
created: 2020-10-04T12:51:53-05:00

modified: 2020-10-05T17:02:35-05:00

2020 10 09 COMNF

2020 9 9

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
-

2020 9 14 COMN

Comedy makes fun of a perceived truth in a community

2020 9 16

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

2020 9 21 COMN

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
-

2020 9 23 COMN: lecture 8

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

2020 9 28 COMN

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

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
-

2020 10 05 COMN

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

2020 10 08 COMN

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
-

2020 10 12 COMN

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. Ciszec

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!

2020 10 14 COMN: L15

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

2020 10 19 COMN: L16

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

2020 10 28 COMN: L19

- 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

2020-11-2-COMN-L

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
-