, communication ethics, rhetorical studies, and mindful leadership. She is past editor of *Qualitative Research Reports in Communication* and past guest editor for *Listening: Journal of Communication Ethics, Religion, and Culture*. She is currently guest editor for *New Directions in Higher Education*. Actively involved in the Arts and Technology Cluster and previously led the Health and Human Enrichment Cluster, Dr. Holba is an advocate of integrative learning and collaboration across disciplines.

Some fun facts:

- ▶ Play the violin with Lakes Region Symphony and I study Therapeutic Harp
- ▶ 5 kids and 9 grandchildren



Office: Hyde 129A

Phone: 535-2878

Email: aholba@plymouth.edu

Dr. Cathie LeBlanc

Dr. LeBlanc has a Bachelor's degree in Computer Science from Dartmouth College, and a Master's and PhD in Computer Science from Florida State University. Dr. LeBlanc has previously worked as a waitress, a pizza deliverer, a grant writer and fund-raiser and a software engineer. Since 1992, however, she has taught at the university level, first in several Computer Science departments and currently in a Communication and Media Studies department at Plymouth State University. The move from Computer Science to Communication and Media Studies is not as drastic as it might seem at first. As a computer scientist, she was most interested in questions of how technology can be used to aid us and how its use hinders us. She is still interested in those questions and now studies these issues from the context of digital media, especially games and online social networks. She is particularly interested in the rhetoric of these digital media, that is, how those media communicate their messages and persuade us to think and act in particular ways. Starting in the Fall 2018 semester, Dr. LeBlanc will be the new General Education Coordinator at PSU.

Read about her work preparing for that position at her blog:
<https://cathieleblancblog.com/>

Office: Hyde 235B
Phone: 535-3122
Email: cleblanc@plymouth.edu



Dr. Mary Beth Ray

Mary Beth Ray received her Ph.D. from Temple University's Media and Communication program in 2012 and her M.A. in Media Studies from Syracuse University's Newhouse School of Public Communication in 2006. Her research interests include emerging technology, creative industries, co-production, qualitative research methods, and popular music culture.

Dr. Ray's book *Digital Connectivity and Music Culture - Artists & Accomplices* is forthcoming in 2017 from Palgrave MacMillan. Her book explores how the rise of widely available digital technology impacts the way music is produced, distributed, promoted, and consumed, with a specific focus on the changing relationship between artists and audiences.

- ▶ She is currently the Internet Culture area co-chair for PCA/ACA (Popular Culture Association/American Culture Association) and the Music Culture area co-chair for MAPACA (Mid-Atlantic Popular & American Culture Association).
- ▶ PSU Advisor, Lambda Pi Eta
- ▶ PSU Co-Chair, Women's Studies Council
- ▶ PSU Co-Chair, WPCR 91.7fm

Office: Hyde 129D
Phone: 535-2856
Email: meray@plymouth.edu



Dr. Evelyn Stiller

Evelyn Stiller has been involved in the computing industry for over ten years prior to pursuing her doctorate degree. She received her PhD in Computer Science from Florida State University in 1996, and started teaching in the Computer Science Department at Plymouth State University for over ten years. She is now involved in starting a digital media program in the Communications and Media Studies Department. She has been interested in making the use and study of technology appealing to women and underrepresented minorities for over twenty-years and is interested in how computer mediated communication differs between genders, races, and economic classes.

She is the daughter of German immigrants, and speaks fluent German as a result. She has traveled extensively in Europe, and has taught in (at the time) West Berlin for the University of Maryland during the 1989-90 school year, during which time the Berlin Wall fell. She has also taught in the Republic of Panama for Florida State University on two occasions and has done technical training in Nicaragua. Finally, I taught in Ireland for one semester for PSU.

I am currently working on a cluster project called Program2Play, where students play games by programming the behavior of a character in each game. Students learn to program by taking on progressively harder games. Each game allows a trial-and-error style dialogue with the game. This approach to learning/teaching is called bricolage and is at the heart of my Science of Animation Programming course.

Phone: 535-2531

Email: estiller@plymouth.edu

Office: Hyde 415

Dr. Metasebia Woldemariam

BA, Adelphi University; MA, University of Quebec; PhD, Concordia University

Metasebia Woldemariam received her Ph.D. from the Joint Program in Communication offered by the Université du Québec à Montréal, Concordia University and the Université de Montréal. Her research interests include African media and cultural studies, feminist media scholarship and international/developmental communication.

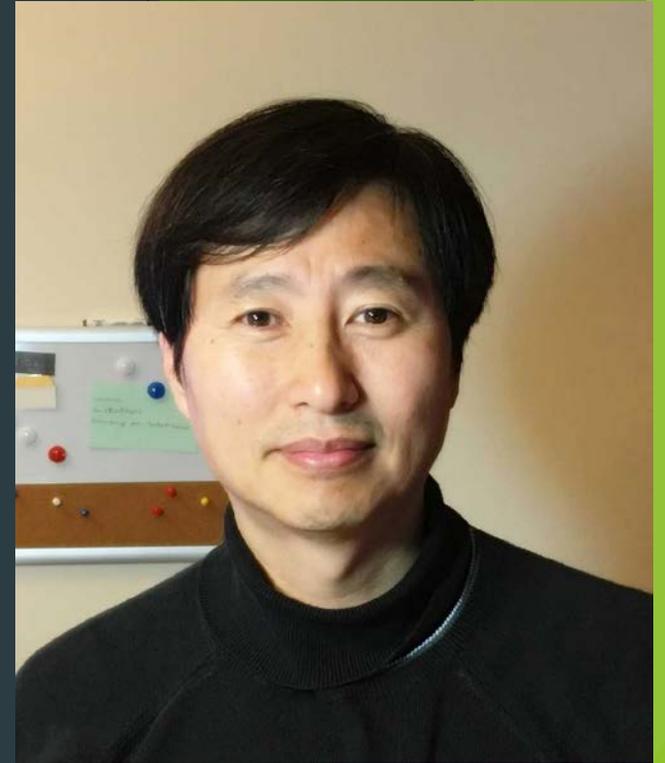
Phone: 535-2856

Email: mwoldemariam@plymouth.edu

Office: 235A

Dr. Eun-Ho Yeo

Hello! My name is Eun-Ho Yeo. I was born and grew up in South Korea. I moved to the U.S.A in 1991 for graduate study in communication. I've received my Master degree in Mass Communication from Kansas State University and my Doctoral Degree in Communication Studies from Cornell University. I've worked at PSU since 2008 as a faculty member in Communication and Media Studies program. My field of interest is in Media Effects and Intercultural Communication. I regularly teach Communication Theory and Media Effects. I'm also interested in translating books. My recent project is to translate classic academic books in communication media studies into Korean. Currently I'm serving as a vice president of Korean American Communication Association.



Office: Hyde 129 B

Phone: 535-2856

Email: eyeo@plymouth.edu

Student Resources

Important websites and phone numbers

- ▶ Counseling Center (located next door to Hyde): <https://campus.plymouth.edu/counseling/>
- ▶ Healthy PSU: <https://campus.plymouth.edu/healthy-psu/>
- ▶ Campus Ministry: <https://campus.plymouth.edu/campus-ministry/>
- ▶ Financial Aid: <https://campus.plymouth.edu/financial-aid/>
- ▶ Human Resources: <https://campus.plymouth.edu/human-resources/>
- ▶ President Donald Birx: <https://campus.plymouth.edu/president/>
- ▶ Registrar: <https://campus.plymouth.edu/registrar/>
- ▶ Student Life: <https://campus.plymouth.edu/student-life/>
- ▶ Advising Center: <https://campus.plymouth.edu/undergraduate-advising/>
- ▶ Student Account Services: <https://campus.plymouth.edu/student-account-services/>
- ▶ University Police (UPD): <https://campus.plymouth.edu/police/> or call (603) 535-2330
- ▶ Writing Center: <https://campus.plymouth.edu/writing-center/>
- ▶ Plymouth Academic Support Services (PASS) and TRIO: <https://www.plymouth.edu/current-students/student-success/academic-support/>

- ▶ Dining Services: <https://campus.plymouth.edu/dining/>
- ▶ Health Services: <https://campus.plymouth.edu/health/> or call (603) 535-2350
- ▶ Career Services: <https://campus.plymouth.edu/career-services/>
- ▶ Information Technology (IT) <https://campus.plymouth.edu/it/> or call (603) 535-2929
- ▶ HUB Mail Center: <https://campus.plymouth.edu/mail-services/> or call (603) 535-2223
- ▶ Physical Plant: <https://campus.plymouth.edu/physical-plant/> or call (603) 535-2254
- ▶ Residential Life (Res Life): <https://campus.plymouth.edu/residential-life/>
- ▶ Lamson Library: <http://library.plymouth.edu/>
- ▶ Emergency Information: <https://campus.plymouth.edu/emergency/>
- ▶ Academic Affairs: <https://campus.plymouth.edu/academic-affairs/>

Student Organizations

LPH & Film Club

Lambda Pi Eta (LPH)

- ▶ A nationally recognized Communication Honor Society. Students in this organization strive to do more, go the extra mile. Students must meet certain criteria before they are eligible to be inducted, but you can still attend meetings!
- ▶ For information contact Advisor Dr. Mary Beth Ray (meray@plymouth.edu)
- ▶ <https://campus.plymouth.edu/communication/lambda-pi-eta-lph-pi-omega/>

Film Club

- ▶ A creative, family-like atmosphere for students who wish to create anything they dream of. It's not just about films; students interested in photography, music score writing, editing, shooting, and other areas of media are welcomed and encouraged to join Film Club.
- ▶ For information contact President Joseph Burgess (jmburgess1@plymouth.edu) or Advisor Scott Coykendall (srcoykendall@plymouth.edu)

Important Links for CMS students

- ▶ On our Facebook page you can find articles that pertain to your major or what you career in the future could look like, as well as current events that could be of interest to you or other students in the major. Some student made material is shared on the page as well. FB: <https://www.facebook.com/PSU.CMS/>
- ▶ On the PSU CMS YouTube account we have student made videos and interviews with our Outstanding Seniors as well as some of our faculty. We have videos on what is in the equipment bags and how to use them, and a playlist of videos, starring alumni Jordan Rosenburg, designed to help first year students navigate their first year here at Plymouth. YT: <https://www.youtube.com/channel/UCmJLB7Ly0PyeHXBiUxbTkKw>
- ▶ The rental link is just that. It is a link to our rental policy and a form where you can check out some of the equipment that the CMS department has to offer its students. <https://campus.plymouth.edu/communication/rent-equipment/>

Preferred Course of Action

Many of the classes offered in the Communication major also count toward your general education credits. This means less worry about making sure you take all your credits. Your classes will fill both requirements at the same time!

Due to the low number of credits that both options require, it also is easy to pick up another major or a minor (maybe two minors!), many of our students do it! It's easy to be successful and have a bountiful resume here at Plymouth State University. Talk to your advisor today about adding a second major or a minor.

Note that this is a preferred course of action for each major over a four-year college experience. However, this is not a mandatory schedule for students. Stick as close to this as you can but don't be afraid to take different classes or need an extra semester to finish. Everyone's college experience is different, but they are all important and unique.

Media Studies Option

Year One Credits

- ▶ EN 1200 Composition 3
- ▶ IS 1111 The First Year Seminar: Critical Thinking and the Nature of Inquiry 3
- ▶ MA Mathematics Foundations 3
- ▶ CM 2000 Studies in Communication and Media (TECO) 4
- ▶ CM 2770 Introduction to Media and Cultural Studies (TECO) 3
- ▶ CTDI Creative Thought Directions 6
- ▶ Foreign Language (GACO) 6
- ▶ Elective 2 30

Year Two Credits

- ▶ CM 3480 Global Perspectives in the Media (GACO) 3
- ▶ CM 3640 Communication Theory (WRCO) 3
- ▶ PPDI Past and Present Directions 6
- ▶ SIDI Scientific Inquiry Directions 6-8
- ▶ SSDI Self and Society Directions 6
- ▶ DICO Diversity Connection 3
- ▶ Elective 3-1 30

Year Three Credits

- ▶ CM 3500 Media Effects 3
- ▶ Societal Contexts - complete one course 3

Years Three and Four Credits

- ▶ Advanced Study - complete 15 credits 15
- ▶ INCO Integration Connection 3
- ▶ WECO Wellness Connection 3
- ▶ Electives 27

Year Four Credits

- ▶ CM 4650 Communication Research Methods (QRCO) 3
- ▶ CM 4900 Senior Seminar 3

Total 120

Professional Communication Option

Year One Credits

- ▶ EN 1200 Composition 3
- ▶ IS 1111 The First Year Seminar: Critical Thinking and the Nature of Inquiry 3
- ▶ MA Mathematics Foundations 3
- ▶ CM 2000 Studies in Communication and Media (TECO) 4
- ▶ CM 2910 Human Communication and Conflict 3
- ▶ CTDI Creative Thought Directions 6
- ▶ Foreign Language (GACO) 6
- ▶ Electives 2 30

Year Two Credits

- ▶ CM 3640 Communication Theory (WRCO) 3
- ▶ BU 2290 Organizational Communications (WRCO) 3
- ▶ BU 2450 Principles of Marketing 3
- ▶ PPDI Past and Present Directions 6
- ▶ SIDI Scientific Inquiry Directions 6-8
- ▶ SSDI Self and Society Directions 6
- ▶ Elective 3-1 30

Year Three Credits

- ▶ Societal Contexts - complete one course 3
- ▶ WECO Wellness Connection 3

Years Three and Four Credits

- ▶ Advanced Study - complete 15 credits 15
- ▶ DICO Diversity Connection 3
- ▶ INCO Integration Connection 3
- ▶ Electives 27

Year Four Credits

- ▶ CM 4650 Communication Research Methods (QRCO) 3
- ▶ CM 4900 Senior Seminar 3

Total 120

Frequently Asked Questions

We all have questions. Some about the major, and some from our loved ones. This will be a handy guide to find the answers to those questions.

About the Department/School

- ▶ *“Do I have to choose an option for a Communication major?”* Yes, you either have to choose from Media Studies or Professional Communication.
- ▶ *“Won’t having an extra major/minor be hard to do?”* Depending on the person, it could be. However, our faculty here are determined to help every student achieve what they need to graduate with the degree(s) that they desire.
- ▶ *“Do I have to take a language?”* Yes, as a Bachelor's of Arts degree you are required to take two consecutive semesters of any one language we offer.
- ▶ *“Do Communication Majors have options for internships?”* Yes, some of our students have had internships at Fish and Game, NPR, Plymouth’s public access channel, NH1, with State Government and more! Ask your advisor for more information on internships.
- ▶ *“How do I join a club on campus?”* To join a club on campus you have a few options. You can email the advisor or president of the club to get information on when and where they meet. If you find a poster advertising the club’s meeting times and location, just show up!
- ▶ *“What kind of jobs can I get on campus with a CMS major?”* Our students get campus jobs at the Clock (campus newspaper), WPCR (Plymouth radio station), work for the Marketing Communications & Creative Services office, the Production Lab (opening Spring 2019), as a student worker for the CMS department, and more.

How to answer your family's questions when you go back home.

- ▶ *"You're a Communication major right? Can you help me? My computer won't start."* No, Uncle Richard. Because I'm not an IT major. Also just turn on the monitor.
- ▶ *"So what are you going to do with a Communication degree? Communicate?"* Good one dad. But I'm going to do whatever I want to do with my Communication degree. Thanks to the education and my professors at Plymouth State I have so many opportunities in my future. Now pass the rolls this way.
- ▶ *"So what do you learn with a Communication major?"* Well Grandma, I learn how to effectively communicate with others, whether they be friends or business partners, so that I can sell my product or persuade them to take my advice.