

# The COMMUNICATOR

The newsletter of the School of Arts and Communication

Fall 2017

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Florida Institute  
of Technology



CoPLA Dean Mary Beth Kenkel, Ph.D., hands Hector Severeyn the 2017 Outstanding Alumnus award during the FIT Homecoming Gala on Nov. 4.

## COM Graduate Relishes CoPLA Outstanding Alumnus Award

By Rolanda Hatcher-Gallop, *The Communicator*

With more than a decade of experience in broadcasting, Hector Severeyn has earned many distinctions in his career.

But being named the 2017 Outstanding Alumnus for the College of Psychology and Liberal Arts (CoPLA) is one he will always cherish.

"It is an honor that I fully embrace and hold dear to my heart," said Severeyn, still beaming one month after receiving the award during the Florida Institute of Technology Homecoming Gala on Nov. 4.

Severeyn received his master's degree in Global Strategic Communication from Florida Tech in 2013.

Originally from Venezuela, Severeyn grew up in Washington, D.C., the son of marine biologists, and developed a passion for sports early on.

In the last 10 years, his broadcasting career has taken him to several places around the globe, from

covering sporting events like the NBA Playoffs and Copa America Final to reporting from the sidelines at World Cup qualifiers in Brazil, Venezuela, Paraguay and Argentina.

In March 2015, he became the first sports anchor in the history of Telemundo Atlanta, a Spanish-language television station in Duluth, Georgia, where he anchors nightly news segments for Noticiero Telemundo Atlanta.

His work has garnered several awards, including Emmys as Sports Reporter of the Year in 2015 and Sports Anchor of the Year in 2016.

In June, the Telemundo Atlanta news team won 13 awards at the 2017 Southeast Emmy Gala, including the three top honors—Newscast, News Excellence and Overall Excellence. Severeyn was among those receiving the Newscast and Journalistic Enterprise

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# Save the Date: Fall 2017/Winter 2018 Calendar of Events

**Jazz Syndicate Holiday Concert**  
Dec. 6 at 7 p.m.  
*Hartley Room, Denius Student Center*

**COM Faculty Meeting**  
Dec. 8 at 10 a.m.  
*Communication Lab (Crawford Room 611)*

**SAC Holiday Party**  
Dec. 8 at 11:30 a.m.  
*Crawford Room 609*

**2018 Julius Montgomery Pioneer Award Ceremony**  
Jan. 11 at 7 p.m.  
*Hartley Room, Denius Student Center*

**Phi Kappa Phi Honor Society Artist Dr. Pamela Youngblood in Concert**  
Jan. 30 at 7 p.m.  
*Gleason Performing Arts Center*

**3rd Annual African American Read-In**  
Feb. 9 at 6:30 p.m., *Evans Library, 1st Floor*

**Free Speech Week Activities**  
Feb. 20–23, *Florida Tech Main Campus*

**Free Speech Week Keynote Address**  
*Ted Jackson, Pulitzer Prize-winning photojournalist*  
Feb. 21 at 5:30 p.m.  
*Hartley Room, Denius Student Center*

**Faculty Recital: Dr. Joe Montelione**  
Feb. 26 at 7 p.m.  
*Gleason Performing Arts Center*

## Academic Calendar

Dec. 6 Last day of classes  
Dec. 7–8 Study Days (No classes.)  
Dec. 16 Fall Commencement Exercises  
Jan. 8 Spring 2018 classes begin  
Jan. 15 Martin Luther King Jr. Day  
(*University closed*)  
Feb. 19 Presidents Day  
(*University closed*)  
Feb. 23 Mid-term grading opens for faculty

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

Anushka Boyd, Ingrid Bradley, Dr. Kevin Burke, Dr. Melissa Crofton, Jeffery D. Gallop, Kelsey Pendleton, Alexandra Soya, Aaliyah Thomas and Sara Torabi

## The Communicator

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Editor: Rolanda Hatcher-Gallop • Designer: Christena Callahan

### FACULTY

#### Professors

Andrew Aberdein, Ph.D., Logic and Metaphysics, *University of St. Andrews*  
Heidi Hatfield Edwards, Ph.D., Mass Communication, *University of Georgia*  
Gordon Patterson, Ph.D., History, *University of California—Los Angeles*  
Lisa Perdigao, Ph.D., English, *Northeastern University*

#### Associate Professors

Gabriella Baika, Ph.D., French, *University of Pittsburgh*  
Kevin Burke, Ph.D., Musicology, *University of Cincinnati*  
John Lavelle, Ph.D., English, *University of Louisiana—Lafayette*  
Ted Petersen, Ph.D., Mass Communication, *University of Florida*  
Youngju Sohn, Ph.D., Mass Communication, *University of Georgia*  
Angela Tenga, Ph.D., English, *Purdue University*  
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*  
Jacob Ivey, Ph.D., History, *West Virginia University*  
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*  
Joe Montelione, D.M.A., Trumpet Performance, *University of Southern California*  
JoAnn Parla-Palumbo, Ph.D., Applied Linguistics, *State University of New York—Buffalo*  
Alan Rosiene, Ph.D., English, *Northwestern University*  
Matthew Ruane, Ph.D., Higher Education and Policy Studies, *University of Central Florida*  
Andy K. Stanfield, Ph.D., Instructional Design and Development, *University of South Alabama*  
Dzmitry Yuran, Ph.D., Communication and Information, *University of Tennessee, Knoxville*

## SCHOOL OF ARTS AND COMMUNICATION FACULTY AND STAFF FALL 2017

### SCHOOL HEAD

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

### Instructors

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.  
Alexandra Soya, M.A.

### Visiting Instructors

Ingrid Bradley, M.S.  
Amy Laakman, M.S.

### Adjunct Instructors

John Almasi	Mariana	Jack Kirschenbaum
Christina Apelgren	Garciagodoy-	Julianne Mallak
Douglas Bailey	Cervantes	George Maxwell
Marie Christine Baldini	Nancy Garmer	Pervin Muradov
Dana Beattie	Morana Goldfarb	Jillian Sedivy
Andrei Belyi	Mizrahi	Lucy Serody
Erik Cole	Marietssa Griggs-	Carol Tillema
George Cornelius	Pastrana	Charles VanRiper
Kyle Creedon	Rosalind Harvey	Fontaine Wallace
Jeffery D. Gallop	Lianne Kagunda	
	Michael Kahn	

### Staff

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

## From the Chair:

# School of Arts and Communication Part of Foundation for New “Pillars of Excellence”

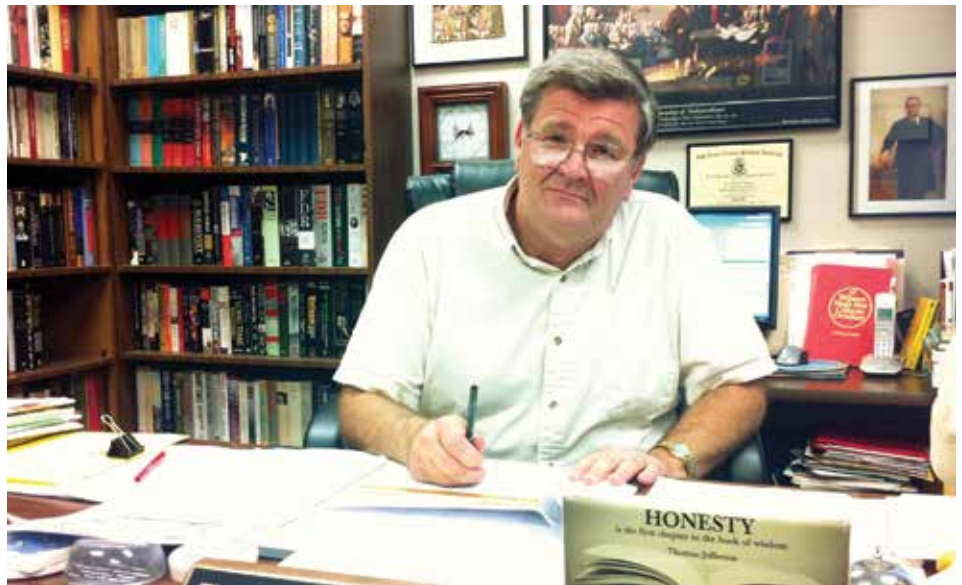
This academic year is seeing quite a bit of change and refocus here at Florida Tech as President Dwayne McCay’s strategic plan for university “Pillars of Excellence” begins to take shape.

All over campus, various departments and programs are reassessing their own goals and roles as FIT approaches its 60th anniversary in 2018. All these efforts have the goal of our university entering the ranks of the top 100 technical universities. The question in the School of Arts and Communication (SAC) is, simply, where do we “fit” in this bold new academic vision?

The courses that SAC offers remain, in many cases, the “glue” that holds Florida Tech students together as they come to learn with us, regardless of major, for at least five undergraduate courses. These classes bring students collectively from all disciplines and nationalities and show them what the future workplace could well be like in the 21st century. Our small class sizes and dynamic faculty make student experiences with us memorable and extremely valuable to all majors.

What does SAC specifically contribute to the overall education of Florida Tech students? It is possible to distill down all that we do to a few simple, but essential, skills we work to impart to our young scholars. First, students come to us to learn how to be better writers and users of the printed word. The ability to communicate effectively on paper, or computer screen, is a hard-learned talent that will never go out of style. Our graduates working in engineering or the sciences report back how having this ability is a vital edge for all who desire a career in a STEM field.

Second, students taking SAC courses are exposed to ideas through our wide variety of assigned readings. These run the literature gamut from Homer’s *Iliad* to Matheson’s *I Am Legend*, and an equally broad selection of non-fiction works in book and essay form. These publications challenge undergraduates to consider all the other possibilities in the world. If STEM majors exist to solve human problems and to make the life experience better, they must have the knowledge of the basic human



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

condition over time and in radically different cultures. Developing this sort of perspective is an important first step in creating global citizens and leaders.

The next skill we offer is that of critical thinking. From exposing fallacies in logic to deconstructing films or media ads, critical analysis is a hallmark of most SAC courses. Teaching students not to accept at face value what they read, see or hear is key to the process of making them educated individuals who are ready to face modern challenges and make democratic government possible. Solving problems, many without simple answers, will be their mission in the decades to come.

All these things and so much more make SAC part of a solid foundation for the new FIT “Pillars of Excellence” initiative. Working together, we can help these pillars take off and soar to the clouds and beyond to the stars.

*Robert A. Taylor*

“ If STEM majors exist to solve human problems and to make the life experience better, they must have the knowledge of the basic human condition ... Developing this sort of perspective is an important first step in creating global citizens and leaders.”

Connect with us:



# Education Connection: A Letter from Feng

Special to *The Communicator*

Over the summer, ESL instructor Alexandra Soya visited Henan University in Kaifeng, China, to teach composition and rhetoric in a Florida Tech partner program.

While her last assignment involved students answering questions about the course and their academic plans, the most impactful moment in Soya's experience came a day after the class ended.

That's when she received an unexpected letter from her student, Feng Ruoxuan.

"Reading it, I felt deeply honored to have had the opportunity to teach Feng and help her gain confidence in her language skills," said Soya, adding that her experiences at Henan helped her to better recognize and address the needs of her students.

"They have shaped my teaching philosophy," she said.

Here is the letter from Feng.



SAC English as a Second Language Instructor Alexandra Soya (second row, third from the left) stands with her students at Henan University in Kaifeng, China. Her student, Feng Ruoxuan, stands to her right.

Dear Ms. Soya,

7/12/2017

I want to say thank you for teaching me this semester. It was not a very long course, but I gained so much knowledge, and not only academic knowledge.

There are many differences between classes in China and America, and the tasks you asked us to do were ones I had never done before. At first, it took me many tries to figure out how to do them, but after a month of practice, I could do them better and better.

Before taking this class, I was a bit afraid I would not understand. Although I have taken many English classes, my teachers have mostly been Chinese and explain points in Chinese. But your clear pronunciation helped me get the gist and gave me confidence.

All those things I learned from you, especially the passion you have, gives me enormous help. I think I will be able to adjust to studying abroad quickly. I will also study harder from now on, and I hope I can get high enough scores to go to FIT.

Hope to see you next year. Thank you again, and wish you happiness every day.

Feng Ruoxuan

## The SAC Five FIVE FACTS YOU DIDN'T KNOW ABOUT

### Angela Tenga, Ph.D. Associate Professor of English

- 1** I prefer prime numbers.
- 2** There are still nine states in this country that I have never visited.
- 3** I was nearly ejected from the British Museum for touching the Rosetta Stone.
- 4** Axl Rose's mother was in my Vocabulary Building class while I was teaching at Purdue (but I didn't get free tickets to a Guns N' Roses concert).
- 5** No one is really sure why I don't cast a reflection in a mirror. Hmm...

## Making Moves: SAC Faculty News Roundup

**Andrew Aberdein** presented "Arrogance and Deep Disagreement" at the Arrogance and Polarisation in Debate: Changing Attitudes in Public Discourse Conference at Cardiff University in Wales on Nov. 6–7. He also discussed his paper, "A virtuous resolution to deep disagreements?" as part of a panel on "Deep Disagreements" at the 63rd Annual Meeting of the Florida Philosophical Association held at the College of Central Florida in Ocala in November.



He also presented "Courage as a Virtue of Argument" as part of a panel on "Virtuous Adversariality: Exploring Virtues in Philosophical Practice" at the 9th European Congress of Analytic Philosophy (ECAP9) at Ludwig-Maximilian University of Munich in Munich, Germany, in August. Additionally, Aberdein contributed the paper, "Inference and Virtue" at the 2nd European Conference on Argumentation (ECA 2017) at the University of Fribourg in Switzerland in June. He also provided commentary on José Ángel Gascón, "Virtuous arguers: Responsible and reliable" at the conference.

Aberdein also presented "The Virtues of Reason" to Florida Tech's Lifelong Scholar Society in May. In addition, he reviewed the following articles:

- Ripley, David, Vagueness is a kind of conflation, *Log. Log. Philos.* 26 (2017), No. 1, 115–135. Mathematical reviews MR3625681, 2017.
- Steinberger, Florian, Explosion and the normativity of logic, *Mind* 125 (2016), No. 498, 385–419. Mathematical reviews MR3548161, 2017.
- Moss, Lawrence S., Syllogistic logic with cardinality comparisons. J. Michael Dunn on information based logics, 391–415, *Outst. Contrib. Log.*, 8, Springer, [Cham], 2016. Mathematical reviews MR3526513, 2017.
- Leonard Nelson: A theory of philosophical fallacies. Translated by Fernando Leal and David Carus (*Argumentation Library*, Vol. 26) Springer, Cham, Switzerland, 2016, vi + 211 pp. *Argumentation* 31(2), 2017, pp. 455–461.

**Melissa Crofton** and **Debbie Lelekis** co-authored the article "Literary Monsters Beyond the Classroom Bridging the Science/Humanities Divide Through Student Engagement" in a forthcoming *Atrium*. Crofton also attended the South Atlantic Modern Language Association (SAML) Conference in Atlanta Nov. 3–5 where she presented the paper "High Art or Low Art? The Case of Tolkien's *The Hobbit* and Peter Jackson's *Hobbit Trilogy*" based on *The Hobbit* and Peter Jackson's films.

On Sept. 28, she spoke to the Lifelong Learning Society on "Shakespeare's *A Midsummer Night's Dream*, Or *Romeo and Juliet* with a Happy Ending." Crofton also participated in a four-night lecture series on Phillip Pullman's *Dark Materials* at the Eau Gallie Public Library in Melbourne.

**Natalie Dorfeld** presented, "Daydreaming in the Rust Belt: The Decaying Perceptions of the American Dream," in a panel presentation at the Florida College English Association (FCEA) Oct. 19–21 at the Crowne Plaza Melbourne Oceanfront

in Melbourne. She also contributed the article, "I'm Here to Shave Your Alpaca: The Secret Lives of English Professors" to the forthcoming *Teaching Poor: Voices of the Academic Precariat* edited by Joseph Fruscione and Lee Kottner, PrecariCorps Publishing.

Her paper, "Meatless Mondays?: Resistance in the College Classroom," will publish in the forthcoming *Cultural Ecologies of Food in the 21st Century*, edited by Thomas J. Hertweck and Iker Arranz, University of Nevada Press. Dorfeld also presented "Spies Like Us: Imaginative Ways Educators Find Wiggle Room in Academia" in a panel presentation at the International Writing Centers Association Conference Nov. 10–13 in Chicago, Illinois.

In addition, she presented "Enacting Cultural Texts and Political Discussions in the English Classroom" in a roundtable discussion at the National Council of Teachers of English Nov. 16–19 in St. Louis, Missouri.

**Heidi Edwards**, with **Jeffery D. Gallop**, M.S. Global Strategic Communication '15, presented the paper, "Fake News, Framing and Birtherism: New Media's Role in Propagating President Obama's Birth Certificate Controversy," at the Association for Education in Journalism and Mass Communication (AEJMC) in Chicago in August.

**Jacob Ivey** delivered the paper, "Divestment and Lemon Meringue Pie: Popular Anti-Apartheid Movements in Central Florida," at the Popular Culture Association in the South and the American Culture Association in the South Conference in Savannah, Georgia, on Oct. 7. In addition, he was a guest speaker for the Community College of Aurora's Model United Nations Week in Aurora, Colorado, on Nov. 2. He gave a talk entitled "From Sun City to the Sunshine State: The UN, Florida, Anti-Apartheid Movements and the Politics of Economic Divestment."



Ivey also organized and participated as a commentator for a panel, "Development or Underdevelopment? New Perspectives on an Old Question," at the North American Conference on British Studies in Denver, Colorado, on Nov. 4.

Additionally, Ivey's paper, "Young Men Like These...: The Volunteer Corps and the Emergence of the Settler Community in Colonial Natal," was published in the *South African Historical Journal* in November. Another paper, "I Was Witboy, of the Police": The Natal Constabulary and the Importance of Indigenous Agency in Early Colonial Natal was presented at the 60th Annual Meeting of the African Studies Association in Chicago on Nov. 17.

**Debbie Lelekis** presented on "Childhood Adventure and Wild Florida in Francis Robert Goulding's Young Marooners" at a panel sponsored by the Diversity Committee at the Children's Literature Association Conference in Tampa, Florida, on June 24. She and **Madelaine Elam**, B.A. Humanities '15, also published "Blurring

Fantasy and Reality: Disney's EPCOT Dream and Tomorrowland," in *Americana: The Journal of American Popular Culture 1900 to Present*, Vol. 16, No. 1, 2017.

Lelekis presented the paper "From Southern Frontier to Urban South: Tampa, Florida and Dennis Lehane's Live by Night" at the South Atlantic Modern Language Association (SAML) Conference held Nov. 3–5 in Atlanta.



**Keturah Mazo's** story on her daughter, Sofia's, rescue cat, "Doolittle," is featured in *Chicken Soup for the Soul: The Cat Really Did That?: 101 Stories of Miracles, Mischief and Magical Moments* by Amy Newmark, published by Chicken Soup for the Soul LLC, p. 150.

**Moti Mizrahi**, with Patrick Aragon, Psy.D., and Alicia Kissinger-Knox, authored "Ought Implies Can," Framing Effects, and "Empirical Refutations" in the forthcoming *Philosophia*. 1-18.



**Joy Patterson** presented "Sharing the Dream" at the FCEA Conference held Oct. 19–21 in Melbourne.

**Lisa Perdigo** published "I must become something else: The Evolution of The CW's 'Arrow'" in *Arrow and Superhero Television: Essays on Themes and Characters of the Series* edited by James F. Iacino, Cory Barker, and Myc Wiatrowski. Jefferson, NC: McFarland, 2017. 11-26. She also published "A Home at the End of the World: The Future of Domesticity in the Whedonverse" in *At Home in the Whedonverse: Essays on Domestic Place, Space and Life*, edited by Juliette Kitchens. Jefferson, NC: McFarland, 2017. 182-197.



Perdigo presented "Maybe it's enough that the world thinks I'm a hero": Engendering New Perspectives in Netflix's "Jessica Jones," Popular Culture Association in the South and the American Culture Association in the South Conference in Savannah, Oct. 5–7. In addition, she presented "Creatures of Perpetual Resurrection": "Penny Dreadful" and the Gothic Revival," at the FCEA Conference held Oct. 19–21 in Melbourne. She also presented "Memory of Tomorrow": Syfy's "12 Monkeys" and the Future of Television" at the SAML Conference held Nov. 3–5 in Atlanta.

**Angela Tenga**, vice president of the Florida College English Association (FCEA), organized and served as chair of the FCEA Conference held Oct. 19–21 at the Crowne Plaza Melbourne Oceanfront in Melbourne. Florida Tech was the host institution

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## COM GRAD RELISHES COPLA OUTSTANDING ALUMNUS AWARD

continued from page 1

team awards and also picked up four individual statuettes for his work in the News Single Story, Best Spanish Language Sports Interview, Program Feature/Segment, and On-Camera Talent-Anchor-Sports categories.

He credits his courses in Florida Tech's communication program with sharpening his journalistic skills and teaching him the importance of social media as an instrumental tool in strategic communication.

"I use the skills and teachings obtained at FIT on a daily basis," Severeyn said.

"We live in a global-tech savvy world that continues to evolve, and having gone through classes like Communication Theory, Global Communication, Sci-Tech Com, and New Media have prepared me for the present state of journalism and its future digital and social media-laden evolution," he added.

Severeyn was a student in New Media and Strategic Communication classes taught by Associate Professor Ted Petersen, Ph.D., who marveled at his former pupil's accomplishments.

"We are so proud of what Hector has been able to accomplish since he graduated," Petersen said.

"I can't wait to see what happens with the rest of his career."

Severeyn's CoPLA Outstanding Alumnus award now sits on his living room mantle beside his Emmys.

"I hope that through this achievement, prospective students will realize that Florida Tech is not only a top-notch institution in the Science and Engineering fields, but also in Humanities, Arts and Communication," he said.

Anushka Boyd contributed reporting to this story.

*Severeyn, M.S. Global Strategic Communication '13, is an award-winning sports anchor for Telemundo Atlanta. He realized a longtime dream in January when he covered Super Bowl LI in Houston, Texas (top).*



## HITTING THE RIGHT NOTE

By Rolanda Hatcher-Gallop



*Joseph Montelione directs the Florida Tech Concert Band and the Panther Big Band during a concert on Nov. 29.*

Joseph Montelione's first semester as an assistant professor in Florida Tech's music program is a busy one.

Fresh off of an impromptu Panther Big Band show in front of Panther Dining Hall on Nov. 28, Montelione, D.M.A., directed "Walking to the Sky," a musical fete featuring the band and the Florida Tech Concert Band.

Playing tunes penned by the likes of Robert Buckley and Bruno Mars, the show was peppered with plenty of solos, jokes and cheers.

"One of the attractive qualities of Florida Tech is that anyone with a passion for music can join the band. You can major in science, math, etc. and still fully participate in music," said Montelione, who also teaches music and serves as the Director of Bands at the university.

## FACULTY NEWS continued from page 5

for the meeting, which featured talks by approximately 100 scholars, including several members of Florida Tech's SAC faculty, students and graduates. Panel topics ranged from composition and literature to history and popular culture.

**Wanfa Zhang** presented the paper "How the Future Elites of the U.S. Perceive World Affairs and Its Implications for the U.S.-China 'Thucydides Trap'?" at the 30th Annual Meeting of The Association of Chinese Political Studies (USA) on



June 10 at Nankai University in Tianjian, China. He also chaired a panel "Geopolitical Changes and New Tools of Diplomacy" at the conference and introduced his research project "Global Survey of College Students' Knowledge of International Affairs and Perceptions of Great Power Politics and Good Governance." Zhang also published a book review on "The Sage and the People" in *Journal of Chinese Political Science*, Vol. 22. No. 3, 2017, pp.503-504.



*Dr. Robert Taylor, second from right, taking a group of Lifelong Learning Society scholars on a tour of Civil War sites. Credit: Florida Tech NOW*

**Robert A. Taylor** reviewed *FDR on his Houseboat, 1924-1926: The Larooco Log* by Karen Chase in August for H-Florida as part of H-Net Reviews, an online service for scholars in the Humanities and Social Sciences. He also accompanied a Lifelong Scholar Society group on a tour of Civil War battlefields Sept. 22-24. The group visited the Manassas National (Bull Run) Battlefield Park, Harpers Ferry West Virginia National Park and other landmarks.

## Temporary Move for SAC Offices

Hurricane Irma caused substantial damage to the main office of the School of Arts and Communication (SAC) in September.

As repairs continue, the offices for Robert Taylor and Alan Rosiene are now on the first floor of the Henry Building. The SAC administrative staff share Room 302 on the third floor of Crawford; and Kevin Burke's office is in the 5th-floor conference room in Crawford (Room 508).



# STUDY ABROAD 2018

Communication and Culture: Belgium, Germany, Iceland and the Netherlands



**June 1–June 15**



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

## Summer courses with 14 days in Europe:

- Course dates on campus are Monday, May 7–Thursday, May 31
- Travel dates are Friday, June 1–Friday, June 15

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

## COM 3085/COM 5252 Special Topics:

### Seminar in Marketing Communication

- Learn about the importance of marketing messages and images for international audiences. The course introduces students to the theory and practice of effective marketing communication campaigns in cultural contexts.

## COM 3085/COM 5320 Special Topics:

### New Media and Strategic Communication

- New Media and Strategic Communication focuses on how new media has shaped global issues. The study abroad section pays extra attention to international issues and the new media strategies of companies we visit overseas.

## Study abroad cost includes:

- Hotel, including breakfast daily
- Visits to international corporations
- Three-day cultural excursion to the historic cities of Antwerp and Bruges
- Day trips to Amsterdam and Cologne, Germany
- Transportation between Schiphol Airport (Amsterdam) and Eindhoven, Netherlands
- Dutch Pancake dinner and farewell meal
- Travel insurance
- Two-day lodging and excursions in Reykjavik, Iceland

**Financial aid available if you take two courses.**

**Increase your employability with international experience!**

## FOR MORE INFORMATION

Dr. Heidi Hatfield Edwards | [edwardsh@fit.edu](mailto:edwardsh@fit.edu)  
Dr. Ted Petersen | [tpetersen@fit.edu](mailto:tpetersen@fit.edu)  
School of Arts and Communication  
*Watch fitforum for announcements*

# Bradley Values Own Learning Experience While Teaching Abroad

Special to *The Communicator*

Ask Ingrid Bradley about corralling sheep and you're likely to get a hearty laugh.

That's because sheep played an interesting, and often humorous, role in Bradley's experience teaching in the FIT Oxford Study Abroad program this summer.

"Sheep were everywhere, and they'd gather and chill in the middle of the road at night, which lent for some interesting encounters," said Bradley, a visiting instructor in the School of Arts and Communication.

She taught Scientific & Technical Communication and Business & Professional Writing in the study abroad program. Also, Bradley collaborated with Oxford instructors and helped chaperone students on weekend excursions, including extended trips to Ireland and Bath.

"It was an exciting experience for me, and for the students who got to learn within the stone walls of one of the world's most historically significant cities and certainly one of the world's most renowned universities," she said.

What Bradley valued the most was the quality of students attending the program.

"In an Abroad course like this, the students are so very inspired to learn, on every level. That's just about as good as it gets.

"They were spectacularly creative, forward thinking and hard working. Along with motivated students, I was able to use the Oxford science and art museums in course exercises which made it even more dynamic," she said.

Another valuable aspect of teaching abroad for Bradley was connecting with instructors from England and nearby Malta, who have interesting and valuable perspectives on communication and media studies.

"The instruction and academic perspective is similar enough for us to relate and different enough for us to find inspiration," Bradley added. "Instructors are interesting and British television is fascinating and it's common to find non-stop historical programs."

Aside from the academic and cultural experience, Bradley said the biggest surprise were the sheep.

"We also hiked a great deal, went bike riding and I especially enjoyed walking to class each day (2.5 miles) and taking the bus/train all over. Staying in hostels with students and learning about European history, art and science just added to the already exceptional experience."

On a more personal note, Bradley said she enjoyed seeing and smelling the flowers in England and the countryside.

"The seaside cliffs, Irish pub visits and getting to know the locals made it even more special," she said.



SAC Visiting Instructor Ingrid Bradley (seated, middle), with her students in Florida Tech's Oxford Study Abroad Program in July.

"I can't promote this program enough for FIT students wanting something special for their education and for their lives. Recently, we had an Oxford Abroad reunion dinner here and the bonds and friendships we made are so blissfully etched in us," Bradley said.

"It's simply the best."

## SAC Well Represented at FIT Homecoming 5K



From left, SAC faculty Michael Finnegan, Natalie Dorfeld, Dzmitry Yuran, Heidi Hatfield Edwards and Annie Caza are among those who ran in the FIT Homecoming 5K in November. Not pictured: Ted Petersen and Anushka Boyd

Several SAC faculty and staff joined in the FIT Homecoming 5K Run/Walk in Downtown Melbourne on Nov. 2, helping to propel the College of Psychology and Liberal Arts (CoPLA) into second place in overall team participation.

Congratulations to colleagues Dzmitry Yuran (time: 20:31.8); Ted Petersen (time: 20:49.4); Annie Caza (time: 22:34.9); Natalie Dorfeld (time: 28:40.2); Heidi Edwards (time: 44:44.1); Anushka Boyd (time: 44:44.2); and Michael Finnegan (time: 52:56.7).

Yuran, Petersen, Caza and Jacob Ivey also ran in the 46th Annual Space Coast Marathon/Half Marathon in Cocoa on Nov. 26.

## PULITZER PRIZE WINNER TO SPEAK AT FREE SPEECH WEEK '18

Ted Jackson, a Pulitzer Prize-winning photojournalist for *The Times-Picayune* in New Orleans, will deliver the keynote address during Free Speech Week 2018.

His appearance anchors a three-day celebration of the First Amendment that kicks off Feb. 20. *The Crimson*, Florida Tech's student-run newspaper, sponsors the festivities.

Jackson will speak at 5:30 p.m. Wednesday, Feb. 21, in the Hartley Room, located on the second floor of the Denius Student Center.

A photojournalist for more than 30 years, Jackson was part of a four-person team awarded the Pulitzer Prize for public service for "Oceans in Trouble," a comprehensive look at the world's troubled fishing industry. He also covered Hurricane Katrina's impact on New Orleans in 2005.



Ted Jackson

## KOZAITIS NEW CRIMSON EDITOR

Mary Kozaitis is the new editor-in-chief of *The Crimson* newspaper. The senior communication major says she is up to the challenge of leading Florida Tech's student-run news publication.

"A lot of major news stories came up this semester, and we anticipate more coming next semester. The first approach to covering news on campus is to get the facts," she said.

Kozaitis also is pursuing a minor in management, with hopes of working in public relations for companies like Northrop Grumman. She said writing for the newspaper is one of the biggest learning experiences she's had at Florida Tech.

"It has immensely helped my writing skills and knowledge of mass communication in general," she said.

Catch *The Crimson* on newsstands around campus.



Mary Kozaitis



# Humanities Program Gearing Up For Busy New Year

By Melissa Crofton, *The Communicator*

If you've been paying attention to what's going on in the School of Arts and Communication (SAC), you've probably noticed quite a number of humanities program special events over the past two years.

One of the reasons for doing so is to share the program's passion with students on campus and with residents living in the greater Melbourne area.

And things aren't slowing down in 2018.

Humanities professors are currently planning a sustainability event in April to coincide with the celebration of Earth Day.

The event, "From Thoreau's Woods to Community Gardens: Sustainability Through the Ages," will include lectures from SAC faculty. Speakers include Natalie Dorfled, Ph.D., and Gordon Patterson, Ph.D., as well as Ken Lindeman, Ph.D., professor and sustainability program chair in Florida Tech's Department of Education and Interdisciplinary Studies, and Zach Eichholz, a Florida Tech graduate student who helped construct the Ethos Community Garden on campus.

Other events are also in the works, including a celebration of World War I in November 2018 in honor of Armistice Day.

The war has proven to be a popular topic, judging by the number of people who attended a World War I panel last spring. Robert Taylor, Ph.D., history professor, associate dean and head of the School of Arts and Communication, provided the keynote address for "From Civvies to the Trenches: A Commemoration of America's Entry into World War I." Other panelists included Matt Ruane, Ph.D., assistant professor of humanities; Jacob Ivey, Ph.D., visiting assistant professor of history; and William Allen, Ph.D., associate professor of computer science who spoke about cybersecurity and the Zimmerman Telegram, the secret diplomatic cable from German Foreign Minister Arthur Zimmerman proposing a Germany-Mexico alliance if the U.S. were to enter the war against Germany.

What makes these events so important is the discovery of how much of an interest there is for the humanities, both on and off campus.

The inspiration for these events initially came from one of the school's early modernists, Chris Frongillo, Ph.D. Two years ago, the world was celebrating the 400th anniversary of Shakespeare's death, and Frongillo thought it would be a great opportunity for Florida Tech to join the celebration.



From left, Debbie Lelekis and Melissa Crofton showed off props they made for the photo booth wall in Evans Library as part of 2015's Shakespeare celebration.

With only a few weeks of preparation, the SAC unveiled three days' worth of festivities. The event, "Four-Ever Shakespeare," was free and open to the public. It was well received by the community.

Following its success, Debbie Lelekis, Ph.D., thought it would be fun to celebrate the 200th anniversary of when Mary Shelley wrote *Frankenstein*.

This led to an event featuring the monster during the week of Halloween.

Lelekis and others in humanities are now busy thinking up their next events, so stay tuned!



## Eliza Dopira Concert

Eliza Dopira, a music instructor and director of choral and string studies in the SAC, stands with two young attendees of her solo recital in the Gleason Performing Arts Center on Oct. 1. An accomplished opera singer who studied at the prestigious Peabody Conservatory of Music at Johns Hopkins University, Dopira performed arias and art songs by Chausson, Bellini, Brahms and others. She was accompanied by Lori Jahn.

## PHI KAPPA PHI HONOR SOCIETY ARTIST YOUNGBLOOD IN CONCERT

Pamela Youngblood, the 2016–2018 Phi Kappa Phi Artist, will perform at 7 p.m., Tuesday, Jan. 30, at the Gleason Performing Arts Center.

A flutist with more than 40 years of experience as a performing artist and scholar, Youngblood was honored last year by The Honor Society of Phi Kappa Phi.

Youngblood, D.M.A., is a professor and chair of the Department of Music and Drama at Texas Woman's University.



Pamela Youngblood

## NEW MUSIC COURSES OFFERED IN SPRING

By Rolanda Hatcher-Gallop *The Communicator*



Emmy-winning guitarist and composer Brian Tarquin will teach a recording studio workshop in the spring.

Students looking for unique courses to liven up their spring semester should check out two new offerings from the Florida Tech music program.

In HUM 1010 01: Recording Studio Workshop, students get to learn their way around a professional studio with Brian Tarquin, a multi-Emy-winning guitarist and composer.

The course covers the fundamentals of recording, audio engineering and producing while examining the roles of both engineers and producers and how they interact with today's musicians.

"Students will be learning to produce music with industry software like ProTools and LogicPro, which is Apple's digital audio workstation," said Kevin Burke, Ph.D., associate professor of music and director of music programs.

The class will meet from 3:30–4:20 p.m. Tuesdays and Thursdays; bring a laptop.

A special-topics seminar in music literature, MUS 3185: Music in Video Games, will explore video game music from its technological beginnings to its complex narrative structures in modern gaming.

In this course, students will learn tools to analyze and create basic audio tracks for both early and late gaming platforms as well as examine music's reflection of video game culture through time.

"Also, students will be programming chip tunes that they will hear playing back on original video game consoles, like a Nintendo Entertainment System and the Sega Genesis," Burke said.

No prior music or programming experience is necessary for either course.

"Both courses will be project-based and allow students to use sound and audio equipment and software that we've never made available to students in a course at Florida Tech before," Burke said.

## COM HONOR SOCIETY COLLECTS BOOKS FOR LOCAL ELEMENTARY SCHOOL STUDENTS

By Rolanda Hatcher-Gallop, For *The Communicator*

The Lambda Pi Eta Honor Society recently wrapped up a semester-long book drive to benefit students at University Park Elementary. Members collected 30 books for the community service project.

"We decided to do this because we all agreed that knowing how to read is one of the most powerful skills a child could have," explained Aaliyah Thomas, a senior communication major and vice president of the society.

Recent communication graduate Audrey Gangloff, who is currently pursuing a master's degree in Global Strategic Communication, added that the effort made her reflect on the impact books had on her childhood.

"I have benefitted greatly from the books that were available to me as I was learning to read. It's nice knowing I can pass on those benefits to kids who might not get them otherwise," she said.

LPH is the National Communication Association's official honor society at four-year colleges and universities. With more than 450 active chapters at universities across the country, LPH recognizes outstanding scholastic achievement in communication studies. Florida Tech's chapter started in April 2016.

Community service is one of three thrusts for the organization, which also promotes professional

development among communication majors while encouraging academic excellence.

Thomas said the University Park book drive was important because of the low literacy rate at the school.

"Since our university is so close to the school, we figured we could give back and help out as much as possible. We have all these resources at Florida Tech, and being able to help a child to read is very fulfilling," she said.

Keturah Mazo, a COM instructor who serves as the society's faculty advisor, said the books were delivered to the elementary school before and after the Thanksgiving holiday break.

Gangloff said she hopes the books will help spark an interest in students to want to read more, something they become accustomed to doing in high school and college.

"I believe that building strong literacy is the gateway to a more successful future education," she said.

In addition to the book drive, the society also elected new officers for the 2017–2018 academic year.

Abeer Janakat, a recent communication graduate, currently pursuing a master's degree in Global Strategic Communication, is the new president.



Members of the Lambda Pi Eta Honor Society enjoy their Alumni Thanksgiving Luncheon on Nov. 13. The group collected 30 books for University Park Elementary School.

Thomas is the vice president, while Gangloff is the treasurer and COM major Alexandra "Allie" Wood is the secretary.

Janakat said she wants to see the book drive continue.

"We are working on trying to make it a continuous donation where students can drop books off at Professor Mazo's office all year long," she said.

"I also hope to make the student body more aware of LPH and its activities, and to work more in the community by partnering with other organizations on campus," Janakat added.

### Congratulations Spring 2017 Graduates

M.S., Global Strategic Communication:

**Jumanah Hamza H. Alshareef**  
**Monica DeFelice**  
**Kathy Villegas Murillas**

B.S., Communication:

**Doneil Ammoy Chung**  
**Audrey A. Gangloff** (*Minor in Prelaw*)  
**Riley Hope Geeskie**  
**Abeer Abdallah Muneer Janakat**  
**Benjamin Albert Quasney**  
**Joemarie Reid** (*Minor in Prelaw*)  
**Lauren Suarez**  
**Jordan Ashley Symonds**

B.S., Communication/Military Science:

**Jessica B. Kerney**  
(*Commissioned Second Lieutenant, U.S. Army*)

### Congratulations Summer 2017 Graduates

M.S. Global Strategic Communication

**Gary Bingham "Duke" Richardson**  
**Sara Torabi**

B.A., Humanities

**Zakary Joseph Kolodziejczak**

### PUBLIC RELATIONS STUDENTS HOST SPACE COAST FPRA, BUSINESS LECTURES

By Kelsey Pendleton, For *The Communicator*

Three local restaurant owners gave students at Florida Tech food for thought on Nov. 28 when they discussed the steps they took to start their businesses.

Josh Denton, an owner of Old School Pizza, Scotty Marathas of Meg O'Malley's, and Al Steiging of Long Doggers spoke at the "Taste of Success" lecture hosted by the public relations class of Ingrid Bradley, a SAC visiting instructor.

The School of Arts and Communication (SAC) and College of Business sponsored the event.

About 60 people attended the lecture, including culinary arts students from Keiser University.

The event provided a great opportunity for students to be inspired to follow the same paths as the local entrepreneurs.

Florida Tech also hosted a public relations lecture with the Space Coast chapter of the Florida Public Relations Association (FPRA) on Nov. 15 in Evans Library.

That event featured four professionals in diverse public relations fields who spoke with students about their positions and the obstacles they overcame to get there.

Featured guests were Cocoa City Manager John Tikanich; Steve Janicki, executive director of the Maxwell C. King Center for the Performing Arts in Melbourne; Matthew Gerrell, vice president of marketing & communications at Health First; and



From left, Josh Denton, an owner of Old School Pizza, Scotty Marathas of Meg O'Malley's, and Al Steiging of Long Doggers participate in the "Taste of Success" lecture hosted by Ingrid Bradley's public relations class. The SAC and College of Business sponsored the event.

Erica Lemp, executive director of weVENTURE, a Central Florida-based organization launched at Florida Tech and focused on accelerating sustainable business growth for entrepreneurs.

Bradley, who helped to coordinate the lecture with students involved in organizing a new Florida Tech chapter of the FPRA, said the event was very insightful for those interested in pursuing careers in the field.

"The guests shared their expressed value of PR," she said.

She added that the new FPRA student chapter is in the works for early next year.



Army 2nd Lt. Jessica Kerney stands on the airfield at Highbluff Stagefield Army Heliport near Fort Rucker, Ala. (Credit: Jessica Kerney)

## SAC Alumni News

- **Zoe Ashton**, B.A. Humanities '16, published "Intuition talk is not methodologically cheap: Empirically testing the "Received Wisdom" about armchair philosophy" in the journal, *Erkenntnis*. The article was co-written with Moti Mizrahi, Ph.D., assistant professor of philosophy. Ashton is currently pursuing a master's degree in philosophy at Simon Fraser University.
- **Madelaine Elam**, B.A. Humanities '15, and Debbie Lelekis, Ph.D., assistant professor of English, published "Blurring Fantasy and Reality: Disney's EPCOT Dream and Tomorrowland," in *Americana: The Journal of American Popular Culture 1900 to Present*. Elam recently began working for the Brevard County Public Library.
- **Audrey A. Gangloff**, B.S. Communication '17, is currently pursuing a master's degree in Global Strategic Communication at Florida Tech.
- **Abeer Janakat**, B.S. Communication '17, is currently pursuing a master's degree in Global Strategic Communication at Florida Tech.
- **Jessica B. Kerney**, B.S. Communication/Military Science '17, was commissioned a second lieutenant in the U.S. Army in May.
- **Michelle Verkooy**, B.S. Business & Marketing Communication '04 and M.S. Technical & Professional Communication '11, and her husband, James Dimond, renewed their vows in Melbourne on Oct. 22. The couple married in Tacoma, Washington, on Dec. 15, 2016.
- **Ebubechukwu "Ebube" Ubochi**, B.S. Communication '16, is currently pursuing a master's degree in Global Strategic Communication at Florida Tech.
- **Benjamin Quasney**, B.S. Communication '17, is currently working at Color Reflections printing company in Orlando.

## ALUM JUMPS AT CHANCE TO PRESENT ACADEMIC PAPER AS A PROFESSIONAL JOURNALIST

By Jeffery D. Gallop, Special to *The Communicator*

After 25 years in the news industry, there is little that can come as a surprise or a genuine shock to the system.

Newsrooms remain a competitive space for ideas, and you work with an esteemed group of seasoned colleagues dedicated to shining light on everything from government waste to the worst of crime trends.

And yes, there are the awards and the accolades.

But for me, few things are as rewarding as presenting an academic paper on the topic of 'fake news' before my peers and academicians at the Association for Education in Journalism and Mass Communication's 100th Annual Conference in Chicago in August.

I graduated from Florida Institute of Technology in 2015, earning a master's degree in Global Strategic Communication. As a graduate student, I was used to writing and presenting academic papers.

One paper, written with two other grad students under the direction of Professor Emeritus Judith Strother, Ph.D., was presented before the Institute of Electrical and Electronics Engineers (IEEE) international conference in Amsterdam in 2010. That paper, "Self-service and Social Media: Communication Hierarchy and Message Diffusion in Participatory Media," examined word-of-mouth communication compared to the mobile technology that's become such a mainstay of our lives in recent years.

I was very grateful for that opportunity, so the idea of having another chance to present an academic paper two years after graduation was a delightful surprise.

It just goes to show that an opportunity can present itself at any time, even as an alumnus of the School of Arts and Communication (SAC).

Plus, doing this presentation, where the conference theme was "Closing the Gap: Media, Research, and

the Profession," is a definite highlight in a career where I've covered everything from hurricanes and infamous crimes to fascinating figures like soul singer James Brown and Apollo astronaut Buzz Aldrin.

As a journalist who has worked with the *Florida Today* news organization for just over two decades, and as a communication graduate, I felt the findings of this conference paper needed to be heard in today's atmosphere of increasing skepticism of the Fourth Estate's role in American democracy.

Together with Heidi Hatfield Edwards, Ph.D., associate head of the SAC and chair of the communication program, who also served as my graduate school academic advisor, we worked to craft "Fake News, Framing, and Birtherism: New Media's Role in Propagating President Obama's Birth Certificate Controversy."

No doubt, it was a timely topic and one that I addressed in my master's thesis.

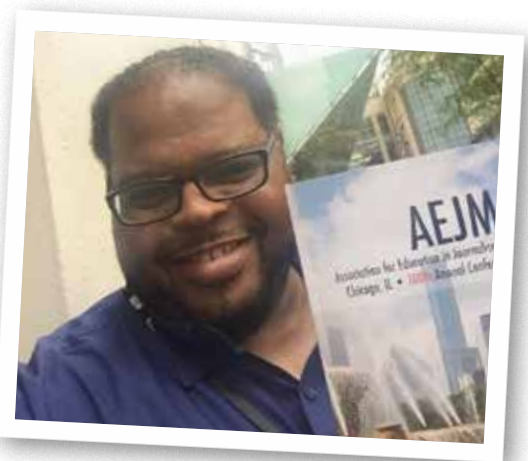
Dr. Edwards believed the topic could provide fresh insight into an issue that was dominating the national news with the recent presidential election as a backdrop.

The first step was getting to the conference to represent both Florida Tech and *Florida Today*. Both entities made it possible for the paper to be completed and for me to attend.

I've gone to conferences before, but they were mostly aimed at professional journalists. The talk is typically casual with the insight based more on experience than formal study.

But the AEJMC conference was different, with a completely distinctive audience.

Craig Silverman, the media editor for *BuzzFeed News*, delivered a keynote address calling on academics to collaborate to fight fake news.



Jeffery D. Gallop, M.S. Global Strategic Communication '15, holds the program for the Association for Education in Journalism and Mass Communication (AEJMC) Conference.

Speakers made presentations on papers anchored by statistical research. There were cool, steady academically minded discussions about discerning what was truly 'fake news.' It gave me the chance to see the news industry from a completely academic side.

And yes, this was my first time in Chicago, a beautiful city where journalism still thrives and a place with a wonderful culinary tradition of hot dogs, beer and pizza, all staples for young reporters!

Also attending were Dr. Edwards, who assisted with the presentation, and Associate Professor Ted Petersen, Ph.D., who was presenting himself but came to my session to offer support. Dr. Petersen also sat on my master's thesis committee.

*continued on page 12*

## ALUM JUMPS AT CHANCE TO PRESENT ACADEMIC PAPER

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We had a great time walking among the concrete canyons of Chicago, taking in the city's sights, sounds and tastes.

It was also a definite thrill talking to other media professionals who were heavily involved in academia, to read communication materials from across the globe, and to hear a fresh round of reinvigorating ideas about the craft I chose as mine so long ago.

I've also spoken before numerous audiences, but the experience of talking to your academic peers and receiving questions and observations is one that provided great insight into the impact of communication and academic theorem.

The questions from the audience for our panel discussion were thoughtful and probing. I enjoyed also listening to the research of others on any number of topics.

One session that had an impact on me dealt specifically with the Chicago media's coverage of the city's desperate struggle with gun violence. Hearing stories from other journalists and several professors about the topic of homicides in Chicago was revelatory in scope.

All those years ago when I chose the topic for my thesis, I wanted it to be something that would be relevant and something that would add to the research. I thank Drs. Edwards and Petersen for their guidance and forethought in preparation for work that would still have a role to play in the world of academia years later. Thanks, also, to my editors at *Florida Today* for their support.

I would tell any Florida Tech student and graduate to make an effort to attend conferences like the AEJMC. Stay connected to your professors and departments like the SAC who encourage their graduates to grab learning opportunities well after graduation.

You never know when you will get an opportunity to step back into the world of academia.



*Heidi Hatfield Edwards, Ted Petersen and Jeffery Gallap take in the sights and sounds of Chicago during the AEJMC Conference in August.*

“... the idea of having another chance to present an academic paper two years after graduation was a delightful surprise.”



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