

# THE GAUCHO

## COMMUNICATOR

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# update from the DEPARTMENT CHAIR

We have had another great year in the Comm Department at UCSB. I hope you are following us on social media (Facebook, Instagram, & Twitter) and coming out to our events. We have two exciting ones coming up: We will be at the UCSB Open House which is an informational fair for new students thinking about coming to UCSB on April 13 and we are hosting our annual Career Day event during All-Gauchos Reunion on April 27. Any alumni who want to come talk to our majors about how they use their Communication Degree in their careers should let me know. Comm Majors wondering about future careers should definitely check it out. Our events page on our website has the details for our upcoming events: <http://comm.ucsb.edu/news/event>.

We have had two new faculty join our ranks this year and we are expecting a third one as well. Dr. Amy Gonzales came to us last Fall from Indiana University and she's an expert in digital communication and technological disparities in under-served communities. This summer, we have Dan Lane coming to us from the University of Michigan where he is finishing his PhD specializing in intergroup communication and addresses diversity issues such as public opinion surrounding the Black Lives Matter movement. We are also hiring in the area of political communication and I will hopefully have an announcement about that position for our next newsletter.

The Department continues to rack up awards and honors. We were listed as the #8 Communication Department in the world out of 300 listed in the 2018 Academic Ranking of World Universities. This overall ranking is based on several criteria, including publications, citation impact, international collaboration, papers published in top journals, and significant awards. Our faculty and graduate students continue to win prestigious awards and while there are too many to list them all here (see our news page on our website) we want to especially congratulate doctoral student, Roselia Mendez Murillo, who has been competitively selected to participate in a National Science Foundation award entitled "The AGEP California Hispanic Serving Institutions (HSI) Alliance to Increase Underrepresented Minority Faculty in STEM" and Dr. Abel Gustafson (UCSB Communication Grad Alumnus, Ph.D. 2018) who recently received the Dissertation Award in Environmental Communication – awarded by the Environmental Communication Division of the National Communication Association. Ruby Callahan, Comm Major and Lambda Pi Eta President, had her paper "An Evolutionary Explanation for the Communicability and Memorability of Stereotypes", accepted for the Western States Communication Association Undergraduate Scholars Research Conference in Seattle in February. Congratulations to all our faculty and students who continue to make us proud!

Your Chair,

Norah Dunbar



# THIS IS UCSB!

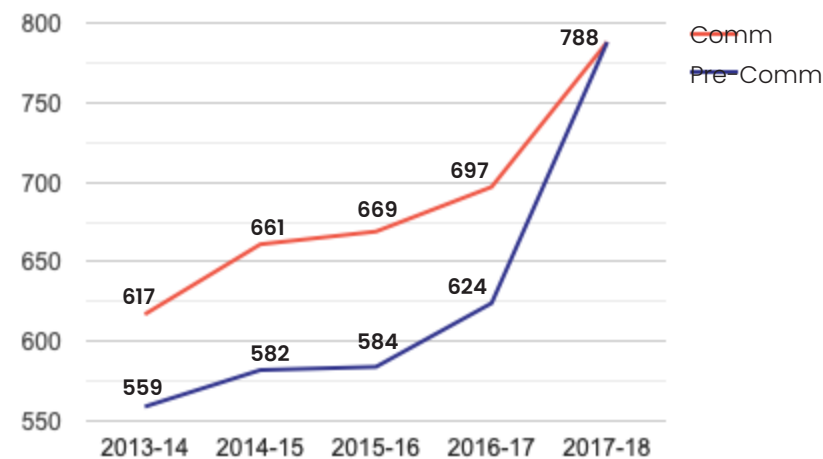
Compiled by Sharon Lee & Georgie Goldberg



## Enrollment

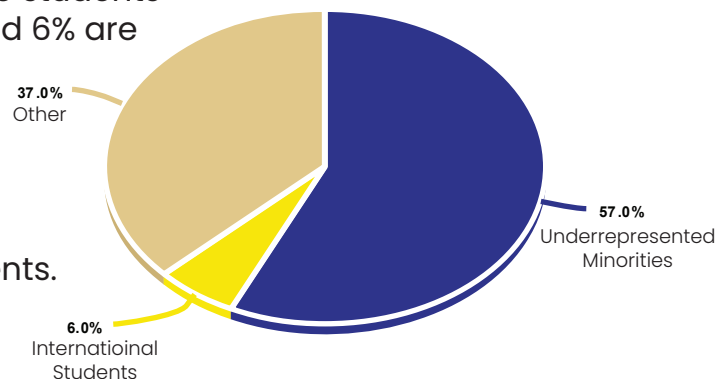
- Over the last 5 years, the Communication Department has seen a 34% increase in its student population, bringing current enrollment at UCSB to 24,250.
- UCSB has over 21,000 undergraduate students with over 20,000 enrolled in the College of Letters and Sciences.
- The Communication Major is now the second largest major in the College of Letters and Science (after Economics) with approximately 1800 students, representing an increase of around 400 undergraduates in the Department of Communication since Fall of 2013.
- In the past five years there has been consecutive growth in the number of applicants for the Communication Department's Graduate program. There is only a 9% admission rate compared to the Campus's collective admission rate of 21%

Undergraduate Enrollment in the Communication Department over the last 5 years



## Demographics

- The Communication Major is an ethnically and culturally diverse group of individuals. As of 2018, approximately 57% of undergraduate students enrolled are underrepresented minorities and 6% are international students.



## Academic Profile

- Currently, the average GPA of student accepted into the Communication Major is 3.93 for freshmen and 3.44 for transfer students.

# NEW FACULTY SPOTLIGHT: AMY GONZALES

By Georgie Goldberg

## What area of research interests you most in the communication field?



"I would say my work tries to answer two different questions. The first is, how does digital communication shape human connection from a psychological perspective and then, what happens when we're disconnected? How interpersonal connection is shaped through digital technology in both good and bad ways. And what does that mean for the people who can't reliably stay connected. Part of my work looks at things like the consequences of self esteem or social support as a function of using digital technology in different ways. For people who can't consistently use their cell phones or the internet, how does that change their quality of life? A lot of my work has tended to look at individuals from marginalized groups in particular. For example, how can people from a racial minority or LGBT community strategically use technology to benefit them and what are the social costs, along with what happens when marginalized groups are disconnected."

## Where were you before coming to UCSB?

Before coming to UCSB Professor Amy Gonzales was an assistant professor at Indiana University since 2012. Prior to that, she had done her postdoc with the Robert Wood Johnson Foundation. Professor Gonzales attended Cornell University for her graduate degree. "While I was at Indiana University, it had evolved into a media school, communication departments often are in very different places across different universities...it was almost as if the UCSB film department and communications department were apart of a joint school."

## What made you choose UCSB?

"UCSB has an amazing department, it's an amazing place! I'm from California, so it's nice to be home close to my family that lives in the region. There's a lot of people who do research that looks at how digital communication changes the human experience in this department. By contrast, at Indiana, I was really one of the few people who were primarily interested in issues of digital communication. UCSB has a lot of great scholars in the field."

## If you could design a class to reflect your research and interest in the communication field what would it look like?

"Probably the class I just started teaching, actually. It's called "Social Media: The Good, The Bad, and The Ugly. I have been teaching this class in different forms but I have been able to make it a bit more my own over time. It essentially looks at contemporary controversial issues in digital communication, that tried to step away from often an oversimplified response to internet and social media use which presumes that it is either bad or good depending on the news of the day. So how do we take a theoretical and broader look at how our online experiences fit together in ways that are not necessarily good or bad but just different from previous communication landscapes."

# WHERE ARE THEY NOW?

Our Communication Department is one of the top in the country. Therefore, it yields many talented alumni. Here we catch up with four alumni who decided to give back and join the Communication Department's Alumni Council and see where they are now in their careers, how Communication prepared them and what made them want to join the council.

By Emily Garnica & Jose Durate

## ALEXEI PIZAREV

Starting out as a business economics major at UCSB, Alexei Pizarev was just as confused as any other undergrad about what he wanted to do in life. After taking some much needed advice from his mother, he decided to switch his major to Communication. This transition was one of the best decisions he could have made in terms of what he actually enjoyed doing. He accredits his passion for advertising and the success of his career to two classes in particular, Advertising Literacy with James Potter as well as Professor Potter's Capstone class. After essentially running his own advertising agency with other groupmates his senior year of college and helping Santa Barbara businesses with their advertising, Pizarev accredits this course for helping him get his first job right out of college at ADARA. This also fed into his success with his current company, Valassis Digital where he joined as a senior manager of the digital marketing group and his job was to help rebuild that part of the organization from the ground up after it's revenue was stagnating. His reasoning for joining the alumni council was so that he can give back to the department that had given him everything that he had known up to that point in his career. If he could give his freshman year self any advice he would say: "It's okay to be lost, especially as a freshman, I was breaking out of my shell coming

into college and kind of finding myself outside of my comfort zone and that kind of uncertainty is really okay. It's best to embrace it and learn some key lessons on how to deal with that... Uncertainty is not necessarily a bad thing, you just kind of have to assess where you're at and how your next move is going to play out for the future."



## JAMIE MORGAN

Jamie Morgan graduated from UCSB with a degree in Communication in 1999. Since then, she has gained a fair amount of experience in talent acquisition for various companies. She is currently the Director of Sourcing and Channels Strategy for Microsoft. Her role consists of many tasks, she manages programs and initiatives that support global recruiting, handles the communication with candidates and oversees talent insights and innovations. One of the many things she loves about Microsoft is where their social priorities lie, Microsoft actively hires people with autism or disabilities and it makes her feel good about her work knowing she's helping make a difference in bettering the world. She claims that one of the most impactful steps in her career has been switching from being an individual contributor to a leader since she has the opportunity to coach others and lead them to success. Jamie thinks the communication courses she took at UCSB have been not only beneficial, but critical and essential to her career. A lot of what her role consists of for her is to spend a lot of time thinking about how, when and to whom she communicates in order to achieve a result. As soon as the opportunity arose to help with the Communication alumni council, Jamie excitedly took it in order to share her skills and talents back with her alma mater. If she could give her freshman year self any advice it would be to "take it slow, take it in", the reality to her is that it takes time to adapt to so many life changes all at once so learning how to balance it slowly is key.



## JUSTIN HANNAH

Justin Hannah the Manager of Marketing Technology at Hulu, he utilizes marketing technologies to increase Hulu's subscribers to their video streaming service. While attending UCSB, Justin studied Psychology and Communication, he also played for our school's hockey team. When he is not working Justin enjoys an active lifestyle. He is still playing hockey and has recently taken an interest in rock climbing. Justin enjoyed his time at UCSB, "It's certainly the only time that all of us are adults, but not quite doing the traditional adult thing...". It was a unique experience for him, during his time in Santa Barbara, he felt as if he were, "living in a bubble, living with a bunch of people my age, focused on school, and enjoying their free time." Justin is grateful he got the opportunity to study at UCSB, where he spent, "four amazing years living all day on the beach, with a bunch of like-minded people," his age. Justin was able to land his first job after college after he attended one of the Communication departments Career Days. He started work right after college, but was let go from his first job and he found himself working for an insurance company. Wanting more out of life, Justin ended up reaching out to Professors Myers and Seibold about pursuing a Master's degree in Organizational Communication. With their advice he applied and attended Pepperdine University, unfortunately after careful consideration Justin withdrew from the Master's program, and began his journey in the tech sector. Technology according to Justin was an obviously growing industry, and he saw opportunity in the ubiquitous nature that technology plays in our lives. He worked for several tech companies until he reached his current position at Hulu. Communication has played

a huge role in Justin's career, technology is complicated and difficult to understand, but given his years of experience he is able to make information regarding products easily digestible, making difficult concepts easy to grasp.



## MARIA BIANCO

Maria Bianco is a Human Resources Generalist of Houzz. Her responsibilities include integrating new employees to the Houzz company culture. Maria has always had an interest in leadership, her current position has given her the opportunity to manage and mentor incoming Houzz employees. While enrolled at UCSB, Maria wrote for the very same newsletter you are reading now. She still writes on her freetime and has plans of making her work public someday. Maria enjoyed the way the UCSB curriculum was structured, every class she signed up for was similar in that the Professors were not just showing students different types of theories that existed. Every theory that was presented was followed by research and data to show why studying certain phenomenon matters and how its implications can affect individuals and society. This way of learning helped Maria see how data and research play a role in seeing the bigger picture regarding any goals she was trying to accomplish. Maria's experience with gauchio communicator had a huge impact on her career path post-college, not only did it allow cultivate her writing style but it also gave her an opportunity to network with several members of the UCSB community. Maria recognizes the power of writing and according to her, "good writing has been a driving force that has helped guide not only my career choices, but also my professional development." The devil is in the details and to Maria it is important to make sure that any sort of communication that is intended to be read by a number of people be written in a way that makes sense, and free of as many errors as possible, these small details can greatly alter the meaning of any message.



# HIDDEN GEMS

By Jose Durate

There are many underrated and beautiful locations that UCSB and our little town of Isla Vista has to offer. Whether you want to relax and unwind alone or go on a scenic walk with friends-- we provide you with the perfect, hidden locations to check out. Each spot has its own unique characteristics that make them special and a perfect place to take a break from studying. Here are a few hidden gems around town we think are must-see places to visit.

## 1 Abandoned Car

One of the more unique locations around the campus is this abandoned car that rests inside of a ditch. This relic is located on the Bluffs Overlook Trail behind the West Campus apartments, and is definitely worth checking out. This site does raise some questions about how this vehicle came to be stuck inside of the ditch, but unfortunately, after some research I was unable to find any answers. However, this abandoned car is definitely worth seeing in person. To get to the mysterious and abandoned car, you first need to go to the Bluffs Overlook Trail. The entrance is located behind the West Campus Apartments. Once there, follow the paved path until it merges with the Bluffs Overlook Trail. Walk along the trail until you come across a red brick monument overlooking the ocean. There is a path directly behind that monument which takes you directly to the ditch. While in the area, you should continue your walk or bike ride down the Bluffs Trail. There are many great views of the beach as well as many side trails that will take you down to the beach.



## 2 Bench at Del Sol Pool Preserve

This bench located inside the Del Sol Vernal Pool Preserve gives its visitors a chance to stop and enjoy the environment around them. During the rainy season, the topology of the area around the bench is full of seasonal pools, which become resting ponds for ducks. On drier seasons it becomes a playground for gophers, you can see them chasing each other around and emerging from hole to hole. It's relatively easy to access this hidden gem, all you have to do is walk down from the intersection of Camino Corto and El Colegio Road. Pass the bus stop, before getting to the first apartment complex you will notice a path leading into the Del Sol Vernal Pool Preserve, go into it and follow until you arrive at the bench. It is a short path and shouldn't take you more than 2 minutes to get to the bench once you have made it to path, sit and enjoy the scenery.

## 3 Old Campbell Barn

The Old Campbell Barn is one of the few buildings in the area that is older than UCSB. It was built in the 1920s, when the area was owned by Colonel Colin Campbell. The barn was damaged by an earthquake in 1976, and is no longer available for use. It is still a nice treat to walk past it, and if you are lucky enough, you might be able to see horses and their owners from the adjacent stables enjoying a nice ride. The barn is not visible from the streets but there are a number of paths you could take to get there. You could enter from the Camino Corto Open Space entrance on Abrego Road and Camino Corto, take the path on the left and continue on it until you get to the barn. The barn is located on an unpaved section of Fortuna Road behind Isla Vista Elementary School.



## 4 The Jail

Known by various names such as, "The Jail" and "The Bunker," this structure was originally designed as a beach house for the Campbell Ranch in the 1920s. This is one of the most unique and colorful locations around the campus, it is easily accessible and always changing – some visitors bring their spray can and paint, and paint over other people's work. You can get there by walking towards Sands Beach on your way to Coal Oil Point. You can also walk down the dirt path on the end of Del Playa until you see the stone fireplace, there is a side path that takes you down to the beach directly behind the structure. Once there, you can see what artists have put on the walls and it also makes for a pretty colorful and vibrant Instagram post. This is what it looked like most recently, but it may look differently when you go check it out, there might be some new installments on this graffiti art gallery on the beach.

# SMALL FISH IN A BIG SEA

**How to tackle the vast world of opportunities and challenges UCSB has to offer as a transfer student!**

By Georgie Goldberg

Transferring to UCSB is like headfirst jumping into uncharted territories. A whole new campus, seasoned professors, and the process of getting into classes can feel overwhelming all at once. It is important to remember that if you follow the necessary steps and classes to transfer into UCSB you will be just fine! Doing your research and talking to current gauchos is the first step in the right direction of tackling UCSB.

The first step in your transfer experience is actually applying to UCSB. You can choose the route of the Transfer Admission Guarantee (TAG) system or apply through the general University of California application. TAG is an automatic transfer guarantee to one of the UC schools, given you have completed all of the necessary courses by the fall of your final year in city college. Rose Hornstein, a transfer student from Santa Barbara City College (SBCC), talks about her experience with the TAG application. She recounts, "Since I knew UCSB was my top choice, TAG gave me the peace of mind that I needed while preparing to transfer."

Once you are accepted into UCSB, it's now time to apply for the Communication major. Before getting into the major, students must complete four lower division pre-requisite courses. These classes can be taken at a city college or at UCSB once you transfer. It is best to take these pre-major requirements as soon as possible. Taking these classes at city college means you can gain admission into the major faster. The

faster you can become apart of the major, the better.

After completing the pre requisites, it is as simple as going into the Communication Department and filling out the necessary paperwork to change your standing from Pre-Communication to the full major: Communication. The Communication Department's undergraduate advising is extremely helpful for new transfers. They will help you choose the necessary classes to take and answer any possible questions you may have. The department even has an email address for undergraduate peer advising where you can get help and answers from another student in the Communication Major who has gone through the same process as you!

An important point to note is the Communication Major is very impacted. There is a high demand for classes since it is a popular major. There are times when upper division classes fill up very quickly during registration. It can be discouraging at times to not get into the exact classes you want to take but it is important to keep in mind that everyone else is in the same boat. Jordan Cannington, a transfer from SBCC, was surprised about how impacted the major was. He shares, "since the requirements for the major are 40 upper division units I thought registering would be super easy, what I didn't expect was the classes filling up so fast. Seniors get priority so there have been

a few classes that I've really wanted to take but haven't gotten into." He also says, "Some of the classes I thought I wasn't going to be interested in ended up being my some of my favorites". His advice to incoming transfers is to keep an open mind when it comes to classes. Since students are clearly interested in the field of communication there will definitely be opportunities to come across enjoyable classes that spark your interest every quarter.

Both Rose and Jordan mentioned how intimidating it can be going from city college to UCSB. The thought of larger classroom sizes, advanced coursework, and being among students who already have experience within a 4-year university can get overwhelming. Rose suggests getting involved within the department to make the transition easier. "One of my goals for my first quarter was to make a connection with my professors. Everyone always talks about how important it is to go to

office hours and that could not be more true. Getting to know your professors outside the classroom can help break down the sometimes intimidating professor to student barrier. Your professors can not only help with course work, but real life career advice." Jordan encourages anyone feeling overwhelmed to start with a simple conversation. "Professors in the Communication Department want to share their knowledge and expertise with us. Simply asking about their research or connecting outside concepts to your class is a great way to start the conversation." It is extremely important to remember you are not alone in this journey, you will have the support you need through every step of the way from your initial application to registering for classes. Take a deep breath, remember why you want to continue your education through the UCSB Communication Department, and enjoy the process! Get ready for the next two years to be filled with a lot of learning, growing, and discovery!



# THE BIRDS

By Sharon Lee & Georgie Goldberg

*"I hardly think a few birds are going to bring about the end of the world"*

Welcome to Isla Vista, where you can find the best local pizza, the gnarliest surfs, and the newest home of scooter-sharing? In the Fall of 2018, Isla Vista was introduced to the electric scooters that have taken over just about every major city. Have these scooters changed the way we get around? Or are they just another trend that is going to come and go?

Electric scooter companies have popped up in cities all over the nation. There are many of the sort such as Lime, Skip and Spin, but the one leading the game in Isla Vista is Bird. Based in Santa Monica, Bird Ride Inc. is a scooter sharing company that distributes electric scooters in various cities throughout North America, Europe, and Asia. They are currently expanding their products across the nation.

Similar to Uber and Lyft, Bird connects people who need transportation with a ride through a mobile app. It is no surprise that the founder of Bird was a former executive at Lyft and Uber. Bird is recognized as a "unicorn" business venture given that it has a valuation of over \$2 billion while still being a private company. Now, how did this unicorn stir up a storm on the streets of Isla Vista? Let's find out.

Currently, electric scooters are providing convenient transportation to residents. "When my bike broke right before class, I took a Bird and made it on time" Keshav Dixit, a second year undergraduate student recalls. "Having easy access to the scooters gives people another option for transportation". The cheap transportation rates are also a plus, especially for college students. Each ride has a base cost of \$1 and costs \$0.15 for each additional minute. The environmentally friendly product model appeals to the eco-conscious community of Isla Vista. However, with the convenience of birds comes conflict.

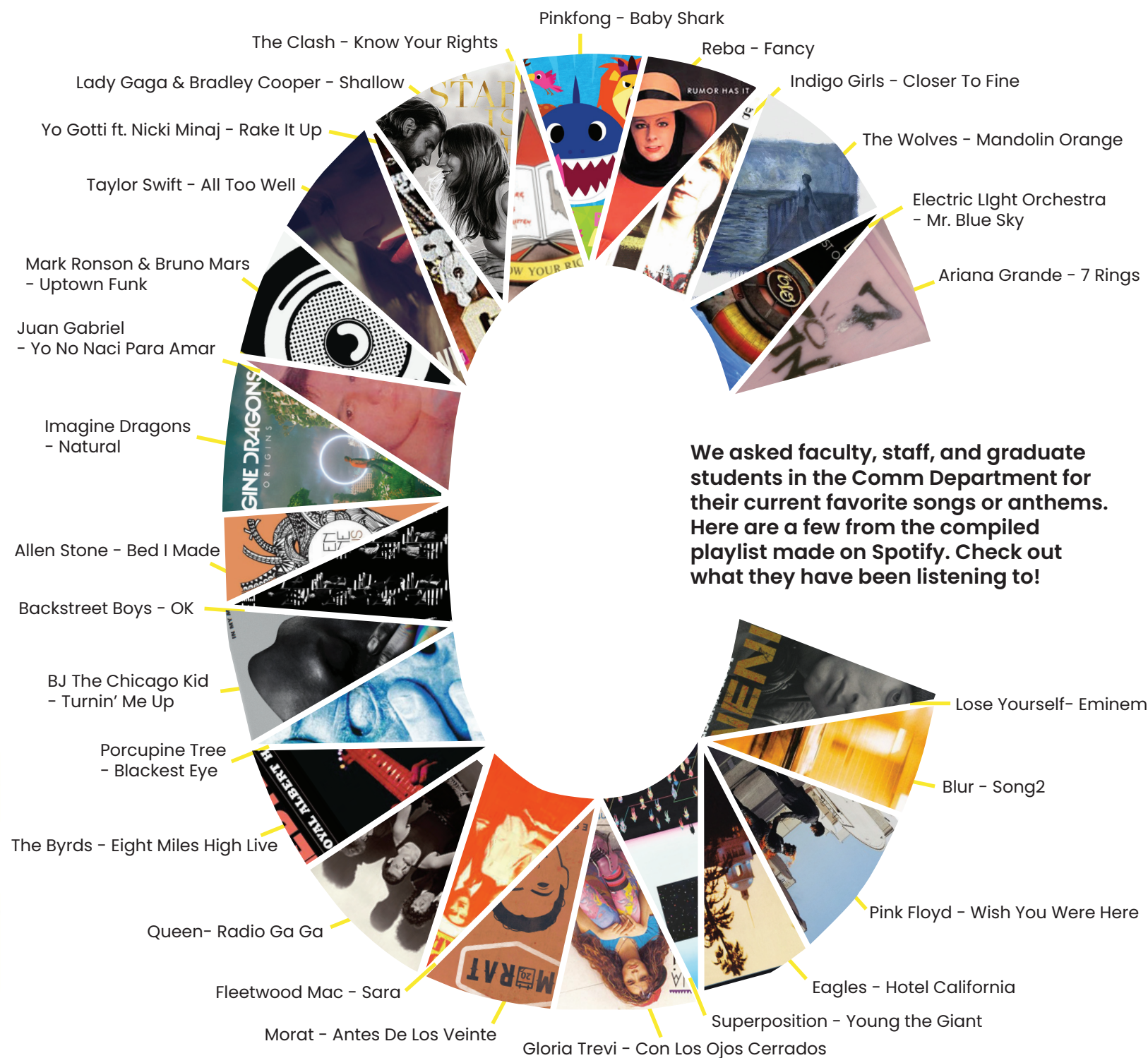
One major conflict of the scooters is that riders do not have to pay for parking. Depending on the perspective, this could be a good thing or a bad thing. For users of the scooters this means one less thing to worry about while making the last mile of their commute. For city officials, law enforcement, and everyone else not using the scooters this could mean trouble. In many cities, the money paid for parking goes toward funding proper maintenance of public space. With the scooters exempt from paying for parking, this means one less source of funding.

The larger issue is that currently in Isla Vista there is no designated space to park electric scooters. Often, scooters are heedlessly tossed aside after use. As of early January, scooters were banned on UC Santa Barbara's campus primarily for this reason. There is a hefty fine for riding electric scooters on campus. Both Isla Vista police and UCSB posted signs on Birds and other scooter brands warning students of the upwards \$175 fine if you are caught with an electric scooter on campus. Gaucho Tour Guide, Shelly Luong shares, "The major issue we had was that many of our visually impaired students kept getting hurt because they would trip over scooters that people left unattended". Without spaces to park and proper regulation of the scooters, these problems will continue to occur.

Are Birds fun and convenient? Yes. Do Birds cause problems in Isla Vista? Definitely. Is there a future for Birds in Isla Vista? Possibly. In countless cities all over the United States, officials have banned electric scooters because of how difficult it is to regulate them. They are currently banned in the city of Goleta, with Isla Vista as an exception. Depending on what is done to improve benefits and harness the issues of Birds, we will see what the future of these vehicles look like. Until then, Birds in Isla Vista, fly free.



# DEPARTMENT DISH



**We asked faculty, staff, and graduate students in the Comm Department for their current favorite songs or anthems. Here are a few from the compiled playlist made on Spotify. Check out what they have been listening to!**



Scan this QR code in the search utility on Spotify to access the full playlist.

By Ryanne Ross

# COMMUNICATING ABROAD

By Emily Garnica

Each year many UCSB students travel and go abroad to many parts of the world. Here we talk with four Communication students about their experiences studying at their host countries.

## JULIA S.

**What was your favorite communication class that you took abroad and can you describe it?**

I only took one Communication class abroad called Media, Politics, and Society in France and the EU. The class examined current and past approaches to the media system through a French perspective.

**Would you say the communication classes you took abroad were different than the ones you have previously taken here, and if so, in what ways?**

The Communication class I took abroad focused much more on the politics as well as explained France's governmental structure and operations to help contextualize many of the topics we covered.

**What was the most noticeable difference between courses you took abroad vs. here?**

While I absolutely adored the film class I took in Paris, the Communication class I took lacked structure in comparison to the Communication classes I've taken here. All of the Communication classes I've taken at UCSB have clearly outlined the content and goals of the course whereas often my French professor would ramble on about sweet nothings. It was difficult to follow what was important, so I very much prefer Communication courses here at UCSB.

**What do you miss most about being abroad and living in your host city?**

I miss Paris with my whole heart. I miss the Seine, the boulangeries, their dedication to art and culture, exploring new cafes everyday, being enveloped in a different language, getting lost and turning it into an all-day adventure, and much more.

## KIAN K.

**What was your favorite communication class that you took abroad and can you describe it?**

The closest thing my university had to a Communication major was Business Management. I took a class called Business Strategy, which dealt with Communication topics, such as Marketing and Corporate Communication with their consumers. While it was not as communication oriented as many of the classes at UCSB, it provided a nice window into how the things we learn can be used in different real-world applications.

**What is one of the most memorable things you learned from any communication course you took abroad?**

In one of my courses, Operations Management, we were assigned a group project where we were to design and pitch a business from the ground up. We had to navigate the public base to find a product that would fit the public's needs, while also making sure our advertising was persuading enough to the public, especially in this social media age. It was at first quite daunting, but our professor gave us a lot of freedom which made the project almost fun.

**What is one of your favorite memories from being abroad?**

Budapest, Hungary was one hundred percent my favorite trip I made during my time in Europe. However, my favorite memory was either the "Arsenal vs. Tottenham" North London Derby or making my University's Futsal team.



## ELLIE H.

**What was your favorite communication class that you took abroad and can you describe it?**

My favorite communication class I took was called Consumer Behavior. It was about marketing strategies and the way

that consumer's perceive products. It talked about how thoughts, memories, and personalities affect the way that consumers make purchase decisions as well as the way they interpret advertising.

**Would you say the communication classes you took abroad were different than the ones you have previously taken here, and if so, in what ways?**

I would say the comm courses I took abroad are really different than the ones I've taken at UCSB. They were a lot less theory based, and UCSB is very research based and it is very much about the study of communication and how we communicate in different contexts. All of the examples used in the Consumer Behavior class I took were real advertisements and real experiments done about consumer behavior and I took another comm class called The Organization and Management of Media Enterprises and that, again, was very applicable to real life.

**How did your perspective change on the communication classes here at UCSB after going abroad?**

I'm taking a course here now that's called Corporate Social Responsibility and that class feels similar to the way that my classes were taught abroad. We're constantly bringing in real-world examples, looking at actual codes of conduct and codes of ethics from real companies. To make those real world connections, that's something that I desire more in my communication courses here at UCSB. Although, I do also love studying the way that people communicate.

**What do you miss most about being abroad?**

The thing I'll miss most about being abroad is the independence and freedom. When I met people they had no preconceptions of me, no history of knowing me through school or mutual friends. It allowed me to be my most authentic self. And, of course, I'll miss the tapas and the culture!

## ANNA M.

**What was your favorite communication class that you took abroad and can you describe it?**

My favorite comm class abroad was my Digital Marketing class. We learned about marketing online and we had a group project where we had to create an app and market it. For our final we had to create a hair product and market that as well. These were difficult projects that took a lot of work and creativity, but they were interesting to learn about how to develop a business or a product and how to sell it to the world.

**What is one of the most memorable things you learned from any communication course you took abroad?**

The most memorable thing I learned was how to work with a team. I was put with 7 other students of different cultures and we had to learn to work together to the best of our abilities. It was challenging to get so many people together at a time and work together when we couldn't understand each other very well. I learned how to communicate with other cultures instead of just other Americans.

**What was the most noticeable difference between courses you took abroad vs. here?**

Courses abroad only meet for lecture once a week so you have to make sure you're focused and paying attention, as if you miss one day here, you miss a lot of information. In London, students only study one thing, they never take GE courses. So, the students were very advanced in their major studies.

**What is one of your favorite memories from being abroad?**

My favorite memory was living with Europeans in my flat. I met so many amazing people from all over the world. They were kind and welcoming and I learned so much about their cultures.

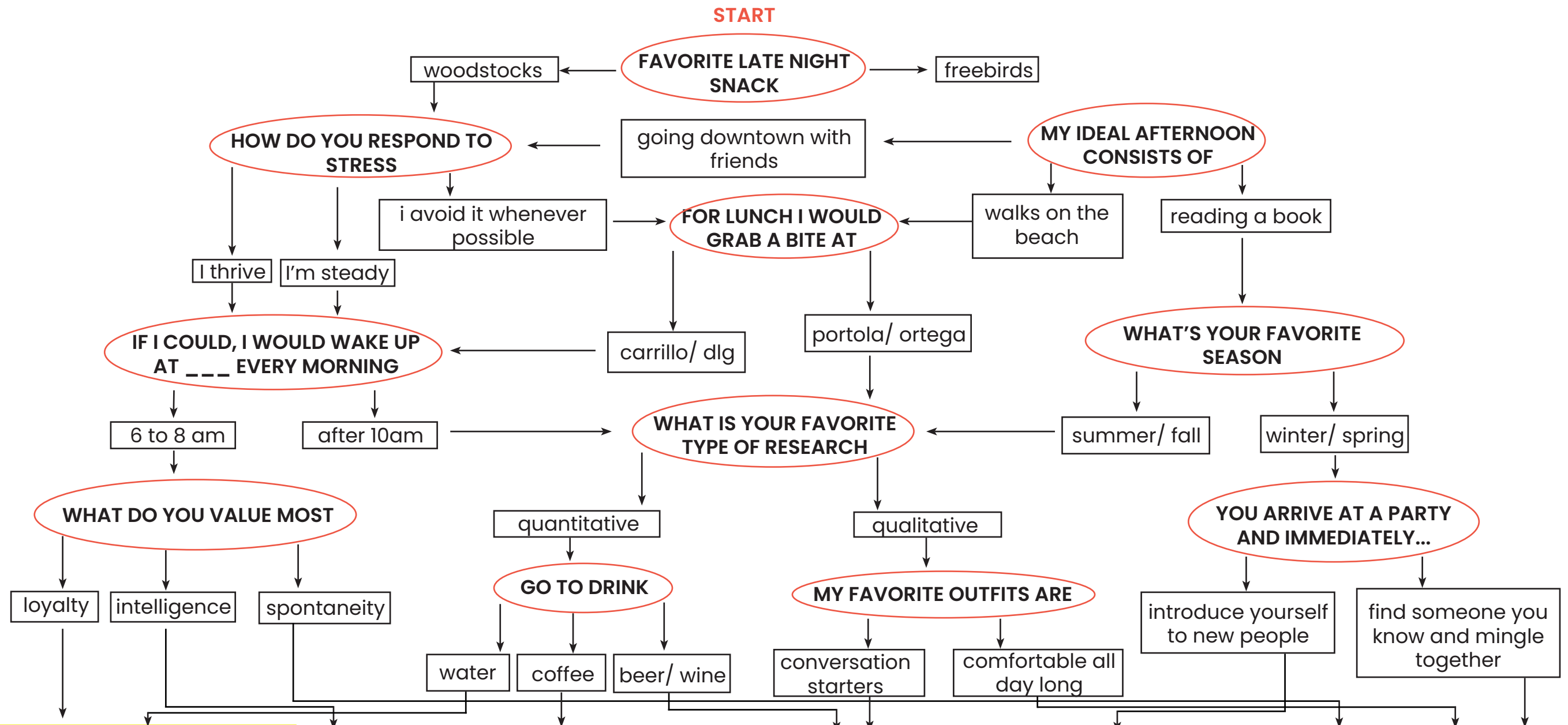




# WHICH COMM PRE-REQ ARE YOU?

You survived all the Communication Major Pre-Requisites.

Now find the class that sounds like you! By Sharon Lee



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To others, "promises" may be just a word, but to you it is everything. You always fulfill your duties to people you care about. You are loyal, organized and extremely dependable. No matter what life throws at you, you are able to stay calm and make rational decisions. You are very fact-minded and essentially a walking encyclopedia which allows you to apply what you know and work your way out of challenging situations.

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You have a sense of perfectionism that may come off strong at first. With observational skills that are out of this world and thoughts guided by impeccable logic, you exude self-confidence and an aura of mystery. There are many aspects to your personality, and it can be hard for you to let people in. But once you do, you have a warm and comforting presence.

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Your confidence, and ability to tie together contrasting ideas in new ways creates a distinct style of communication. You are lively, charming, undeniably the center of attention in every room. No challenge is too great for you. When you come across an interesting problem, your enthusiasm and energy drive you to find a solution. You enjoy the mental exercise that comes from questioning the status quo. You enjoy philosophical talks and pushing simple ideas in clever new directions. Although you and others may not always see eye to eye, you have a way with words and wit that others find intriguing.

1

You are a well rounded individual. Although a little bit naive at times, you turn that upside down with your enthusiasm to explore and grow. You are not afraid to speak your mind and are passionate about the things you care about. You always know how to liven up a room full of people!

Does UCSB have a way for students to share books?

# AS BOOK BANK

By Jose Durate & Joy Lee

In Winter 2019, Walid Afifi, a Communication department professor here at UCSB, added an extra component to his Social Marketing course, Communication 168, now called *Community Engagement*. The course focuses on using marketing principles to make social change, “moving away from awareness campaigns and challenging the social structures in our own communities,” said Afifi. Students get into groups of 4 to 5 and throughout the course of the quarter, work on creating a plan towards alleviating a social issue in their community. In the past, the course ran through for only one quarter, but this year, Afifi added an implementation component for students who were interested in bringing their project into existence in their local community. There are currently 7 groups this quarter each working on a unique individual project that will impact community members at UCSB, Isla Vista, and Santa Barbara. Some project ideas include a Big Brother and Big Sister program between college students and IV elementary youth, food bank pop ups on the UCSB campus, a program working to bring menstrual products on campus made widely available in bathrooms, and also a book bank accessible for all UCSB students.

Catherine and Jonathan, who are currently implementing the book bank this quarter, picked up where their group left off to re-introduce students to the AS Book Bank: A student-run organization that accepts book donations and allows students to rent out any book available in their library.

When asked what inspired them to work with the AS Book Bank, Catherine and Jonathan said that the social marketing class

they took during the fall quarter gave them the inspiration to work on this project. Textbooks are not getting any cheaper and according to Catherine, “there needs to be a solution on campus where students can share (books), or just acquire them for less money.”

The initial idea for the project was to organize a way for students to have access to required course textbooks without spending any money, while also to spread awareness to increase the book bank’s library. When Catherine and Jonathan found out about the AS Book Bank, they were excited and put their efforts and knowledge into the form of a marketing project for the book bank. “We had no idea [the AS Book bank] existed, and once we found out, we wanted to figure out if there was any way we could improve what already exists. And since we didn’t know about it before, once we did, we wanted other people to know about it too.”

Catherine and Jonathan completely overhauled the book banks digital presence in efforts to get more donations. They have tasked themselves to increase the book bank’s awareness by creating an Instagram page where they post about book bank events, and creating a Facebook page with updated logos. The AS Book Bank now also has a whole new website that showcases their new designs, renovations, and book inventory.



## COMM 124: Family Communication with Tammy Afifi

Because the class required us to interview our parents about the way they were parented and how, in turn, they parented me. This assignment and class overall allowed me to gain a deeper insight to an integral part of who I am. – Jamie S.

## COMM 116: Internet & Society with Andrew Flanagin

Because the professor was really put together and really took us on a clear path through history and importance of the internet while applying it to the real world and how we can use it in our future careers. The class was pretty challenging but I still liked it because I learned a lot from it. – Emily S.

## COMM 103: Media, Race & Ethnicity with Dana Mastro

Because the professor presents a new perspective on American history that I’ve never learned in previous courses. The way she taught it is how I’ve always subconsciously known that was how history was, but it had never been addressed or extended to the media. – Maddy B.

## COMM 131: Organizational Communication—A Global Perspective with Cynthia Stohl

Because Professor Stohl delivers a vibrant discourse on communication in a global context. Her expertise on the subject is readily apparent in the material, while her lectures instill her own passion onto you. If you are interested in global affairs, like global studies classes, or need an engaging class, this is the class to take. – Brian K.

## COMM 154: Video Game Research with Rene Weber

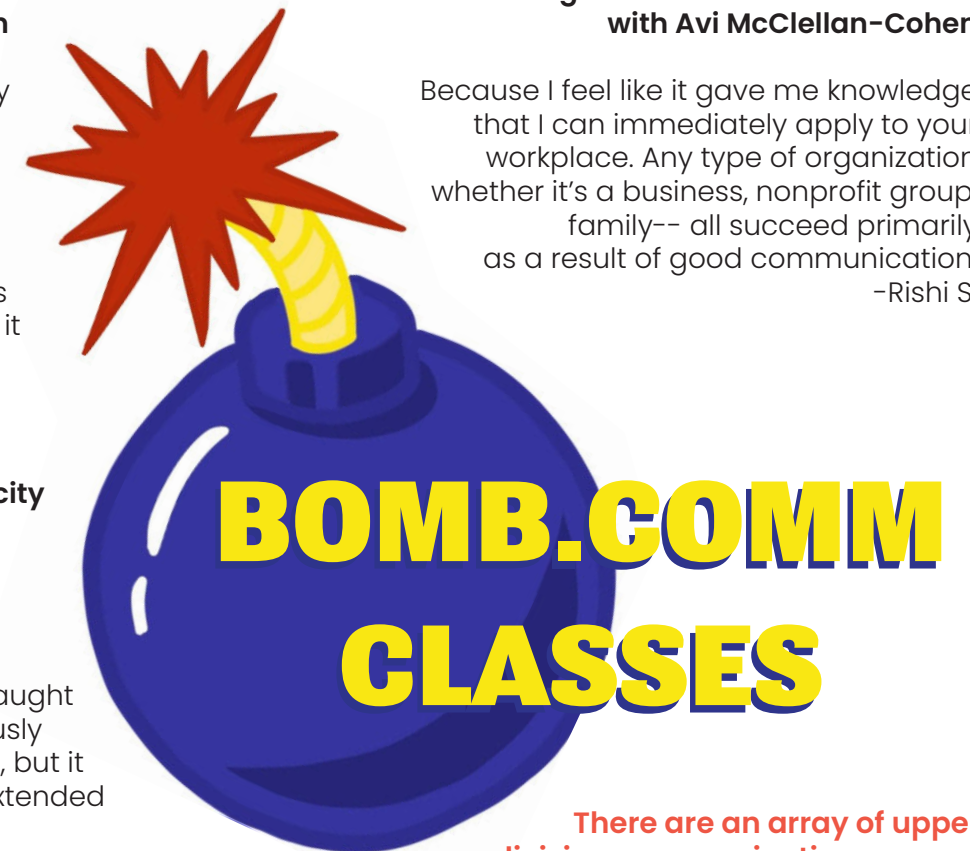
Because I enjoy video games and it was interesting to see how they affect people since the effects aren’t as bad as they are always portrayed. – Rudy A.

## COMM 150: Group Communication in Multiple Contexts with Gordon Abra

Because Professor Abra doesn’t just lecture at us, he talks about his own personal stories that relate to the theories and lessons he teaches. He also uses humor which makes the class super enjoyable. –Kylie Y.

## COMM 122: Organizational Communication with Avi McClellan-Cohen

Because I feel like it gave me knowledge that I can immediately apply to your workplace. Any type of organization whether it’s a business, nonprofit group, family-- all succeed primarily as a result of good communication. –Rishi S.



There are an array of upper division communication courses that students get to choose from that ranges from Video Game Research, Family Communication, to Social Networks. Most students have a favorite course that they’ve taken so far-- let’s have a look at some!

## COMM 111: Nonverbal Communication with Walid Afifi

Because it is so applicable and has made me so much more aware of not just the nonverbal codes I use but also the nonverbal codes everyone around me uses. – Tamara B

By Emily Garnica

# TWO IS BETTER THAN ONE

By Joy Lee

**Communication students are creating and engaging in a rich, dynamic curriculum by adding another field of study to their Communication major.**

Since the Communication Department was created in 1947 at UCSB, there have been hundreds of students who declared Communication as their majors, knowing its power to be applied to a broad range of industries, as well as, an essential skill towards succeeding in their future career endeavors. More recently, there have been an influx of students coupling their communication major with another major from a different department. These other departments include, Economics, Psychology, Sociology, Environmental Studies and many more.

When asked of the students themselves, the rise of doubles majors in the communication department derive from a culmination of reasons ranging from the communication major's applicable characteristic to the major's ability to contribute to one's personal development.

Kristen Chu, a Communication and Psychology double major, explains the harmony between her two majors as a primary reason for picking up an additional major her second year. "Psychology focuses on the brain and body, while communication moves onto explaining how thoughts exit our mind and study how and why people interact the way they do." As a student who is pursuing a Phd in clinical psychology and hopes to one day work for a health technology company, Chu is grateful for how her Communication classes have sharpened her networking, professional writing, and media communication skills. "Communication has encouraged me to take a business route because, in class, we study how people interact

and find explanations for their behavior, so I've developed a lot more confidence in being able to participate in professional conversations within business environments," said Chu.

Emily Gao, an Economic and Communication double major, is a fourth year student who is pursuing a career in product marketing. When asked about her thought process behind adding Communication to her Economics major, Gao explained how the broad range of courses in the Communication department appealed to her because she was interested in taking courses that would contribute to her future career. "Marketing requires a lot of talking and working together with other people, and I saw how communication classes focus a lot on studying interpersonal communication...especially some of the classes I took were applicable towards my product marketing internship because [the classes] were research heavy and made me knowledgeable about consumer behavior beforehand," said Gao. The Marketing Communication course with Karen Myers, Gao is referring to, equipped her with tangible marketing knowledge and familiarity with terms she utilized everyday in her internship making it the "most applicable course" according to Gao.



Celia Alario, a professor here at UCSB teaches Environmental Communication, a course that focuses on applied communications. "[The course] is about sharing and cultivating the foundational building blocks of strategic communication skills so that folks can be better communicators, generally, and specifically on topics of environmental sustainability, climate justice, and environmental justice," said Alario. When asked about what kind of role communication plays in the environmental sphere, Alario stressed the importance of rethinking our personal values, our relationship with the planet, and how we live out that relationship. "Communication is a key part of that because it allows us to decide and shape how we feel, think, and do...telling important stories that need to be told can help shift people to sustain life on planet Earth" said Alario. With 25 years of experience as a public

relations consultant, spokesperson coach, and educator, Alario reminds students and alumni to be meaning makers and audience lovers. "We can help people imagine a different world by helping them understand how they should act, what they should think and do as a result of the information they are receiving... each communication is an opportunity to create community and belonging [for our audience] and that's something we need right now as we go forward in trying to solve the problems we face," declares Alario.



**Looking for ways to give back to your fellow gauchos?  
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Giving Page at: <https://www.comm.ucsb.edu/giving>**



Communication Department Career Day 2018- Alumni Group Picture



**Congratulations Graduates!**  
The Communication Department is proud of you  
and wishes you the very best going forward!  
Commencement is on  
Sunday, June 16th at 9:00 AM.  
Don't miss the turning of the tassels  
at the end of the ceremony.

**UCSB**

