

# The COMMUNICATOR

The newsletter of the School of Arts and Communication

Fall 2015

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## Beyond the Classroom: Learning Without Limits

*The SAC's Study Abroad Program offers world of life-changing experiences*

By Debbie Leleakis  
*The Communicator*

**N**ow I really feel like I'm in China!" is a phrase Joy Patterson grew used to hearing one day during her summer break.

After all, it was uttered repeatedly as Patterson walked a section of the Great Wall outside of Beijing, China, with students participating in a study abroad trip sponsored by the School of Arts and Communication (SAC).

"They even did tai chi on the Wall!" she laughed while recalling the trip, an inaugural effort to China that attracted a diverse group of 11 students from disciplines ranging from business to biology to engineering and psychology.

Held during the summer session in May, the group was led by Wanfa Zhang, Ph.D., and Gordon Patterson, Ph.D., along with Joy Patterson.

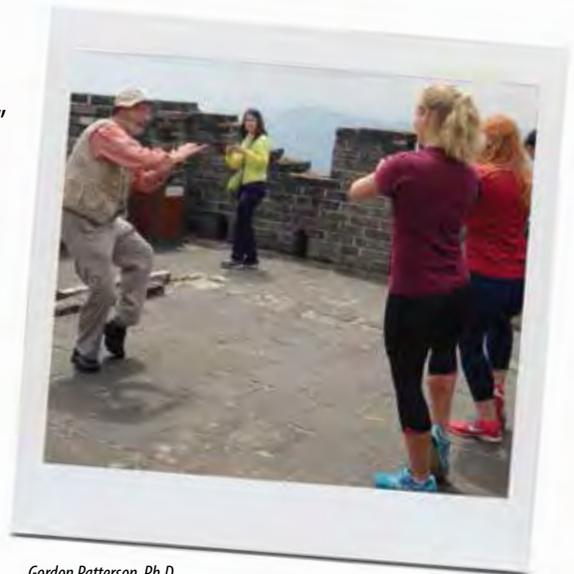
"We all learned a great deal from this trip, but seeing some of the students do tai chi on the Great Wall was unforgettable," Joy Patterson said.

Studying abroad can be a life-changing experience for students.

In addition to being exposed to enriching multi-cultural events, a trip to another country through an educational program can lead to more creative thinking, a stronger ability to adapt and a unique edge in the job market after graduation.

The SAC provides several unique opportunities for students to learn beyond the four walls of a classroom while experiencing other cultures.

"There is no substitute for going to another country to see and feel another culture and history firsthand," said Robert Taylor, Ph.D., head of the SAC



*Gordon Patterson, Ph.D., practiced tai chi on the Great Wall with several students who participated in the inaugural Study Abroad China program over the summer.*

and associate dean of the College of Psychology and Liberal Arts (CoPLA).

Study abroad programs foster a sense of adventure and teach us valuable lessons not just about the world around us, but about ourselves, too.

Gordon Patterson put it best when he said, "Travel is something that defines who we are, what we think and the things we love."

For the China trip, students were required to take two classes, including one Chinese language course and another on "Contemporary China," for a total of six credits, and they received a special scholarship. Undergraduates of any major were eligible to sign up for the experience.

One of the challenging aspects of this program was that students did not have time prior to the trip

*continued on page 6*

## Save the Date:

# Fall 2015/Spring 2016 Calendar of Events

### Artist in Residence Christian Tamburr Concert

featuring vocalist Clint Holmes  
Nov. 14 at 7:30 p.m.  
Gleason Performing Arts Center

### Concert Choir's "Silly & Sweet!" Concert

Nov. 20 at 7 p.m.  
Florida Tech Panthereum

### String Ensemble Concert

Nov. 23 at 7 p.m.  
Gleason Performing Arts Center

### Student Recital

Nov. 24 at 7 p.m.  
Gleason Performing Arts Center

### Jazz Syndicate Holiday Concert

Dec. 1 at 7 p.m.  
Denius Student Center, Hartley Room

### Charlie Chaplin in "A Burlesque on Carmen" Concert and Film

featuring the Concert Band  
and Panther Jazz Big Band  
Dec. 2 at 7 p.m.  
Gleason Performing Arts Center

### Paris Artist in Residence Alice Lestang

Feb. 17 at 7 p.m.  
Gleason Performing Art Center

### Academic Calendar

Nov. 30 Last day to successfully complete graduate-level defense and examination for Fall 2015 commencement  
Dec. 2 Last day of classes  
Dec. 3–4 Study Day (no classes)  
Dec. 12 Fall Commencement Exercises  
Jan. 11 Spring 2016 classes begin  
Jan. 15 Last day to register or add a class  
Feb. 1 Registration for main campus Summer Term 2016 begins  
Feb. 24 First Amendment Day Observance

## THANK YOU

Special thanks to those who contributed to producing this issue of *The Communicator*. We owe you a debt of gratitude!

Anushka Boyd, Annie Caza, Jeffery "J.D." Gallop, Debbie Lelekis, Jacqueline Paniagua, Sara Torabi

# The Communicator

A publication of Florida Tech's College of Psychology and Liberal Arts  
School of Arts and Communication

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## FACULTY

### Professors

Andrew Aberdein, Ph.D., Logic and Metaphysics, *University of St. Andrews*  
Gordon Patterson, Ph.D., History, *University of California—Los Angeles*  
Lisa Perdigao, Ph.D., English, *Northeastern University*  
Judith Strother, Ph.D., Applied Linguistics, *Eindhoven University of Technology*

### Associate Professors

Gabriella Baika, Ph.D., French, *University of Pittsburgh*  
Kevin Burke, Ph.D., Musicology, *University of Cincinnati*  
Heidi Hatfield Edwards, Ph.D., Mass Communication, *University of Georgia*  
John Lavelle, Ph.D., English, *University of Louisiana—Lafayette*  
Robert Shearer, Ph.D., Philosophy, *Florida State University*  
Youngju Sohn, Ph.D., Mass Communication, *University of Georgia*  
Jamie Younkin, Ph.D., Music, *University of Toronto*  
Wanfa Zhang, Ph.D., Political Science, *University of Alabama*

### Assistant Professors

Melissa Crofton, Ph.D., Literature, *University of South Carolina*  
Natalie Dorfeld, Ph.D., English/Composition & TESOL, *Indiana University of Pennsylvania*  
Michael Finnegan, Ph.D., Literature, *University of Rhode Island*  
Chris Frongillo, Ph.D., English Literature, *Vanderbilt University*  
Sharon Irvin, M.A., English, *University of Wisconsin*  
Lars R. Jones, Ph.D., Art History, *Harvard University*  
Bill Leach, Ph.D., Texts and Technology, *University of Central Florida*  
Debbie Lelekis, Ph.D., Literature, *University of Missouri*  
Moti Mizrahi, Ph.D., Philosophy, *The Graduate Center, City University of New York*  
JoAnn Parla-Palumbo, Ph.D., Applied Linguistics, *State University of New York—Buffalo*  
Ted Petersen, Ph.D., Mass Communication, *University of Florida*  
Alan Rosiene, Ph.D., English, *Northwestern University*  
Matthew Ruane, Ph.D., Higher Education and Policy Studies, *University of Central Florida*  
Angela Tenga, Ph.D., English, *Purdue University*  
Dzmitry Yuran, Ph.D., Communication and Information, *University of Tennessee, Knoxville*

## SCHOOL OF ARTS AND COMMUNICATION FACULTY AND STAFF 2015–2016

### SCHOOL HEAD

Associate Dean Robert Taylor, Ph.D., History  
*Florida State University*

### Visiting Assistant Professor

Jacob Ivey, Ph.D., History, *West Virginia University*

### Instructors

Penelope Bernard, M.S.  
Annie Caza, M.Ed.  
Elizabeth Dopira, M.M.  
Rolanda Hatcher-Gallop, M.S.  
Keturah Mazo, M.A.  
Anna Montoya, M.A.  
Joy Patterson, M.A. and M.S.

### Visiting Instructors

Ingrid Bradley  
Amy Laakman

### Adjunct Instructors

James Almasi	Olga Erygina	Shirley Pickton
John Almasi	Mariana Garciagodoy-	Susan Plumer
Christina Apelgren	Cervantes	William Rogan
Douglas Bailey	George Grover	Jillian Sedivy
Dana Beattie	Michael Kahn	Lucy Serody
Andrei Belyi	Kyle Knappenberger	Anne Smith
Bobbe Butler	Julianne Mallak	Alexandra Soya
Ashley Carnifax	George Maxwell	Andy Stanfield
EJ Castor	Pervin Muradov	Carol Tillema
Erik Cole	Kelvin Nelmes	Charles VanRiper
Maria Crabb	Alycia Pardoe	Fontaine Wallace
Kyle Creedon	Rose Petralia	Rebecca Weber

### Staff

Anushka Boyd, *Administrative Assistant II, Student Services*  
Sara Torabi, *Administrative Assistant II, Faculty Services*  
Margaret Moore, *Administrative Assistant*

From the Chair:

## Putting 'Learning Without Limits' Into Practice

What is the best way for students to learn?

Since the days when pupils sat at the feet of Socrates, or crowded into medieval colleges, that question has challenged educators to seek the perfect learning environment.

Here in the School of Arts and Communication, our faculty strives to break down the walls of the traditional classroom and move students out into the greater world.

They are accomplishing this in a variety of ways, including through our robust Study Abroad programs.

These programs take Florida Tech students and put them into other countries and cultures. There is no substitute for going to other lands to see and experience things one may have only read about or seen in videos.

For instance, on past trips to the Netherlands, communication undergraduate and graduate students have visited high-tech companies and the European Space Agency, then explored beautiful cities like Amsterdam and Cologne.

This past summer, the Study Abroad China program allowed Florida Tech students to tour everything from the Great Wall and Beijing to the bustling streets of Shanghai and the land of the pandas.

This coming March, several SAC students, along with their peers in other Florida Tech courses of study, will take advantage of a new study abroad trip to France for Spring Break.

While there, ROTC cadets and future Army officers will explore the World War II D-Day battlegrounds in Normandy. Some students will tour World War I battlefields in northern France, while others will have the wonderful opportunity to spend a week in Paris, drinking in its culture from the Louvre Museum to the Paris Opera House.

Music students will visit our partner school, the Paris Conservatory of Music, and get a chance to interact with their world-class music students.

Stay tuned for updates of this adventure in future issues of *The Communicator*.

Much closer to home, our communication majors take their class-learned knowledge and skills off campus through the SAC internship program. Our scholars have broadcasted at WFIT radio, worked at marketing firms and published newsletters for the Johns Hopkins Medical School.

These are priceless experiences that show how theory is put into practice in real-time situations not mentioned in textbooks.



Robert Taylor, Ph.D., Associate Dean, College of Psychology and Liberal Arts, and Head of the School of Arts and Communication.

In addition, both communication and humanities students gain outside perspectives through the school's field trips in the greater Florida area. They have toured law schools, seen plays and been behind the scenes at television stations and newspapers. Students and faculty agree that after these excursions, nothing can ever replace the education that comes with experiencing these places firsthand.

Lastly, SAC students have a chance to see how well their course work prepares them and others for the challenges, and opportunities, of the world after hanging up the cap and gown by interacting with alumni of our programs. This is especially encouraged through the use of our social media platforms, like the SAC Facebook page.

The career and life lessons that can be shared by those who have gone before greatly aid those coming up. In the end, we all stand on each other's shoulders as we strive for those things that matter to us as human beings.

The School of Arts and Communication is dedicated to making all who come to our program lifelong scholars who never lose that basic desire to learn new things.

Education can't, and shouldn't, end at the classroom door and the university gate.

Moving beyond such boundaries will prepare us all to deal with the basic questions of life, especially the fact that today is different from yesterday, and will not be the same as tomorrow.

“The School of Arts and Communication is dedicated to making all who come to our program lifelong scholars who never lose that basic desire to learn new things.”

*Robert A. Taylor*

# Strother Stretches Wings in New Direction

By J.D. Gallop  
For *The Communicator*

**F**or the last four decades, Judith Strother, Ph.D., has been a driving force both inside and outside the classrooms at Florida Institute of Technology, often working long hours as she steadily grooms students for the 21st century world of communication.

But after nearly 25 years of shaping countless lives as chair of the graduate communication program in the School of Arts and Communication (SAC), she stepped down from the position this semester.

"It was just time," she said of turning the reigns of the program over to Heidi Hatfield Edwards, Ph.D., who now chairs both the undergraduate and grad communication programs.

Coming into this semester without the title—and the duties that came with it—was a bit of an adjustment, Strother admitted.

"The most amazing thing is that while the first two weeks of this semester seemed really different because I'm so used to getting everybody ready for the new semesters, getting them on their way, everything seemed to fit in place and all of my time is filled up," she said, adding that she still comes into the office every day at 8:30 a.m. and leaves at 5 p.m., except when she's teaching a class at night.

In addition to teaching, the professor is also directing a couple of senior design projects, preparing for next summer's Study Abroad Netherlands program, organizing partnership activities between Florida Tech and University Park Elementary School and working with various councils and organizations.

"In the midst of everything else, I still go to the Netherlands during the last weeks of October and November to do seminars," said Strother, who conducts specialized seminars in technical writing at the Technical University of Eindhoven in the Netherlands as a visiting professor.

"My routines are basically still the same as they were before. I think the one thing a little bit different is I'm getting to prepare my lectures more during the day," she said.

News that Strother would no longer be at the helm of the graduate program she founded in the early '90s stunned some of her colleagues and former students, many of whom still consider her a change agent in their lives and education.

"Judy really changed my life," said Svafa Grönfeldt.

"She gave me the tools that really are the foundation that have enabled me to do what I've been doing ever since I graduated," said



*Judy Strother, Ph.D., enjoys dinner on the river in Nijmegen during the Study Abroad Netherlands trip in the summer of 2013.*

Grönfeldt, a 1995 communication graduate who went on to earn her doctorate from London School of Economics.

The Reykjavik, Iceland, native is now executive vice president of Alvogen, Inc., an international pharmaceutical company headquartered in Pinebrook, N.J. She also co-authored a communication textbook, *Service Leadership*, with Strother.

"Judy's personal approach and interest in her students and in her work is that she absolutely strives to make you successful ... she gets intrinsic satisfaction from providing good service. She's like a good coach," Grönfeldt said.

The graduate program has matured over the years, now offering a master's degree in global strategic communication. It gives students skilled insights into technical writing, journalism, business and marketing communication along with opportunities to learn abroad in the Netherlands.

Despite the advancements and the demands of heading up a growing program, many of her former students note that Strother always remained accessible, keeping her appointments with them in her small, book-lined corner office on the sixth floor of the Crawford building.

Her style was steady, demure and firm, but also embracing, when needed.

"She was always enthusiastic to help me with anything I needed," said Sara Fieberg, who graduated in 2009.

Fieberg noted that Strother was her academic advisor, mentor and instructor.

"We went to an FPRA (Florida Public Relations Association) conference, which really helped

me become passionate about wanting to work in the field. We worked together to get the Florida Tech FPRA chapter up and running as well as the Communication Honor Society Lambda Pi Eta.

"She was such an encouraging person. Every time I left her office, I felt really happy with what I was choosing to do with my life. She always had a smile for me when I would visit," Fieberg said.

Christena Callahan agreed and said she admired Strother's dedication to her students.

"I always felt she had the time to talk to me about whatever I had to talk about," said Callahan, who graduated from the program in 2007 and is the university editor in Florida Tech's Office of Creative Services.

"I don't think I've ever seen her have a bad day," Callahan said.

Michael Gurevich, a 2008 graduate, now owns the Atlanta, Ga.-based Seven Hens restaurant chain specializing in chicken schnitzels.

He recalled meeting Strother as soon as he got off the plane from his native Israel.

"I was very impressionable, a new student in the United States. Dr. Strother was my welcoming committee and made me feel comfortable. My first impression of her was that she was so wise," Gurevich said.

"It was very important back then, and I still remember that."

Every year, Strother continues her personal touch by inviting all of the former graduates to her West Melbourne home for a holiday party replete with cheeses, wines and discussions about life.

"I will keep that going," she says with a smile.

She also wants to get more into doing the things she rarely had time for as a program chair, including sewing.

But Strother's passion for teaching will always remain.

"I have been blessed. It seems like I regularly hear from students being kind enough to say whether I had an impact in their lives. Obviously, it makes you feel like what you've done is worthwhile," she said.

"My whole pleasure is changing lives."

## EDWARDS NEW GRADUATE COMMUNICATION PROGRAM CHAIR

By Sara Torabi, *The Communicator*

Whether it is her warm smile as she pops in the office to greet everyone a good morning, or her positive classroom atmosphere, Heidi Hatfield Edwards, Ph.D., has a friendly presence that students cannot get enough of.

"Not only has Dr. Edwards been my professor multiple times, but she also has been instrumental in helping me to achieve my goals," said Razaz Banouth, a communication graduate student.

"She was the first person to give me the confidence to trust in my ability of learning."



Heidi Hatfield Edwards

Edwards, associate head of the School of Arts and Communication (SAC), became the new graduate communication program chair this fall.

The new role is an expansion of her duties, which already include serving as chair of the undergraduate communication program. Edwards said she is excited about being able to create and maintain relationships with students in both areas of study.

"As graduate program chair, Dr. Strother was able to create a community, and I am now looking forward to facilitating more relationships with our undergraduate and graduate students," Edwards

said, referring to Judy Strother, Ph.D., who started the graduate communication program in the early 1990s. Strother stepped down from the position this semester but remains a professor.

"I really enjoy providing our students guidance during their time at FIT," Edwards said.

In her new role as chair, Edwards acts not only as a mentor to students and faculty members, but she also develops and monitors both communication programs.

"We are pleased to have such an outstanding faculty member accept this role," said Robert Taylor, Ph.D., head of the SAC and associate dean of the College of Psychology and Liberal Arts (CoPLA).

"I know that our programs and students will greatly benefit from her drive," he said.

Edwards also teaches and works as a graduate thesis and design project advisor.

"She conducts herself professionally and treats all students equally," Banouth said. "She doesn't just teach subjects; she makes class a journey of discovery and enjoyment."

A Florida native, Edwards earned her Ph.D. in mass communication from the University of Georgia and has over nine years of experience working in broadcast, radio and print media.

Her most recent publications include "Fan forums, breast cancer, and Sex and the City: Insight for Health," which focuses on communicating health through entertainment media, and "Social responsibility and the evolution of corporate philanthropy: An analysis of successful corporate-cause partnerships in an era of the global corporate citizen," which looks at the study of corporate social responsibility.

The latter article is also a result of a grant she received from the Arthur W. Page Center for Integrity in Public Communication from Penn State University.

Even with her full workload, Edwards is adamant that her students come first.

"I want students to know that I am available whenever they need me. Even though I may be busy or running around to different meetings throughout the day, my primary responsibility is to my students and I am always here for them."

## PERDIGAO NEW HUMANITIES PROGRAM CHAIR

By Sara Torabi, *The Communicator*

It is a truth universally acknowledged that Lisa K. Perdigao, Ph.D., is a very busy woman.

Last year, she was promoted to a full professor of English in the School of Arts and Communication (SAC). In 2013, she was the second female professor in FIT history to receive Florida Tech's Award for Excellence in Research.

This semester, Perdigao was named humanities program chair for the SAC. In her new role, Perdigao chairs the humanities faculty meetings, creates the humanities course schedules and maintains and expands the overall humanities program.

"The position is incredibly dynamic, as it involves overseeing everyday details of the humanities program as well as planning for the future of the program, identifying how we can improve upon the strengths of our program and offerings," Perdigao explained.

"I enjoy being able to interact with the humanities faculty members and students in new ways, seeing the program from different vantage points."

Robert Taylor, Ph.D., head of the SAC and associate dean of the College of Psychology and Liberal Arts (CoPLA), said Perdigao brings a lot of passion and drive to her new position, energy that will greatly benefit both the program and students.

"We are pleased to have such an outstanding faculty member accept this role," he said.

Aside from her new role, Perdigao continues to be an advisor to undergraduate humanities students

and still teaches humanities courses.

"Dr. Perdigao is the embodiment of why people become so impassioned about humanities and literature," said humanities graduate Julie Fainberg.

"She makes the material relevant, relatable and, most importantly, fun."

The humanities program has enjoyed positive milestones in recent years.

"The work the humanities faculty members have done in recent years under the leadership of Dr. Taylor has been incredible, and we are seeing the benefits of the work in our growing program," Perdigao said.

She is especially excited about the addition of the literature minor.

"I think the addition of the literature minor and promotion of the other minors in the School of Arts and Communication will afford the students and faculty members wonderful opportunities," she said.

Perdigao, who received her Ph.D. in English from Northeastern University, has focused much of her research on the representation of death and the body in literature, television and film. Her most recent publications include "The dream has become



Lisa Perdigao

their reality': Infinite Regression in Christopher Nolan's Memento and Inception," "Gray Matter: The Malleability of Intelligence in Fringe" and "At the 'corner of no and where': River's Unmappable Body in the Firefly/Serenityverse."

When asked what she would like her students to know, Perdigao responded, "In my courses, my students and I get to know each other very well, I think; this is emphasized in the class format that is more seminar-based than lecture-based.

"But perhaps the students don't realize how invested and inter-

ested I am in their contributions, the connections that they make in classroom discussions and in their writing.

"As we continue and expand the humanities program, that is a constant—finding ways of connecting with the student population, with courses and opportunities that have meaning to the students at Florida Tech."

## BEYOND THE CLASSROOM: LEARNING WITHOUT LIMITS

continued from page 1

to complete class work, so there were required instructional hours every day in order to meet the 40 hours total that were necessary for each course.

The plan for next time will remedy this by including a whole week on campus first to do course work and practice language skills in preparation for the journey. With some of the burden of course work lessened, there will be more time to focus on the cultural aspects of the trip, particularly since, Joy Patterson described, much of the learning came from the students' actual experiences in China.

In addition to visiting the Great Wall, students also had the opportunity to visit several temples, the opera and the oldest dam in China at the Dujiangyan irrigation system, as well as bustling cities.

Visiting the pandas at the Chengdu Research Base was another highlight of the trip.

Students got to plan one day themselves, and then they wrote about what they discovered.

It was often the little occurrences and unexpected encounters that were the most meaningful. For the majority of students, the trip was a culture shock because everything is unlike their usual experiences.

Zhang, who was born and raised in Southwest China, said he wanted the students to immerse themselves in the Chinese culture.

"I thought it was important for them to understand a country that is becoming increasingly influential in the world's politics and culture," he said.

He believes the trip accomplished that.

"While the students were learning through this experience, I also gained insight into how I, as a teacher, could help those from cultural backgrounds other than America to adjust to the Chinese culture," Zhang added.

"Five of the students on the trip were from countries other than the United States. There was an added adjustment for them, coming from their native countries to study in the U.S., and then taking a study abroad trip to yet another country. It could be a bit overwhelming."

Even choosing a restaurant and ordering food proved to be an important learning opportunity. There were surprising street experiences in Chengdu that opened up a whole new world to the travelers, especially since they stayed near a hospital and were able to see firsthand how different practices and customs can be in another country.

The students who have participated in the Netherlands study abroad program have faced similar challenges and opportunities for growth.



*Drs. Wanfa Zhang and Gordon Patterson, and instructor Joy Patterson, pose with students at various sites around China. Eleven students kicked off the inaugural Study Abroad China program last May.*



Judy Strother, Ph.D., and Heidi Edwards, Ph.D., will lead the Netherlands Study Abroad 2016 trip, scheduled for June, which is open to both undergraduate and graduate students from all majors.

Two courses are available in conjunction with the program, including "International Marketing Communication" and "Communicating Social Responsibility." If students take any two Florida Tech courses during any summer session, they can get a special scholarship, and for those with at least a 3.75 GPA, there is an additional merit scholarship.

The trip is based out of the Eindhoven University of Technology campus, but there will be opportunities for several excursions to Amsterdam, Belgium and Germany. A unique feature of this program is the chance to meet corporate speakers and visit multinational companies, an experience that vividly brings lessons from the classroom to life.

Since course work is completed during the six-week session prior to the trip, students can focus on cultural interactions while they are abroad. Strother particularly emphasized the welcoming nature of the Dutch people. This warm hospitality is especially apparent when students have the chance to dine at the home of one of Strother's friends.

These types of cultural experiences provide students with memories they won't soon forget.

Like the China program, the Netherlands trip allows students to learn about the world in ways that aren't possible in a traditional classroom.

According to Strother, the juxtaposition of modern architecture and Old World charm is one of the most striking aspects for students and something they don't expect.

Upon visiting a site with connections to both WWII and ancient Roman ruins, students felt their experiences helped to "make history real" in ways no textbook or classroom lecture could.

Anyone who doesn't want to miss out on this exciting chance to study abroad should sign up for the Summer 2016 session by Dec. 1.

In addition to the wonderful opportunities available through the China and Netherlands programs, there will be a new program in France next semester that will take place during Spring Break. It will include course offerings in music, history, literature and philosophy.

Look for more information on that trip soon.

For those who might still be uncertain about what a trip abroad could do for them, consider these words from St. Augustine that Gordon Patterson cites as a guiding principle: "The world is a book, and those who do not travel read only one page."

He said the China program was a "marvelous chapter" for his own life and for "the development of the School of Arts and Communication's effort to give our students an introduction to distant shores."

"It was a page turner," he added.

"I can't wait to find out what happens next."

Connect with us:





# STUDY ABROAD NETHERLANDS 2016



**June 3–June 17**



**TWO WEEKS IN EUROPE**  
while earning Florida Tech credits

## Summer courses with 14 days in Europe:

- Course dates on campus are Monday, May 9–Wednesday, June 1
- Travel dates are Friday, June 3–Friday, June 17

*Study-abroad segment based at the Technical University of Eindhoven*

### COM 3085/COM 5420-E1 Special Topics: International Marketing Communication

- Learn about the importance of marketing messages and images for international audiences

### COM 3085/COM 5420-E2 Special Topics: Communicating Social Responsibility

- Learn about communicating corporate social responsibility in a global context with a focus on the ethics of CSR, its practical applications, and the importance of effectively communicating CSR efforts to stakeholders.

## Study abroad cost includes:

- Hotel, including breakfast daily
- Visits to international corporations
- Three-day cultural excursion to the historic cities of Brussels and Bruges, Belgium, and Aachen, Germany
- Day trips to Amsterdam and Cologne, Germany
- Transportation to and from Schiphol Airport (Amsterdam) and Eindhoven
- Dutch Pancake dinner and farewell luncheon
- Travel insurance

**Scholarship and Financial Aid available if you take two courses!**

## FOR MORE INFORMATION

Dr. Judy Strother | [strother@fit.edu](mailto:strother@fit.edu)  
School of Arts and Communication

*Watch fitforum for announcements!*

**Increase your employability with international experience!**

## Making Moves: SAC Faculty News Roundup

### Faculty Service Recognition

Congratulations to these SAC faculty members recently honored during the 2015 Service Awards:

5 years: Gabriella Baika, Ryan Jones, Youngju Sohn

10 years: Lisa Perdigo

15 years: Penelope Bernard, Lars Jones, Matthew Ruane, Robert Taylor

25 years: Margaret Moore

### New Faculty

Extending a warm welcome to our newest faculty members. Welcome to the SAC!!

- Dr. Moti Mizrahi, Asst. Professor of Philosophy
- Dr. Jacob Ivey, Visiting Asst. Professor of History
- Dr. Dzmityr Yuran, Asst. Professor of Communication

**Andrew Aberdein** gave the presidential address during the Florida Philosophical Association Conference on Nov. 6–7 at Flagler College in St. Augustine, Fla. Additionally, he authored the book chapter “Diversity in proof appraisal” with Matthew Inglis for the forthcoming *In Mathematical Cultures*, edited by Brendan Larvor (Basel: Birkhäuser). Aberdein and Inglis also led a conference presentation on “Diversity in proof appraisal” at the 15th Congress of Logic, Methodology and Philosophy of Science at the University of Helsinki in August.

Additionally, Aberdein gave presentations on “Virtuous practical reasoning” and “Commentary on Andrzej Kisielwicz ‘A new approach to argumentation and reasoning based on mathematical practice’”, at the 1st European Conference on Argumentation (ECA 2015), held in June at the Universidade Nova de Lisboa in Lisbon, Portugal.

**Natalie Dorfield** attended the Asian Studies Development Program’s Infusing Chinese Studies into the Undergraduate Curriculum institute in July at the University of Hawaii and the East-West Center in Honolulu. She was chosen after a national competition to attend the two-week institute.

Dorfield also recently published in the article “National Adjunct Walkout Day: Now What?” in *Forum: Issues About Part-Time and Contingent Faculty*, a special edition of *College Composition and Communication*. Her latest piece, “Being Heard: Motivating Millennials through Multiple Intelligences,” will be published in the *Journal of Excellence in College Teaching* later this year.

**Michael Finnegan** has been converted from instructor to assistant professor. He now leads student recruiting efforts on behalf of the SAC. In addition, Finnegan delivered a paper on “The Ambiguity of Nick Carraway” in F. Scott Fitzgerald’s *The Great Gatsby* at the 26th Annual American Literature Association (ALA) Conference in Boston in May.

**John Lavelle**’s new novel, *Oreads*, will be published on Jan. 29 by Roundfire Books.

**Debbie Lelekis**’s book, *American Literature, Lynching, and the Spectator in the Crowd*, was published last month by Lexington Books. She also presented the paper, “Turbulent Flow: Cross-Currents

between Literature and Science in Nineteenth-Century America” at the annual Interdisciplinary Nineteenth-Century Studies Conference in Atlanta in April; and presented another paper, “American Democracy and the Spectacle of the Crowd” at the annual ALA Conference in Boston in May. The latter work is part of a longer chapter in her book on representations of lynching and spectatorship in turn-of-the-20th-Century American literature.

Last spring, Lelekis also participated in the Faculty iPad Program on campus, which enhanced a humanities course she designed called “Science, Technology & the American Narrative.” She and her students implemented new technology in the classroom in ways that encouraged creative collaboration and promoted active learning.

**Keturah Mazo** presented the paper, “Turning Vision into Action”, in Savannah, Ga. on March 25 at the 8th Annual SoTL Commons Conference for the Scholarship of Teaching & Learning.

**Moti Mizrahi** published the article “Historical Inductions, Unconceived Alternatives, and Unconceived Objections” in the *Journal for General Philosophy of Science*, and the paper, “Why Simpler Arguments are Better”, in the August issue of *Argumentation*.

Mizrahi also published the article “Kuhn’s Incommensurability Thesis: What’s the Argument?” in *Social Epistemology*, and “Three Arguments Against the Expertise Defense” in *Metaphilosophy* (Wiley).

**Kelly Nelmes**, an adjunct instructor teaching College English Grammar in the humanities program, completed his MFA in Creative Writing from Full Sail University. His thesis project was a feature-length screenplay.

A video of **Gordon Patterson**’s keynote address to the Mosquito and Vector Control Association of California has been posted on the agency’s website, [www.mvccac.org](http://www.mvccac.org). In addition, the influential Chinese newspaper, *Nanfang Zhoumo*, or “Southern Weekend”, recently published an article about Patterson’s research work on mosquito control and mosquito-borne diseases.

Congratulations to Gordon and **Joy Patterson** on the birth of their first grandchild, Emmett Henry Patterson, on Aug. 23.



Ted Petersen

and global strategic communication graduate students Anushka Boyd, Kai Clark and E.J. Castor.

In August, Petersen presented “Covering sexual assault: A qualitative media analysis of student media coverage of campus rape” at the Association for Education in Journalism and Mass Communication conference in San Francisco, Calif. He also published the article “Revenue and the Reporter: Understanding the Modern Journalists Relationship with Newspaper Business Models” in *Florida Communication Journal*, Vol. 43, No.2, Spring 2015 and the article “Prisoners and Guards: Bob Dylan, George Jackson, an Popular Memory” in *The Popular Culture Studies Journal*, Vol. 3 No. 1, 2015.

**Matthew Ruane** was named secretary of the Asian Studies Development Program Alumni Chapter.

**Robert Taylor** recently reviewed the book, *Making Patton*, for the American military magazine *Army History*. Taylor is currently a member of the board of directors of the Florida Humanities Council, president emeritus of the Florida Historical Society and serves as a board official in the Selective Service System.

The third edition of *Scientific and Technical Writing Handbook: Writing Journal Articles and Technical Reports* by **Judy Strother** has been published. Over the summer, Strother also attended the ProComm Conference (Professional Communication Society of IEEE) in Limerick, Ireland, where she moderated a set of papers on the complex issues regarding the use of global virtual teams in technical and engineering settings. She also participated in a workshop on global trends in professional communication.

**Bob Taylor, Joy Patterson** and **Gordon Patterson** participated in the Asian Studies Development Association Annual Meeting hosted by Missouri State University in Branson, Mo., in March. Joy Patterson presented a paper, *Assessment of a Hero: China’s Iron Man*; Gordon Patterson is a member of the association’s board of directors.

**Wanfa Zhang** attended the 28th Annual Meeting and International Symposium of the Association of Chinese Political Studies (USA) co-sponsored by School of International Studies at Peking University, China, in early June. In addition to chairing a conference panel on “China in International Political Economy,” Zhang also delivered a paper titled “How China’s Future Elites Perceive World Affairs and the Country’s Growing Role in the Future?” The paper also will publish as a chapter in the book, *New Perspectives on Chinese Politics and Society*, which will be published by Palgrave Macmillan in 2016.

Additionally, Zhang gave a lecture on June 11 at the political science department at Hubei University of Economics in central China on “Political Science and the Application of Quantitative Methods in the U.S.” During the event, he also was invited to design a mathematical model for measuring the teaching effectiveness of the university’s political theory courses.

## ASI OFFERS LEARNING EXPERIENCES FOR PARTICIPANTS AND PROGRAM COORDINATORS

By Annie Caza, *The Communicator*

You don't have to look far to see the School of Arts and Communication (SAC) loves international students.

A quick skim through photos on the SAC's Facebook page says it all.

But one group of students, in particular, received much of the school's attention over the summer as part of the annual American Studies Institute (ASI).

The institute, now in its fifth year, drew 11 students, all from Feng Chia University in Taichung, Taiwan.

They arrived on July 5 for a three-week summer camp to learn about American culture and history and work on their English language skills.

The students lived in Roberts Hall and attended an oral communication class with Annie Caza in the morning and an American history course by Matt Ruane, Ph.D., in the afternoon.

After classes, Florida Tech's Cultural Ambassadors, along with several SAC staff members, escorted the students on a variety of local social activities. They also visited such attractions as Disney's Magic Kingdom, Kennedy Space Center and the all-time favorite, Ron Jon's Surf School.



ASI students enjoyed an educational trip to Kennedy Space Center in July.

Margaret B. Moore, the SAC's administrative assistant who also coordinates the institute, said the idea for the program came about in 2011 when Lily Chen of FISCHET (Foundation for International Cooperation in Higher Education of Taiwan) contacted FIT about a possible student exchange.

During the first year of the program, the SAC hosted 22 students from seven different universities around Taiwan.

In order to be selected for the program, students wrote and submitted proposals to Taiwan's Ministry of Education.

"From 2012 until this summer, we have averaged 12 to 13 students," Moore said.

She loves the program and stays in touch with many former ASI students.

"Some of them came here and had never been away from home before. Now, they are seasoned travelers," she said.

"Plus, many of them have been able to master another language, which gave them self-confidence. There are so many benefits to this program, benefits from the immersion process itself," she said.

"These students, especially those who attended during the early years of the program, have had the ability to meet new friends, people who have stayed friends all these years. That alone is priceless," Moore added.

Several of the institute's former students have gone on to earn their doctoral degrees and to work in various industries.

Anushka Boyd and Sara Torabi, also administrative assistants for the SAC, have each worked with the program for the last three summers. In addition to engaging in ASI activities during their workdays, the two also volunteer their free time to ensure program participants have a well-rounded experience of American life and culture.

"We get to watch these international students grow; both in their ability to communicate in English and in their steady growth in a foreign country, away from home," Torabi said.

She added that institute participants aren't the only ones learning during the summer camps.

"I find it to be a form of exchange for our students at Florida Tech as well. The ASI students learn about the American culture, and our Florida Tech students learn more about the Asian culture.

"It really is a fantastic opportunity for everyone involved," she said.

## ABERDEIN NEW PRESIDENT OF STATE PHILOSOPHICAL ORGANIZATION

By Rolanda Hatcher-Gallop, *The Communicator*

Walk by one of Andrew Aberdein's classes and you will likely be struck by his commanding voice.

Linger a little longer, and you just might learn something.

"What you try to teach in philosophy is how to assemble a good argument for the case that you're making," said Aberdein, Ph.D., his English accent—from his hometown north of Liverpool—adding texture to a natural baritone voice.

"My hope is that my students come out of the class making stronger arguments for whatever they believe in; that they are able to defend their opinions better than before they took the class," he said.

The professor, who came to Florida Tech in 2003, recently became president of the Florida Philosophical Association (FPA). He gave his first presidential address earlier this month at FPA's 61st annual conference at Flagler College in St. Augustine.

Robert Taylor, Ph.D., head of the School of Arts and Communication (SAC) and associate dean of the College of Psychology and Liberal Arts (CoPLA), said Aberdein is very deserving of being the president of Florida's premier philosophical organization.

"The quality of his research, as well as his teaching, make him a major asset to the SAC and Florida Tech as a whole," he said.

Lisa Perdigao, Ph.D., the new chair of the humanities program, agreed.

"Dr. Aberdein brings a lot to the humanities program and the School of Arts and Communication: an impressive work ethic, excellent research, teaching and service, and a wicked sense of humor.

"All are incredibly valuable assets," she said.

Perdigao has known Aberdein for over 10 years—from their early days with offices in Grissom Hall to their present location on the sixth floor of Crawford.

"I've always been impressed by his dedication to his work and his approachability. When he is not in class, colleagues and students can find him in his office at any hour—most often late into the evening," Perdigao added.

She also described him as an "extremely generous colleague", who always makes time to encourage others on their work, even suggesting projects to work on and working on various committees.

"His contributions have helped the program and school grow and evolve," she said.

These contributions extend beyond the university community to the larger academic one.

"I am very familiar with his work in popular culture where his work is very well-received; he plays a central role within that community," Perdigao said.



Andrew Aberdein, Ph.D., is the new president of the Florida Philosophical Association.

## STUDENT SPOTLIGHT: FUMIKO SHINKAWA

By Debbie Lelekis, *The Communicator*

Ask Fumiko Shinkawa why she switched her major to humanities early in her matriculation at Florida Tech, and be prepared for a straight-to-the-point answer.

"I chose humanities because I love literature," says Shinkawa who, in addition to her studies, leads the creative team at *Kaleidoscope*, Florida Tech's art and literary magazine.

She says that has been one of the most memorable things about her college career, and she has made a lot of friends while helping to create something she is really proud of.



Fumiko Shinkawa

She's also on the staff of *The Crimson*.

Clearly, Shinkawa spends a lot of her time writing, so it's no surprise she is inspired by the work of other authors like Piers Anthony, Isaac Asimov and David Eddings.

She enjoys the sci-fi and fantasy genres the most.

Chuck Palahniuk is her greatest inspiration in writing because "each of his stories takes on a life of its own and his style adapts to each of his protagonists, speaking in each of their voices."

Palahniuk is the author of *Fight Club*, the award-winning novel that inspired the cult classic film of the same name.

Lately, Shinkawa's writing has been focused on her senior capstone project, which centers on the cannibalistic serial killer Hannibal Lecter, the title character in Thomas Harris' series of novels that spawned the Oscar-winning film "The Silence of the Lambs."

In Angela Tenga's "Crime in Fiction" course last year, Shinkawa wrote on Lecter's role as a teacher and a creator—or shaper—of men.

She says the term paper "felt more like an introduction to the topic than a satisfying coverage" so she chose to expand on it for her capstone.

Through her attention to Lecter's connections to the themes and roles of serial killers in fiction, she hopes to help readers better understand the fanaticism that surrounds serial killers in popular culture.

She is enjoying her time at Florida Tech, and feels her experience in the humanities program has been a positive one.

"Because we're such a small group, I think the humanities students are a cohesive bunch," she says.

"Every professor I have had experience with has been helpful, engaging and genuinely invested in the success of their students. I honestly don't think there's a friendlier department on this campus."

## LAAKMAN'S MOMENT AT MELBOURNE FILM FESTIVAL

By Annie Caza, *The Communicator*

Walking the red carpet at the Melbourne Independent Filmmakers Festival (MIFF) on Oct. 24 is a moment Amy Laakman will never forget.

Laakman, a visiting instructor of communication in the School of Arts and Communication, received the opportunity as executive producer of the short film, "In a Moment," one of several selections featured in the festival's Dynamic Duos competition.

The competition celebrated the collaboration of film and music by teaming silent films with film scores by the Space Coast Symphony Orchestra under the direction of Aaron Collins.

Laakman's film, a five-minute drama, featured an original musical score composed by R. Michael Daugherty. The symphony orchestra did a live performance of the score during the film's presentation.

Laakman could hardly contain her excitement about the film.

"We are very excited to have been a part of Dynamic Duos and MIFF; it has brought so many people together to create special (new) film experiences and generate more opportunities for talented artists," she said.

Laakman currently teaches Communication for Executives as well as Scientific and Technical Communication.

After a vast career in the film business, from working as a grip to running her own grip and video assist companies, she began her academic career teaching English as a Second Language in Los Angeles. She has been an adjunct professor of speech, theater and broadcasting at Vincennes (Ind.) University, Indiana State and Eastern Florida State College.



"In a Moment" chronicles two lives that seem desperate and without hope until they find one another.

Director Daphne Stacey said that in this day and age, "we sometimes don't see the battles that others are waging in their lives."

"Hopefully, 'In a Moment' will inspire others to think twice before judging and, possibly, to reach out," Stacey said.

The short film was a labor of love for all involved.

For Laakman, now that she's had a taste of the limelight, she is already making plans for a new project here at Florida Tech.

The project, "A Sky View," is a web series featuring the contributions of women in aviation and aerospace in the past, present and future.

## Congratulations Class of 2015

These students graduated from the School of Arts and Communication in May.

Bachelor of Arts in Humanities/Pre-Law: **Maxx D. Amato**

Bachelor of Arts in Humanities: **Madelaine Elam, Ashley Philbeck**

Bachelor of Arts in Communication:

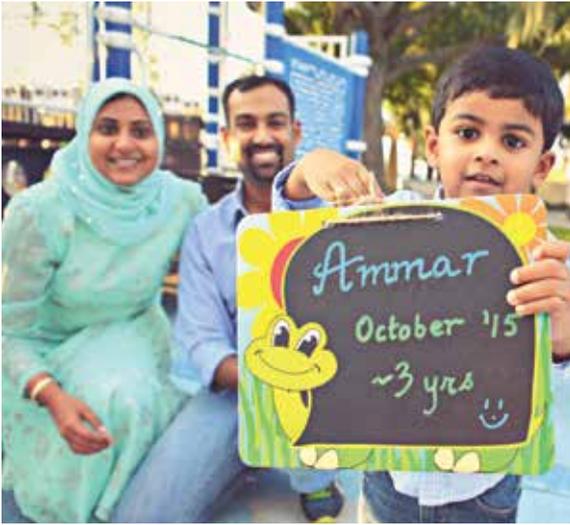
**Man Wing "Mandy" Lam, Michael Marshner, Hershlay Raymond**

Master of Science in Global Strategic Communication:

**Stacy Cochcroft, Jeffery D. Gallop, Pan "Dancy" Luo**



FIT Artist in Residence Christian Tamburr (center) autographing copies of his latest work, "People Talk," after the album release concert on Sept. 15. He was accompanied by musicians Keita Ogawa and Takana Miyamoto.



Communication alumna Zohra Fazal plays in a Sanford, Fla. playground with her son, Ammar, and husband, Murtaza Syed.

## SAC Alumni News Roundup

- **Zohra Fazal**, M.S. Technical and Professional Communication '06, moved with her family to Sanford, Fla., in June. Currently pursuing a Ph.D. in Applied Mathematics, Fazal continues to teach as an adjunct online at Florida Tech and Texas A&M University-Kingsville.
- Congratulations to **Michael Gurevich**, M.S. Technical and Professional Communication '08, and his wife, Joanne Bryant, on the birth of their son, Levi Christopher Gurevich, on July 8.
- **Brooke (Fisher) Hambright**, B.S. Humanities '12 and M.S. Global Strategic Communication '15, and her husband, Brett, welcomed their daughter, Blake Tayler Hambright, on May 8.
- **Pan "Dancy" Luo**, M.S. Global Strategic Communication '15, is a universal show coordinator for Universal Creative in Orlando, Fla.
- **Abbey Keister**, B.S. Communication '13, is now a student at Harvard Law School.
- **Kelsey McMullan**, B.S. Communication '13, is a technical editor at JT3 LLC in Lancaster, Calif.
- **Hector Severeyn**, M.S. Global Strategic Communication '13, is a sports broadcaster at Telemundo Atlanta, where he is on the 6 p.m. and 11 p.m. daily newscasts.
- **Shannon Strahan**, M.S. Global Strategic Communication '14, presented a paper at the ProComm Conference in Limerick, Ireland, in July. Strahan is currently project manager of organizational development and change management at Nextera Energy, FPL's nuclear energy division.

### ALUMNI SPOTLIGHT: KATE BRODERICK

By Jacqueline Paniagua, *The Communicator*

Two-time SAC alumna Kate Broderick began a new and exciting chapter in her life in September when she enrolled in the prestigious William & Mary Law School.

Located in Williamsburg, Va., the school has deep roots in U.S. history, thanks to the College of William & Mary, the nation's second oldest college. The law school boasts being the first in America.

While Broderick is already rising to the top in her new endeavors, she says nothing can eclipse the education she received and fond memories she has of her alma mater.

"Attending Florida Tech not only gave me the skills and knowledge to succeed, but the confidence to pursue my dreams," she says, adding that the School of Arts and Communication (SAC) prepared her well for her current course work.

"Language is such a fundamental aspect of law, and having honed my analytical reading and writing skills at Florida Tech has given me a leg up over my classmates," said Broderick, who graduated with a bachelor's degree in humanities in May 2010 and received her master's degree in global strategic communication in December 2014.

If you didn't see her walking to her classes, then you probably saw her warm and welcoming smile as she helped students as an administrative assistant in the SAC's front office in the Crawford Building. She worked there until last December, when she left to prepare for law school.

When asked why she decided to study at Florida Tech, Broderick stated, "I chose to study humanities at Florida Tech because I loved the flexibility and broad applicability of the degree."

"The advantage of studying the humanities at a tech school is that you still gain a solid grounding in important topics in the sciences, but have the freedom to also take classes that explore the idea of immortality in children's literature and the history of the Shinto religion in Japan," she explained.

"You develop your analytical and creative thinking skills, and you are constantly challenged to view the world in a different way."

Classes in the humanities program at Florida Tech include history, literature, philosophy and music, among a numerous range of subjects. Not only has the versatility of the program helped Broderick express her creativity, but it has also expanded her educational skillset in ways that can help her accomplish many of her goals and aspirations.

From her first days as a humanities major at Florida Tech to her present days in law school, nothing can stand in the way of Broderick's ultimate career goal of working in government upon graduating.

"I cannot imagine being a successful attorney without having a firm grasp of English that you develop in a humanities or communication degree program at Florida Tech."



Kate Broderick

### ALUMNI SPOTLIGHT: HECTOR SEVEREYN

By Anushka Boyd, *The Communicator*

After many moves in his life, Hector Severeyn has finally settled down in Duluth, Ga., as a sports broadcaster for Telemundo Atlanta.

Born in Venezuela, Severeyn is the son of two respected marine biologists.

He later moved to Washington, D.C., where he grew up and proudly became bilingual and bicultural, a term he learned at Florida Tech.

He went on to live in three other states before landing in Georgia, including Texas, Maryland and Florida.

Both in and out of the classroom, his passion for sports is unwavering. While working on his communication graduate degree, Severeyn wrote his thesis on, "Tweet You Very Much: A Uses and Gratifications Perspective on the Use of Twitter by Sports Media Journalists."

"It explored the reasons why Twitter had become so popular amongst sports journalists," Severeyn explained.

He credits his Communication Theory course professor, Heidi Hatfield Edwards, Ph.D., for equipping him with the tools he needed to get his thesis rolling.

Severeyn said his favorite course at Florida Tech was in the Study Abroad Netherlands program.

"You can't beat receiving classes in the Netherlands," he said, adding that he enjoyed all of his classes.

Severeyn said the trip taught him how to "relate and conduct business with people from other cultures."

One of the most important classes Severeyn ever took was New Media and Strategic Communication with Ted Petersen, Ph.D. "It paved the way for my thesis and also showed me the importance of social media, which is huge in broadcasting," he said.

Petersen also was an advisor for his thesis.

"First of all, Hector is super smart, so there was that. He had such a great attitude, came prepared to class, contributed to class discussion, great sense of humor, he was just a fun guy to have as part of the discussion," Petersen said.

"I think it's real important to have, first, Florida Tech people out there doing great things, but also just having good people in positions like that. People who are going to be ethical, people who have been trained, who are caring—all the things I think Hector was and is," he added.

Although he still aspires to be a sports journalist for a larger television network, such as ESPN, Severeyn is very happy with his current position.

"I think I've accomplished a lot in a short time. I've always been able to do what I love, no matter where life has taken me."



Hector Severeyn

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Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Preferred way to contact me:

Email \_\_\_\_\_  Phone \_\_\_\_\_

Graduation Date \_\_\_\_\_ Program/Major \_\_\_\_\_

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