

# Communication Studies

Newsletter

Fall 2008

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Catherine has been a familiar face in the department for quite some time, but now she's Dr. Brooks as well as a tenure-track faculty member.

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## Beach Forensics

*Beach Forensics is off to a great start this season!*

Beach Forensics opened the season by winning the Golden Gate Invitational Sweepstakes Award at San Francisco State. In addition to the success at the tournament in northern California, Long Beach also experienced success at local competitions by winning the Azusa Pacific and Cal State Northridge Tournaments. Long Beach makes it clear they are undoubtedly one of the best teams in the United States.

In early November Beach Forensics also enjoyed great success in Akron Ohio at the AFA national warm up tournament. Beach Forensics brought nine



of our hardest working competitors to compete at what is considered one of the hardest and largest tournaments of the year. Beach forensics placed 3rd overall. This is extremely impressive considering the size of the Beach team of nine in comparison to other teams who had all their competitors at the tournament.

But the success story does not end there! The CSULB parliamentary debate team has also experienced success at this season. At the season opener hosted on the Beach Campus, we had two teams in the late elimination rounds. CSULB had one team advance to octo-finals at the Claremont Invitational, one of the hardest debate tournaments of the year. CSULB won the UC Berkeley tournament and the Irvine Valley College tournament. At The University of the Pacific, CSULB advanced to octo-finals while only dropping 2 out of 27 ballots during the entire tournament.

Having won nearly every regional tournament attended and having show great strength on the national circuit, the CSULB forensics team once again proves its dominance in the fall of 2008. We will continue to work towards the national championship tournaments in March and April of 2009 where CSULB will defend a 2008 top 10 finish.



Communication Studies  
CALIFORNIA STATE UNIVERSITY, LONG BEACH

## A Message from the Chair



Dear Communication Studies Alums, It has been a long time since we last communicated with you. Between our state budget crises and our campus “going green,” we are finding it difficult to afford the cost of printing a

newsletter! Consequently, we are experimenting with this on-line version and we hope it achieves our goal of staying in contact.

As usual, much has happened in the last year or so. In August 2007, we finally moved into our new Communication Studies department home in the Academic Services (AS) building (formerly the East Library building, next to the library, close to Starbucks, and above the Beach Hut food palace—such a prime location). We share the entire third floor with the Department of Romance, German, Russian Languages and Literatures (RGRL). Between our two departments, we managed to utilize our space wisely enough to provide single offices for all full-time faculty, and carve out separate spaces for a multi-media conference room, a faculty conference room, a living room-style area for informal gatherings, an Interpersonal Communication Research Lab, a break/lunch room, and even restrooms on the same floor for women and men. Plus, for the first time, we were able to convert one of our offices into a Tutoring Center. Coordinated by Dr. Valerie McKay, we now have tutors available for our majors who need a little academic boost. Surprise, surprise: *Comm 301—Communication Criticism* and *Comm 307—Measurement in Communication Research* students frequent the center on a regular basis.

The composition of our department’s faculty also has changed. As you can read in this newsletter, we lost our favorite senior faculty member, Dr. G. Bruce Loganbill in August 2008. Dr. Nancy Briggs currently is in her last year of “early retirement,” and Dr. Norah Dunbar moved east to the windswept plains of Sooner-land, where she is an associate professor at the University of Oklahoma, and a leading researcher in nonverbal communication and deception. Dr. Terre Allen continues to serve as the director of the Faculty Center for Professional Development, Dr. James Manseau Saucedo remains the director of CSULB’s Multicultural Center, and Dr. Craig Smith will return to our

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## Center for First Amendment Studies

In the Fall of 2007, the Center’s report on “The First Amendment and the Media” was presented at a First Amendment Summit in Washington, D.C. at the National Archives Building. The report was written by Center Director Craig Smith and several of the Center’s Graduate Research Fellows. That report has been posted on the Center’s website



and is available for downloading free of charge. This Fall the Center received

a grant to do a new report, this time on “The First Amendment and Religion.” Again, the report was written by the Center Director and the Graduate Research Fellows. A draft of the report has been posted on the Center’s website at: [www.csulb.edu/~crsmith/1amendment.html](http://www.csulb.edu/~crsmith/1amendment.html) (Just click on “white papers.”) The final version will be a featured panel at the National Communication Association’s Annual meeting in November and will also be part of the President’s Forum on Human Rights in March on the CSULB campus.

## Interact

*The interACT performance troupe’s presentation on Sexual Assault has been an integral part of our overnight SOAR program and has exposed and enlightened over 1,200 incoming students over the past three summers. This program provides the students with an interactive experience like no other that I have seen in my twenty-five years in the profession. The troupe engages the new students in incredible dialogue that is extremely beneficial and timely as they begin their college careers at CSULB. This interactive peer model is the best method of conveying a message.*

Kenneth T. Kelly  
Director, Student Transition and Retention Services  
Student Orientation Advising and Registration

CSULB students and Dr. Marc Rich created the Interact performance troupe in 2000. During our first year, we met in a vacant classroom every Sunday night and spent most of our time in workshops planting the seeds for what we hoped would lead to social change. We had no institutional support during those early days, and rarely performed for audiences. Today, our troupe meets (thankfully) during the week and is now an established class on campus. We have an average of fifteen undergraduate students from a variety of majors, two graduate student assistants, Lead Trainers, a Lead Facilitator, and an Assistant Director. Many of our undergraduate troupe members go on to prestigious graduate programs in

communication/performance studies, social work and medicine. Each year we reach thousands of

audience members through our interactive shows. In addition, we have performed our scenes on college campuses throughout the United States. On our website you will find information about our shows, ongoing research, travel and leadership team. Visit us at: <http://www.csulb.edu/colleges/cla/departments/communicationstudies/interact/>



In addition to student performances, InterACT also supports a research team of qualitative and quantitative faculty and graduate students from Communication Studies (performance studies, intercultural communication, interpersonal communication) and Psychology. We embarked on various research projects because we believed that proactive performance was impacting audience members in significant ways.



We have published several essays on the effectiveness of our sexual assault program. The studies include our pilot program, which was the first published article that demonstrated the efficacy of proactive performance from a quantitative perspective. We have also published a second, more comprehensive quantitative study on the interACT program, as well as a qualitative essay on male responses to our work. We currently have three essays in various stages of development. Our quantitative, experimental design on the interACT program is nearly complete. Our qualitative study on male defensiveness to sexual assault programs should be ready for publication in fall, 2008. We have collected all of the data from 500 participants for a longitudinal study on the interACT program. We expect to have this essay ready for publication in spring, 2009.



*"Words are, of course, the most powerful drug  
used by (hu)mankind"*

*-Rudyard Kipling*

*"Brotman Hall Fountains" by aaronmichaelphoto*



### Tribute to Dr. G. Bruce Loganbill

We mourn the passing of Dr. G. Bruce Loganbill, the senior member of our Communication Studies department. He died on the morning of August 28, 2008, just one day before our annual university convocation where he was to have received an award for 40 years of service to CSULB.

Dr. Loganbill represented our department's institutional history, our discipline's traditional roots, and the enduring importance of communication skills for the educated and enlightened. Bruce received his B.A. degree from Kansas's Bethel College in 1956; his M.A. degree from the University of Kansas in 1958; and his Ph.D. from Michigan State University in 1961. He majored in Oral Interpretation and Rhetoric, and minored in Communication Theory, Art History, and Music Vocal Performance. He also completed a post-doctorate in Logopedics in 1966. Migrating to California in 1966, he began his career at CSU, Fresno. But he soon discovered that was not the place to be, so he moved to CSU, Long Beach in 1968, and then stayed put for 40 more years. Those four decades were full of professional accomplishments. He received the University's

Outstanding Teaching Award in 1991, and was Grand Marshal for the School of Humanities in 1991 and then again for the College of Liberal Arts in 2001. He published a seminal scholarly book, *The Bases of Voice, Articulation, and Pronunciation* in 1976, which is still in print and still enjoys national and international popularity. In addition, he remains one of the few Beach professors ever to have taught the grandchildren and great-grandchildren of his first generation of students from the 1960's.

A self-described "Logopedic Pathologist" and "Aesthetic Communication" performer, Dr. Loganbill's specialties in voice modification and oral interpretation were at the foundation of the two popular courses he taught for decades: Comm 171—Voice and Applied Speaking, where anxious and ESL first year students overcame their speech phobias by learning the American Phonetic Alphabet and mastering the "shwaa" sound, and Comm 433—Trends in Oral Interpretation, where seasoned majors learned about the aesthetics of oral interpretation and prepared fully choreographed, costumed performances of classical literature to complete the capstone requirement in the class.

As his students and colleagues know, Dr. Loganbill was a unique and colorful character. For example, no one ever called him by his first name—he was "Dr. Loganbill" to students, staff, and colleagues alike. He was the only person in our department who rejected e-mail as a mode of communication. And, of course, he was renowned for his impeccable taste in clothes. From his reindeer pants to his genuine Thanksgiving turkey feather tie, Dr. Loganbill rivaled even Oprah Winfrey as the best dresser on the planet.

At the end of the day, however, Dr. Loganbill was an educator, and teaching was his calling. He was our traditional senior colleague who embodied the decorum and style of the classical academy, where professors were indeed professorial and

true intellectuals who commanded respect by virtue of these credentials. Dr. Loganbill wore this professorial banner proudly and comfortably in the classroom—where it counts. In this regard, he effortlessly stood out as a role model. He taught 10 classes per year for 40 years. That's 400 communication classes, and 10,000 students who had the privilege of learning from the master. He was an unforgettable teacher, and this is his legacy as well as the spirit permanently etched in our memories.

*The Buddhists call it "Noble Silence," it is when a community of people brings an open, meditative, attention of heart to an auspicious occasion. And so it was that we, faculty, staff, friends and alumni were all listening in Nobel Silence to Bruce Loganbill perform. For many it was the very first time they had experienced his elegant artistry or had witnessed, firsthand, the depth and subtlety of his interpretation of literature. The air was filled not only with the deepest respect, but also with a little bit of awe. For, somehow, we were twice blessed; we could actually feel the sensitive spirit of this extraordinary teacher and mentor.*

*Legacy is not something one works for, but rather it is a gift bestowed freely—Dr. G. Bruce Loganbill ignited the imagination in several generations of students, he gave the force of his gentleness to all who met him. You could touch his kindness in one brief second (and it only grew richer with time.) In his honor I'm sure many of us will empty our heart just so we can refill it with Noble Silence—in remembrance of one who made miracles a daily occurrence.*

"The difference between the right word and the almost right word is the difference between lightening and the lightening bug."

-Mark Twain



## The Luster E. Hawth Rhetoric and Public Address Library Collection

Both Luster and Audrey Hawth have a deep rooted connection to California State University, Long Beach. Luster taught at CSULB for 28 years in the Communication Studies Department, never missing a single day of class and is now an emeritus professor of the department. Audrey is an alumna of CSULB, graduating with a degree in English Literature. Together, they have created the Luster E. and Audrey Nichol Hawth Center for

Communication Skills. In further support of the Communication Studies Department, Luster has donated a collection of his personal library to the department as well as an endowed fund to support the maintenance of the collection. This donation created the Luster E. Hawth Rhetoric and Public Address Library Collection, and is located in the third floor conference room of the Academic Services (AS) building.

### WELCOME: OUR NEWEST FACULTY

Dr. Jennifer Asenas



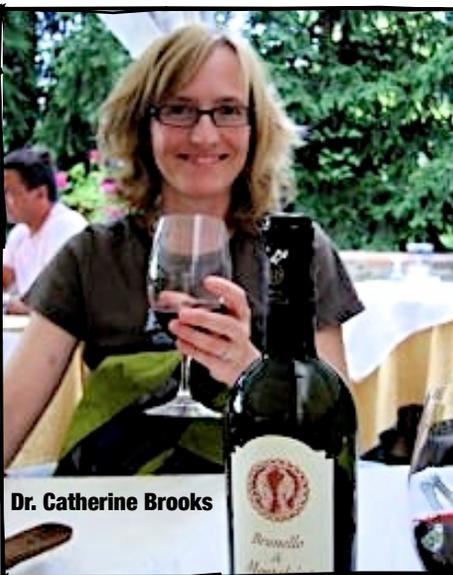
Dr. Jennifer Asenas

Jennifer Asenas earned her PhD from the University of Texas at Austin in 2007 in Rhetoric and Language. She is a native of Southern California and received her BA and MA in Communication Studies from our very own department. She has authored and co-authored articles such as: *Magic and Argument in Ana Castillo's So Far from God*, *Remakes to Remember: An Analysis of Romantic Myths in Remade Films and Their Counterparts* and *Trauma, Treatment and Transcendence: The Evolution of the Vietnam Veteran in Film*. Her primary research interests are narrative, race/ethnicity, and social change. Some of her recent work includes a critical analysis of *Eyes on the Prize*, where she examines shared memory as a resource for rhetorical production. Her analysis suggests that *Eyes on the Prize* does not contradict public memory's dominant values of the black freedom struggle, but it does resist their blind adherence. The documentary does not force viewers to take sides on divisive issues like separation/integration or violence/nonviolence. Instead it allows them to realize that these concepts are dialectical, which are, in her estimation, productive tensions. She is also the lead author of a forthcoming essay for the third volume of *Communication Activism* series about the 2007 "Save Kenneth Foster Campaign," a 90-day effort by anti-death penalty activists that led Texas Governor Rick Perry to commute Kenneth's sentence to life in prison.

Dr. Catherine Brooks

Catherine Brooks earned her PhD in Education from the University of California, Riverside. Catherine's primary research interests focus on instructional interaction, computer-mediated communication, and classroom discourse; she is most interested in the social uses of communication technologies and the varied opportunities for self-presentations, roles, identities, relationships, and communities that can emerge and develop online. Her dissertation work focused on language use and role performance across face-to-face and virtual meetings in a "hybrid" classroom. With a Masters' degree in Communication Studies from CSULB, she is pleased to be returning this fall as a member of the tenure-track faculty. When she's not working, Catherine can be found outdoors, collecting wine, or traveling (she has climbed mountains in Bolivia, Peru, and Mexico, presented papers in Romania and China, guided teens on backcountry excursions in Alaska and Hawaii, and visited Turkey, Costa Rica, Cambodia, Australia, and Western Europe). Catherine plans to work on the first 'global classroom' here at CSULB, a course format that will utilize communication technologies and emphasize conversation among students across campuses, geographic regions, and cultural boundaries.

Dr. Catherine Brooks



# Who are we?

•**Dr. Jessica Abrams**

Area of Expertise: Intergroup Communication & Media Effects.  
jabrams@csulb.edu

•**Mr. Scott Allen**

Area of expertise: Performance.  
scootyra@csulb.edu

•**Dr. Terre Allen**

Area of Expertise: Interpersonal Communication, Language and Social Interaction, Small Group Communication, Instructional Communication.  
tallen@csulb.edu

•**Dr. Jennifer Asenas**

Area of expertise: Rhetoric and Language.  
jasenas@csulb.edu

•**Dr. Guy F. Bachman**

Area of expertise: Interpersonal Communication.  
gfbachman@yahoo.com

•**Dr. Amy M. Bippus**

Area of expertise: Interpersonal Communication.  
abippus@csulb.edu

•**Dr. Nancy Briggs**

Area of expertise: Performance, Rhetoric, and Communication Theory.  
nbriggs@csulb.edu

•**Dr. Catherine Brooks**

Area of expertise: Computer-Mediated Communication; Language; Instructional Comm.  
cbrooks1@csulb.edu

•**Dr. Aaron Cargile**

Area of expertise: Intercultural Communication.  
acargile@csulb.edu

•**Dr. Christina Derme**

Area of expertise: Interpersonal and Organizational Communication.  
cderme@aol.com

•**Dr. Sharon D. Downey**

Area of expertise: Contemporary Rhetorical Criticism.  
shadowney@aol.com

•**Dr. Ragan Fox**

Area of Expertise: Rhetoric and Performance Studies.  
rfox2@csulb.edu

•**Dr. Katie Gibson**

Area of expertise: Rhetoric and Mass Media.  
kgibson@csulb.edu

•**Dr. Amy Heyse**

Area of Expertise: Rhetoric and Public Address.  
aheyse@csulb.edu

•**Dr. Ann Johnson**

Area of expertise: Rhetorical Criticism and Feminist Theory.  
ajohnso7@csulb.edu

•**Dr. Patricia Kearney**

Area of expertise: Instructional and Interpersonal Communication.  
pkearney7@aol.com

•**Ms. Dawn Kelsey**

Area of expertise: Advising and Instructional Communication.  
dkelsey@csulb.edu

•**Dr. Eriko Maeda**

Area of Expertise: Culture, Identity, and Personal Relationships.  
emaeda@csulb.edu

•**Dr. James Manseau Saucedo**

Area of expertise: Performance Studies and Intercultural Communication.  
jsaucedo@csulb.edu

•**Dr. Lynda L. McCroskey**

Area of expertise: Interpersonal, Organizational, and Instructional Communication.  
lmccrosk@csulb.edu

•**Dr. Valerie McKay**

Area of expertise: Instructional, Gender, and Family.  
vmckay@csulb.edu

•**Dr. Mary McPherson**

Area of expertise: Instructional and Interpersonal Communication.  
marybmcpc@csulb.edu

•**Dr. Kirran Moss**

Area of expertise: policy analysis and leadership  
kmoss@csulb.edu

•**Mr. William Neesen**

Area of expertise: Rhetoric, Gender, Argumentation and Debate.  
neesen@aol.com

•**Dr. Tim Plax**

Area of expertise: Interpersonal and Organizational Communication.  
timplax@aol.com

•**Dr. Karen Rasmussen**

Area of expertise: Rhetorical Studies.  
krasmus44@verizon.net

•**Dr. Marc Rich**

Area of expertise: Performance and Cultural Studies.  
mrich2@csulb.edu

•**Dr. Jose I. Rodriguez**

Area of expertise: Persuasion and Interpersonal Communication.  
jir@csulb.edu

•**Dr. Craig R. Smith**

Area of expertise: First Amendment Studies, Rhetoric, and Public Address.  
crsmith@csulb.edu

•**Mr. Ryan Smith**

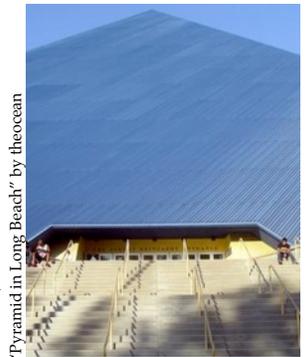
Area of expertise: Rhetoric and Performance Studies.  
rsmithttu@aol.com

•**Dr. Ebony A. Utley**

Area of Expertise: Rhetorical Criticism and Theory, Hip Hop.  
eutley@csulb.edu

•**Dr. Stacy L. Young**

Area of expertise: Interpersonal and Relational Communication.  
syoung3@csulb.edu



“Pyramid in Long Beach” by the ocean

## *A Message from the Chair (continued)*

department in August 2009 after he completes his second terms as the chair of the Film & Electronic Arts department and the faculty trustee on the California State University Board of Trustees. In addition, we have hired seven new tenure-track faculty in the last two years: Dr. Jennifer Asenas, Dr. Ragan Fox, Dr. Amy Heyse, and Dr. Ebony Utley in the area of rhetorical studies; and Dr. Jessica Abrams, Dr. Catherine Brooks, and Dr. Eriko Maeda in the area of communication theory. All in all, we have 87 teachers in our department.

As for our Communication Studies majors, . . . well, we have a lot of them and they continue to delight. We recently topped 1,300 majors, a new record for us. As a result of their talents and boundless energy, they resuscitated the Student Communication Association (SCA) and the Graduate Communication Association (GCA). Both groups are going strong and have found the right balance among academic, volunteer, and social activities. Recently, for example, the student groups brought former majors to campus to discuss the wide variety of careers available to Communication Studies graduates; we also had a softball competition between faculty and graduate students—which the faculty won by a landslide. I struck out only 4 times. Our Beach Forensics Program and InterACT Performance Troupe students continue to amaze at both local and national levels. Finally, thanks to the benevolence of our graduates and faculty, we have been able to offer numerous scholarships for our undergraduate and graduate students in academic years 2007-2008 and 2008-2009.

May this newsletter find you well, and best wishes from all of us in Speech at the Beach.

## Department Staff

**Wendy Lucas — Administrative Coordinator**

**Nancy Comito — Administrative Services Assistant**

**Christine Blankenship — Administrative Support Coordinator**

## Newsletter Ideas?

**Do you know communication studies graduates who would be good candidates for alumni profiles? Please contact the editor, Dr. Aaron Cargile, with these (and other) suggestions for the newsletter at: [acargile@csulb.edu](mailto:acargile@csulb.edu)**

## BEACH FUND

Though Cal State Long Beach is a publicly supported institution, generous contributions to the Beach Fund are critical to keeping the University thriving. More than 20,000 alumni, parents and friends of the university contribute to the Beach Fund each year. Gifts to the Beach Fund make it possible for our gifted students to earn the lifelong benefits of a quality CSULB education and protect the value of degrees already earned. When you receive a phone call from the beach fund, please consider directing your gift to the Communication Studies Department.