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## **2020 10 09 COMNF**

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**2020 9 9**

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### **Keynote: Dean Iverson**

**talking about how to become successful**

**why you here**

- need know
- prepare for stuff after
- what gonna do
  - what good at

### **learning system**

- sat morning break down everything to simplest possible thing
- go to class and take notes
- break everything down
  - greatens comprehension
- fewest amount of sheets possible
- has a beginning and end
- stops from falling behind

### **what's supposed to happen in college**

- learn and apply to future
- learn: you did if you can teach it to someone else
- learning using the system above is a systematic way of learning
- helps you to prepare for tests

### **when go to office hours**

- whats the most important thing you talked about this week;
  - write this down exactly
- make sure good at what talked about

### **Spotlight: CHMC**

**you can reach out at any time**

### **24/7 crisis line**

- 512 471 2255
- confidential and private
- reach professional

- always open
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## **2020 9 14 COMN**

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**Comedy makes fun of a perceived truth in a community**

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## **2020 9 16**

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### **Spotlight:**

#### **writing program and coaches**

- help to work on writing
- polishing
- structure

**can let professors know worked with the writing program**

**one for moody one for general UT**

**professors can't do "pre reads" on assignments**

- show others and give rubric

### **Keynote: Voice person**

#### **voice produced by 3 systems**

- respiration = power
- phonation = sound source
- resonance = sound filter

#### **hydration**

- drink .5 weight in oz. caffeine free liquid a day
- caffeine, drink 8 oz. water every serving of caffeine

#### **suppress coughing and throat clearing**

- take sip water
- cough drops without menthol

#### **speak comfy loudness**

- use amplification if possible
- rest voice if hurt
- tongue stretching

#### **see physician when voice change last**

- two weeks normal person
- one week professional

## QA

### things cause lose voice

- talk more = amount use
- talk loud = duration use
- reflux?

### use water bottle to count number of water you drink

### check out MODDs

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## 2020 9 21 COMN

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### talking about inclusion for next two weeks

### Spotlight: Dr. McLroy

### misrepresentation in news takes many forms

- invisibility
- otherness
- stereotyping
- biased treatment of content in newsrooms

### up until 1979 racial violence handled incorrectly

### bias is preference

### stereotyping is preconceived notion

### even good stereotyping isn't actually good; can push people into roles

### when there's story, think if opinion is bc the story or possibly bc the stereotyping

### Keynote: Dean Ya'ke Smith

### DEI

- diversity, equity, inclusion
  - creating more diverse culture
  - presence of difference
    - need give them voice and access
    - need feel valued and seen and heard
  - why important
    - universities kind of like world and can affect world
    - growth of individuals
    - try make better place
  - #### what you need to do
  - admit bias and where you learn it; evaluate it
  - remain curious; helps bias fall away
  - speak out when there's bad stuff
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## 2020 9 23 COMN: lecture 8

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continuing to talk about diversity and multiculturalism

### Spotlight: MEC - Multicultural Engagement Center

what they do

- help disadvantaged students
- academic support
- social justice lending library
- community outreach
- culture competency workshop
- study and connect
- MEC Space reservation
- Chill zone - allowed to go for fun

@UTAAA

@QTPOCA\_UT

Welcoming to everyone

Can share opportunities with organization

### Keynote: Dr. Kemp

multicultural audiences and messages

over time, racial makeup of US drastically changing

starting off with people advertising to minorities using the same ads for white people but with poc

- shifting to more and more representation
- shifted to stereotyping and bad things due to a lack of understanding
- trying to shift to actual representation
  - isn't perfect yet

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## 2020 9 28 COMN

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Incivility

### Spotlight: Dr. Red Hart

incivility

- bad

definitions

- vulgarity, rudeness, course language, vilification aren't incivility

- incivility: language used to deny peoples power

## **why**

1. feels good
2. feels clever
3. feels definitive
4. feels empowering
5. personality thing
6. feels seditious
7. ends things

## **who**

1. male
2. registered voters
3. some college education
4. online news
5. unmarried
6. under 30
7. doubt legacy
8. avoids face to face politics

## **what are the results?**

- digital divide
- fragmentation
- homogeneitization
- selective exposure
- irrelevance

## **anything good?**

- draws people into the conversation
- identifies disagreement
- identifies important stuff
- identifies societal cleavages
- reminds how precious free speech is

## **remedies**

- register online
- grow up
- be patriotic
- have mods
- be transparent
- rests in us

## **Keynote: Van Gelisti**

### **relationships**

### **why relationships matter**

1. need connection
2. social isolation bad

## 2020 9 30 COMN

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### Spotlight: Mary Beltran, RTF

#### Latinx media studies

- until recently often left out of stuff, but has changes over time
  - some things that drove the change were the increase of Latinx people and writers in media
  - can get a minor in Latinx media studies
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## 2020 10 05 COMN

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### Intro

- probably clues when mental health getting worse
  - you need to get help when that happens

### Spotlight: Katina Johnson

- managing mental health thru career
- as much as plan, things can be out of your control
  - that can be good or bad
- she was very successful in early career, but mental health crisis
- always had to be best / perfect
- find allies
  - make social safety net
  - mentors and friends
- professional environment *must* be good for you
  - you spend most your time here
- mental health still stigmatized, but there's many resources for you
- you bring your whole self to work
- most imp part
  - mental health hard
  - sometimes will fall
  - that's ok and you aren't a failure

### Keynote: Mike Mackert, PH.D.

#### stress and coping

1. define health com

2. design effective messaging

3. look @ specific examples

- what?
  - science and art of communication and advertise health people
- change in perspective
  - emotional appeals can be good in drug and personal health ads
- can be used to break down abstract and hard to understand concepts to people and create good change

- make hard concepts relatable
- can give individuals the tools to communicate better
- eventually can lead to big changes

### **stress and coping**

- stress: change set of circum. where demand of envir are appraised as exceeding ones resources
- stressor: the thing that triggered the stress
- coping: best ways to manage stressor
  - social support
- relationships are where people cope w/ stress
- types social support
  - emotional: helps with emotions
  - instrumental: physical things
  - information: advice and info
  - appraisal: help with judgeing

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## **2020 10 08 COMN**

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### **how to engage in politics healthily**

### **Spotlight: Dr. Sharon Jarvis - communication studies political communication**

- journalists downplay importance of voting by accident
- threats dishearten from voting, threat and solution encourage voting
- need to craft messages to be heard with accuracy and repeated
- imagine is a powerful word
  - opens persuasive window
  - be aware of
- shortest statements are the best
  - how to break through the informational clutter

### **Keynote: Dr. Tracy Dolby?**

### **How we ended up in our current media landscape**

1. Media ecosystem
2. What fuels news literacy
3. How can meet challenge

### **Media scarcity to media overload**

- In the past we knew less
- Result in knowing more so soon:
  - major warp of perception
  - need media literacy

### **Gatekeepers**

- In the past, major media was a gatekeeper in the past
- In the present, there's too many gates to keep
  - have to be your own gatekeeper

### **Digital revolution caused fringe theories to become mainstream**

## Google has sort of rewired our brains

- Prone to distractions causes people to be lulled into unproductive narratives
- It's harder to tell the truth from fiction

## Chipping away from our shared sense of reality

- Social media is the main source of this
- Internet operatives mess with elections

## Solutions

- We need to support good press outlets
  - Journalism of verification
  - Know what you're dealing with when it comes to any news source
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## 2020 10 12 COMN

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### Impacts of social isolation is today's topic

### Spotlight: Dr. Watkins

#### Social media and wellbeing

- subjective wellbeing
  - how people evaluate their life
  - presence of pos emotions, satisfied with life
  - absence of negative emotions
- associated with
  - better health
  - social capital
  - productivity
  - lifespan
  - goes either way; good or bad
- social media can lead to social isolation
  - covid made worse
  - negative social wellbeing
  - more worse mental illness
  - increased very quickly
- nature of connected subjective wellbeing and social media
  - passive social media use
  - tends to lead to social comparison
  - this is when you scroll without interacting or posting yourself
  - active social media use
  - tends to be positive
    - sometimes can be bad
  - this is when you post yourself and interact with others on social media
- social media can be designed to addict people
  - $b = m + a + t$
  - behaviour = motivation + ability + trigger
  - can be made to undermine subjective wellbeing

### Keynote: Dr. Ciszeczek



## Representation of different genders and sexualities in advertising

- How do you learn how to gender
  - brands and culture and media
- brands should do their best to be genuine

bring a critical eye to media you consume!

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## 2020 10 14 COMN: L15

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### Spotlight: Dr. Rachel Mercy?

#### social identities and social media

##### two types of media

- vegetables and desert
- this is bc media producers are elites
  - different personal interests and stuff
  - people think that bc people have to break stuff down; makes people stupid
  - socialized to media norms
- social identity
  - provides a new lens to think about community
  - how individuals relate to groups
- individuals use media to define group memberships and positive identities and relations to groups
  - means people look at media to feel good about self and groups they in
- media is thing that allows us interface with different groups

### Keynote: Matt Mcglone

#### language and communication

- sometimes messages are implied
- you want to do a pragmatic analysis over a semantic analysis

#### face and politeness

- face - public self image
  - you want this to be good
- politeness strategies - we use more words to sound less blunt and mean
  - euphemisms too
- want to preserve negative face
  - frame directives as ques
  - minimize imposition
- want to preserve positive face
  - claim common point view
  - give reason that conveys admiration

persuasion is the art and science of getting others to do what you want done bc *they* want to do it

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## 2020 10 19 COMN: L16

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### getting your voice heard

## **Spotlight: Courtney Byrd**

### **Stuttering center**

#### **Stuttering isn't**

- psychological disorder
- nervous, anxious, less intelligent
- outgrow if ignore
- easily remediated

#### **stereotype threat leads to role entrapment**

#### **encourage child to keep talking**

**if have child who stutters; go to speech language pathologist or something**

## **Keynote: Lee Ann Kahlor**

### **psychology of advertising**

//will be telling u wat to say when go to office hours

- she studied how misinformation about covid spreaded
  - being exposed to conspiracy makes everyone skim info
- equity head of some department
- psychology of advertising
  - we look at consumers and society
  - at ads and PR messages
  - thru psychological lens
- allows exploration of
  - how messages interpreted
  - how memories and emotions impact message interpretation

### **PR and adv aren't magic**

- cant make you act
  - can make you feel or think about something

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## **2020 10 28 COMN: L19**

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- why we get our news from the places we get it from
- addressing 4 questions
  - organize notes under each one
  - try to get one to two answers ques

### **spotlight: Talia Stroud**

- choosing your news
  - what are the implications of that

#### **how things have changed**

- we used to look at the same media as a nation

- had a unifying effect
- now we have many sources of news to go to because of the internet

## four questions

1. what influences the public news
2. why public make their choices
3. what is the effect of the publics choices of media
4. what should we do

- 
1. what influences the public news
    - selective exposure
    - motivated selection of entertainment based off your beliefs
    - partisanship exposure based off your political beliefs
    - people typically pick places that confirm their beliefs
    - do people prefer likeminded news?
    - may seek out partisan sources bc its what around
    - magazine study tried to find that out
      - table had magazines
      - person in lobby monitoring
      - partisanship influenced what they picked
  2. why public make their choices
    - people find things against their view biased; whether or not it's partisan
    - if non partisan; two sides angry at each other
    - hostile media effect
    - seen as biased against us
  3. what is the effect of the publics choices of media
    - relative hostile media effect
    - if its slightly leaning one way or other; people see it as heavily leaning one way or another
    - selective exposure = political polarization
    - also inspires political participation
    - leads people to think about different issues
  4. what to do
    - diversify media exposure
    - look at things on both sides; talk with others; like going to gym
    - need to be charitable
    - argue with others in good faith

## Keynote: Dr. Strover

### public communication policy

- tech has a social context
- public framework for public good
- media is private businesses, but regulated for public good
- site of struggle between political, business, and citizen/consumer interests
- influences by view of communications systems as:
  - commodities
  - engines of economic growth
  - basic social infrastructure
  - so we know what's going on separate from government

### free speech

- intellectual property

- to encourage people to create
- to protect artists

## **1934 communication act**

- serve "public interest, convenience, or necessity"
- provide all people in US national radio communication service
- public interest language applies to all regular media
  - radio
  - telephone
  - TV
- adequate facilities; reasonable charges
  - applies to internet now
- **public interest has 100+ yr roots**

## **marketplace of ideas**

- has to do with theory that marketplace vibrant and robust
- when lots good ideas will overpower bad ones
- has everything to do with more speech is how to counteract bad speech
  - very pertinent with social media
  - didn't take into account how much bad speech there is
  - currently this is contentious
- how do you cultivate a healthy marketplace

## **marketplace ideas - competition**

- part of theory behind looking at media ownership
  - as long as have competing ideas; often will be enough
  - but the marketplace (literal) constantly changing
  - current media companies own everything
  - very little diversity of ownership in these places
  - we should keep an eye on this
  - often times diversity is limited by ownership

## **more having to do with that act above**

- equitable access/universal service
  - everyone access at
  - comparable rates
  - comparable quality

## **localism**

- local media services
- as opposed to interconnection
  - we want lots of it and fast and everywhere
  - want it to work well

## **national security**

- some of our things to do with national security is a communications issue
- what governments can do with our data is a big thing in communications policy

## **takeaways**

we all want and need better functioning communications systems to work well today; this is important to everyone and we want this to be fixed and stuff

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## 2020-11-2-COMN-L

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### intro

#### assignment details

- NOV 9
  - dream job posting
  - go to canvas; watch vid
  - put together LinkedIn job opportunity posting for whatever want be when big
  - reflection
  - think about and explain why strong candidate for dream job

#### writing tips

- be clearer more specific and more \_\_\_ in your writing
  - three strengths or skills; how can strengthen
  - use words like first second final etc.
  - helps readers understand where are
  - be more specific and stuff; not vague

### spotlight: Dr. karrie? Stevens

#### what is LinkedIn

- LinkedIn like a multi media and networking tool
- sooner craft own brand; sooner find jobs and stuff

#### LinkedIn tips

- try to appear more unique; play off your strengths
- google LinkedIn for students
- can auto fill certain stuff; you can control how looks
- you need to have a cool summary/about
- goal is to gradually remove high school stuff
- google what header banner image size you need
- can include images/multimedia on your page
  - multimedia resume
- people don't read; go for precise and good
- tangible things you can put in your profile

#### LinkedIn setup steps

1. professional picture
2. write good headline
3. get endorsements

### cybervetting

word to the wise; cybervetting

- cybervetting is when employer looks you up online
  - google yourself
- what are three things you want do to change your LinkedIn profile
  - be professional
- strong online presence is important in making a change in the world

## Keynote: UTLA + UTNY

### experiential learning is important

- you learn thru doing things in the field
- you want learn confidence and self determination
- most imp thing you want to learn to set own goals

### Urban literacy

- ability live and work successfully in city
- incorporating feedback to help you learn stuff to make others more confident
  - internships help with this
- **Internships**
  - pretty low stakes
  - allow you to explore what you like
  - allow you to find weak ties
  - these are people who might help you find people to date or help you find a job; can be more influential than most your friends
- **UTNY and UTLA**
  - can help you get major things down; help define u as insider
  - when you join; can get internship opportunity no one else gets access to

### timeline

- you apply ~6mo before you go
- pre departure semester
  - work with program staff to prepare resume and cover letter according to industry expectations
- semester away
  - at least one internship
  - participate in experiential learning opportunity
  - sign up for ancillary programs
- if you move to LA or NY; you can get help after graduation
- which program is right for you?
  - can work with career center to get help with resume and stuff

### can find more info for **UTLA** **UTNY**

- what are they looking for
  - how long you have been interested in this when considering applications
  - see students want something specific