IN THIS ISSUE

04 FAQ
With undergraduate peer advisors

06 Get Out Of Town
5 things to do outside of Isla Vista

07 “Don’t take it for granted”

08 The Write Stuff

09 Department Dish
What profession other than your own would you like to attempt? and/or What profession would you not like to do?

12 Where Are They Now?

Quiz
Which Communication Class Should You Take Winter 2016?

UPCOMING EVENTS

FREE TUTORING
NOV 30TH | 6PM
University Center (Downstairs)
Lambda Pi Eta members will be offering free tutoring for the following Fall 2015 pre-communication major classes:
Comm 1: Introduction to Communication
Comm 89: Theories of Communication

ANNUAL CHOICE SCHOLAR LECTURE
MAR 4TH at 4PM | THEATER and DANCE 1701
Barb Wilson 2016 Choice Scholar

YOUR GIFT MAKES A DIFFERENCE

Your gift of $50 or more helps the department to meet all types of needs from classroom equipment and supplies to software for computer labs.

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<td>Helps to provide information about internship posted on the department website</td>
<td>Helps to provide sashes for Honors Students to wear at commencement</td>
<td>Provides recognition symbols/signage for Communication graduates at commencement</td>
<td>Helps to provide a reception to honor graduates following commencement</td>
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Please visit the Department of Communication’s Giving page at http://www.comm.ucsb.edu/giving
TGC asked the Department of Communication’s peer advisors, Samantha Spiegel, Sara Lighthall, and Katie Joskowitz to answer some of the most frequently asked questions they receive from students. Peer advisors are here to help keep students on track, succeed in the major, crash classes, earn a double major, and most importantly, answer any student questions.

What are some resources within the Department of Communication?
KJ: First and foremost us! Our undergraduate advisor, Tanya Higuera, as well as one of us three is available M-F 9:00-12:00 and 1:00-4:00 in the SSMS 4007 & 4009. No need to schedule an appointment and we love getting to take a break from the paperwork!
SL: The Department’s website is a great resource! It has info about course offerings, comm abroad, the pre-major requirements, etc. We also have a Facebook, Instagram, and LinkedIn for networking.

Do people often double major or minor with something other than Communication?
SS: Because the Communication major only requires 40 upper-division units once in the full major, some students find they have time to double major or minor. We see a lot of doubles in Psychology, Film & Media Studies, and Economics, but this is in no way an exclusive list. We encourage all students to search around the UCSB major and minor sheets for possible areas of study that interest them!

I want to study abroad! How can I stay on track?
SS: Many of our Communication students are able to study abroad and get upper division Communication credit for the classes they take. Once you decide on a program and start planning what classes you’re interested in taking, check out our website under the study abroad link for a list of courses that have already been preapproved to count towards upper-division credit. If there is a class you’re interested in taking that isn’t offered on this list, you can request a syllabus from the professor and sent it over to us! We will submit the course for evaluation and let you know when we hear a response.

What kind of career can I get with a Communication degree?
KJ: For careers we say there are 3 different areas of Communication: organizational, interpersonal, and media. You can go into business, marketing/advertising, HR/PR, counseling/social services, etc. There is a whole page on the Department’s website under careers and courses.

What pre-major classes are being offered each quarter?
SL: This 2015-2016 academic year, Comm 1 is being offered in fall and winter, Comm 87 is being offered winter and spring, Comm 88 is being offered winter and spring, and Comm 89 is being offered fall and spring. Remember: we don’t recommend you taking more than one pre-major class per quarter if possible!


“Because the Communication major only requires 40 upper-division units once in the full major, some students find they have time to double major or minor.”
GET OUT OF TOWN
5 THINGS TO DO OUTSIDE OF ISLA VISTA

1. TAKE A HIKE
Everyone knows about the Inspiration Point hike, but only the true adventurers are familiar with Lizard’s Mouth. The trail is a short and easy 1/4 mile hike. Some enjoy visiting Lizard’s Mouth early in the morning to watch the sunrise, while others prefer to go to Lizard’s Mouth during the day or in the evening to watch the sunset over beautiful Santa Barbara.

2. VISIT THE FUNK ZONE
This fun and funky district is located between State Street and Garden Street, and Montecito Street and Cabrillo Blvd. Enjoy your time checking out a few of the many art galleries, artesian shops, hip restaurants, award-winning microbreweries, and fantastic wine bars.

3. CHECKOUT A NEW COFFEE SHOP
As much as many of us love Starbucks, it is always nice to support local businesses. Santa Barbara is filled with incredible coffee shops. A few of our favorites include The French Press, Santa Barbara Roasting Company, Handlebar Coffee Roasters, and The Coffee Cat.

4. TREAT YOURSELF
McConnells, founded in Santa Barbara, has been making ice cream the same way for over 70 years! McConnells prides itself on their homemade ice cream made from scratch with local, sustainable, organic, and raw ingredients. Delicious!

5. WALK ALONG THE HARBOR
The harbor is typically less crowded than Sterns Warf, but equally as beautiful. Grab lunch at one of the many restaurants as you watch fishermen, sailors, and paddle boarders pass through. If you are feeling up for it, you can even rent a kayak, jet ski or paddleboard to try it out for yourself.
Writing 107J: Writing for Journalism
In this course students will learn how to write a variety of different stories through a journalistic lens. This class will teach you how to incorporate factual data into writing for hard news type articles. You will also learn how to include a mixture of facts along with direct quotes when writing more of a feature article. In some instances, you may even learn how to write a broadcasting script for the broadcast journalism segment of the course. By the end of the course, students will come out with at least three pieces that showcase their work. Overall, the course is a perfect introduction into the world of journalism.

Writing 107P: Writing for PR
In this course students select an organization to focus on for the quarter. Throughout the quarter, students will prepare a media kit, a newsletter, a news release, a brochure, and a memo promoting their chosen organization. Students will walk away with a good understanding of styles and conventions of writing for public relations field and have real life examples of their work to show future employers. This class is very beneficial for students interested in pursuing a career in the PR field or just knowing how to promote a product or an organization.

Writing 107M: Writing for Magazines
This class will teach you all you need to know about the magazine writing style. Students will gain a detailed understanding in what makes magazine writing so different. Throughout the quarter, you will learn how to properly formulate good questions for interviews by distinguishing between the many different types. Students will also gain interviewing skills when they are asked to go out and interview people for quotes to add into their pieces. This particular class also elaborates on the importance of editing and will teach you how to effectively critique not only your own work, but also the writing of others. Over the course of ten weeks writers will gain many useful skills and understand the uniqueness of magazine writing.

Writing 107WC: Writing for Web Content
This course teaches students how to develop a topic and create a website. For the website, students will write a newsletter and a number of articles to be posted on various tabs of their site. By the end of the class, students will have a working understanding of web content writing, and they will also have a website to show future employers. For Communication majors, the ability to write for Internet audiences is a valuable tool.
1. Your roommate keeps eating your leftover Freebirds. What do you do to address the situation?
   a. Post passive aggressive comments all over social media.
   b. Have a house meeting.
   c. Talk to your roommate face-to-face.

2. You have this Saturday off! What are you doing?
   a. Netflix binge.
   b. Submit resumes and apply for jobs/grad schools.
   c. Invite your friends over for a game of Snappa.

3. Your friend posts a not-so-good picture of you on Facebook. What is your first reaction?
   a. OMG! Unfriend!
   b. I’ll never get a job now!
   c. I have to go talk to them face-to-face.

4. Pick an emoji.
   a. 🍜
   b. 📕
   c. 🐢

5. What’s your favorite reality TV show?
   a. #RICHKIDS of Beverly Hills
   b. Shark Tank
   c. The Bachelor

THE RESULTS

MOSTLY As: It looks like you’re interested in media studies. Consider these classes:
   - Media Industries
   - Media Effects on Society
   - Media Entertainment

MOSTLY Bs: It looks like you’re interested in organization and communication. Consider these classes:
   - Sports Management
   - Interviwing
   - Organizational Communication
   - Communication Internship

MOSTLY Cs: It looks like you’re interested in interpersonal relations. Consider these classes:
   - Dark Side
   - Communication and Conflict
   - Interpersonal Communication
   - Relational Communication
   - Deception Communication

Which communication class should you take Winter 2016?

MEMBERS SOCIAL
JAN 19TH | 6:30PM
Kick off your winter quarter at the Communication Association Members Social! Communication Association members will engage in fun activities, get to know each other and receive updates on internship & career opportunities on and off campus. Watch for an update with the location for this wonderful opportunity.

INTERNSHIP MIXER
FEB 23RD | 6:30PM
UCen’s Corwin Pavilion
Communication Association to host its annual Internship Mixer on February 23 at 6:30pm and at least local employers will be present. Students are invited to come and talk with these employers about internship opportunities and gain insight regarding what employers are looking for and how to secure an internship.

All events provide free snacks and are free for members! Non-members: $3 for the Social $5 for the Internship Mixer
**WHERE ARE THEY NOW?**

The possibilities of what you can do with a bachelor’s degree in communication are nearly endless. We caught up with some recent UCSB Communication Alumni to see where they are now and how they are using their communication skills in their careers.

**CAROLYN MEYER** is a full time Occupational Therapy Master student at USC. Carolyn says communication skills are necessary for everything she does, “occupational therapy is a profession where it is imperative to have excellent communication skills in order to be able to communicate effectively with clients, family members, and other occupational therapists, as well as with other disciplines such as speech, physical therapy, and physicians.” Her favorite communication classes she took at UCSB were Communication Persuasion, Communication and Gender, Communication and Emotion and Dr. Jansma’s internship class. Carolyn says, “I especially loved the internship class because we took the Myers Briggs Type Indicator Personality assessment, which helped me discover my natural tendencies and preferred ways of doing things. This helped me discover what kind of career I wanted to pursue and eventually led me to discover my passion and love for occupational therapy!” We wish Carolyn the best of luck in finishing up at USC and pursuing her dream of becoming an occupational therapist.

**EMILY BERG** works as the Coordinator for Special Events and Talent Relations at CBS Television. Emily credits the Communication classes she took at UCSB for shaping her professional identity. Media Entertainment was her first exposure to the foundation of many media platforms. Nonverbal Communication helped her to understand unspoken language, which now allows her to connect with her colleagues and navigate professional relationships. Marketing Communication encouraged her to challenge herself creatively by conceptualizing strategic campaigns and stepping out of her comfort zone when implementing ideas. Family Communication was Emily’s favorite class and she found Dr. Jansma’s internship class especially memorable and effective in helping her grasp the intricacies of the working world. In fact, the internships she had during that course evolved into her career at CBS! Emily encourages current communication students to consider internships because they’re the best way to make connections and help you land a job when you graduate. Emily says to enjoy your wev take full advantage of living on the beach. Take some time to play Snappa and enjoy being in college. Half of your education will be outside of the classroom, so find balance and make the most of your four years. Olé!”

**PAXTON BARCO** is the events specialist for Citrix in Santa Barbara. She plans all Santa Barbara site-specific events like holiday parties, happy hours, global employee meetings, business reviews and annual sales conferences. When asked how she uses her communication skills in her everyday work, Paxton says she draws on different communication theories to work more efficiently with her team, and she uses her communication research & writing skills when presenting reports to her colleagues. She was even asked to lead a session on the Myers-Briggs Personality Assessment to the entire Marketing department after her manager learned she studied MBTI styles in Dr. Jansma’s class. Paxton’s advice for current Communication students is to “reach out to those who are in the field you are interested in to get to know them and how they came to be in that profession. Also don’t be afraid to ask someone to be your mentor.” Paxton says her mentors have made all the difference in her career and are a large part of the reason she is in her dream role at age 23.

**GIOVANNA DAVILA** lives in Florence, Italy and works as a tour guide for Bus2alps, a student travel company based in Italy. She spends her weekends guiding study abroad students to different places around Europe. Communication skills are essential for Giovanna to succeed in her job. She uses her communication skills she learned at UCSB to be successful in sales, create relationships with students and effectively and safely lead students through foreign countries, oftentimes without knowing the native language. One class that still stands out to her from her time at UCSB is Cultural Influence of Communication which she says helped shape her thinking in terms of intercultural communication and has helped her navigate new cultures and countries. She encourages current Communication Gauchos to enjoy their time at UCSB and appreciate time with the brilliant professors whom we have the honor to learn from.

These are just a few examples of what you can become with a communication degree. Where will yours take you?