

Four SCC Learners Receive SSHRC Canada Graduate Scholarship Masters Award of \$17,500

The Social Sciences and Humanities Research Council of Canada awarded graduate scholarships of \$17,500 each to four SCC Royal Roads master's program students for applied research projects.

Teresa Gulliver (2006 MAPC) plans to examine social processes that drive and perpetuate inequality and to explore the meanings of inequality in order to come to a clearer understanding of the following three questions: What kind of inequalities exist? How large are these inequalities? How are these inequalities created and reproduced?



Her research is concerned with explaining the interactive processes that produce and perpetuate inequality in concrete settings and will specifically look at the effects of sexual, racial and colonial violence that make up the collective experience of Aboriginal people, and how that experience translates to inequality. This research will look to the generic processes to see if there is common analytic ground of settings and groups that allow for generalization

about the processes. Through the identification of the processes, reaffirmation of the results can be applied generally to create a framework of knowledge that will create targeted solutions for communities to explore.

Gulliver previously worked for the Institute of Indigenous Government in Burnaby as the communications officer while collaborating in social development programming and capacity building for community access programming. She is currently an independent consultant, specializing in social enterprise and social program networking within the Surrey, BC community.

Karen Inkster (2006 MAPC) plans to investigate how photographs can be used to evoke deeper, more detailed memories from subjects during personal narrative interviews. Inkster's study will involve 12 elderly people with the aim of developing a photo-interview methodology for oral history research. Inkster has authored a book on the social history of her great-grandfather's ancestral Scottish village using personal narratives.



Yvonne Konrad (2006 MAPC-IIC) has always been concerned about under-prepared students who enroll, but end up dropping out because they lack academic communication skills. In particular, native students from reserves in Northern Ontario face both academic and cultural obstacles. Through participatory action research with native students at Georgian College, she

will ask: *When considering the first year English course, College Communications, what do native students see as the relationship between the present content and delivery of the course, and their needs and learning styles, as determining factors in their success or failure in the course?* Based on the students' responses, she will redesign the English course with the students. It will have the same learning outcomes as the present College Communications course, but will be driven by true integration of culturally specific knowledge and worldviews. She believes that if students are equipped with the solid foundation in literacy skills through a redesigned course with native content, and taught with native teaching and learning styles in mind, the retention rate and success of their native students will increase dramatically. She would like to see the course adopted by colleges throughout Ontario which face the same challenge.



Jennifer Millard (2006 MAPC) How did our idea of beauty get so distorted? What if young girls could flip through beauty magazines without feeling fat, ugly, and imperfect?

Millard has a keen interest in mass media and popular advertising, particularly on how advertising affects young women. Her proposed research study titled "Is normal the new beautiful? What the *Dove® Campaign for Real Beauty* means to real women" will examine women's interpretations of the advertising images and campaign messages. *Dove®* speaks loudly and proudly against unrealistic images of women in advertisements, instead featuring women of different ages, ethnicities, body shapes and sizes. Using focus groups and interviews with women, Jennifer hopes to uncover how *Dove's* "good" intentions are truly perceived.



Director's News

Bettina Heinz

The School of Communication & Culture is pleased to announce the membership of its new Advisory Board. The board was appointed to a three-year term earlier this year by RRU President Allan Cahoon.

We much appreciate the willingness of this dedicated and diverse group of academics and practitioners to provide feedback and guidance for the development of our programs. Our board is comprised of the following individuals:

Parm Bains works as Media Relations Officer in the Communications Division of the Public Affairs Bureau of British Columbia. He is also a board member of the South Asian Chamber of Commerce and of the Sikh Societies of the Lower Mainland.

Barbara Carver, a communications consultant, serves as the President of the Canadian Public Relations Society of Vancouver Island.

Yang Daping is the Deputy-Dean of the College of Foreign Language Studies at Shandong Normal University in Jinan, China.

Fred Fletcher is professor emeritus in Communication Studies and Political Science and the founding director of the Graduate Program in Communication and Culture at York/Ryerson University. He also served as a member of the SCC Development Advisory Board.

Michael J. McCarthy, Nuu-chah-nulth in Ucluelet, is the owner of Fusion Inc. and works as employment adviser to the Esquimalt Nation.

Russ Mills is the Executive Dean of the Faculty of Arts, Media, and Design at Algonquin College in Ottawa.

Maureen Nicholson is owner of a consulting company and the coordinator of the Print Futures program at Douglas College. She has also been a long-time associate faculty member at RRU.

Marshall Soules chairs the Media Studies Department at Malaspina University-College and serves as director of the Centre for Digital Humanities Innovation there.

Jan Walls is the founder and director of the David Lam Center for International Communication at Simon Fraser University. He also chairs the Intercultural Advisory Committee to British Columbia.

Bill Weaver is a filmmaker and media strategist. A Peabody Award-winning journalist, he has produced and directed documentaries and shorts for Canadian television.

The board met for the first time October 22 at RRU. We're looking forward to the synergy this talented group will likely create.

We're also pleased to announce that Jenn Maxwell has joined the School of Communication & Culture in the new position of School Manager. Jenn holds a master's of business administration from the University of Victoria. She brings extensive experience in budget and financial management as well as human resources management to her position. Some of Jenn's previous positions include Manager of Fund Development at The Lodge at Broadmead Foundation, Development Officer at SOS Children's Village BC, and General Manager of the Comox Valley Chamber of Commerce and Visitor Info Centre.



2007 BAAC Residency

New and returning learners arrived at Royal Roads for the annual BA residency which began on August 7 and ran the customary three weeks. New friendships were made, and older friendships were deepened as the learners worked toward their goals as communication professionals.

Some things were new. A pre-residency enabled learners to orient toward their coursework early. In this, the BA learners broke ground for their MA colleagues who will follow. Also, the program has a new program head, Joshua Guilar, who claims he learns so much from learners that he has a hard time thinking they could learn more from him. The residency included an applied



communication dialogue lab in which the learners experimented with three dialogue models. While about 12 people dialogued, classmates took turns in the roles of media reporter and researcher.

The residency also included a memorable kayaking adventure. Says Guilar: "The kayaking trip was great, although only a small portion of the residency members showed up. The others were



too busy working. I do remember Avtar kayaking into the sunset. He set a wonderful silhouette against the sky as the wind came up to whisper in his ear. Spring and her friend from China went out with me in my canoe (shown right). This was the first time they had tried out this Canadian marvel. I must say that at times our wills were pitted against the gods of wind and water, but not without some real surprises and hard work. I loved the blackness of the water, the cold force of the wind, and the old rocks on the side."

The residency symposium was titled "Making a Difference." The three panellists were Reverend Al Tysik of Our Place, Jody Paterson of the *Victoria Times Colonist*, and Mavis Henry of NIL/TU,O Child and Family Services. Each panellist had a story to tell about service to their communities.

Learning and Real Life

When **Alan Rycroft** enrolled in the Master of Arts in Professional Communication (2005 MAPC) he had no idea that within six months he would lead a major research project through his work in Victoria, which would earn significant and sustained media exposure, be quoted in other practitioner studies, and help galvanize the community into action to end a social problem that has been growing for many years.

The **Homeless Needs Survey** brought together 220 volunteers, 60 social service organizations, a staff of four and several contractors to learn from people who were homeless and nearly homeless, what causes had led to their situation, and what they needed to find and maintain housing. In addition to an enumeration in shelters, 815 people volunteered to complete questionnaires anonymously over a four-day period.

The study busted many local myths about people who are homeless demonstrating that 97% wanted housing, few were from other communities, that the homeless were found throughout the entire region, and that providing supported housing could save \$9.5 million annually in local tax spending while improving people's lives and the quality of life in the capital region.

- *Alan Rycroft is a principal consultant with Sunshine Communications and Community Relations Coordinator for the Victoria Cool Aid Society.*

Recent SCC Faculty , Learner Accomplishments

Appointments & Promotions

Saad Al-Chalabi (2006 BAAC-OC)) has recently been hired as an Investment Representative at TD Waterhouse in Edmonton, AB.

Bettina Heinz, SCC Director, was elected to the Board of Directors of the Inter-Cultural Association of Greater Victoria in September.

Rebecca Mitchell (2006 BAAC-OC) has accepted a position with BC Ferries in their Information Technology department as a Business Analyst.

Karen Spiers (2006 BAAC-DL) has recently been promoted to the position of Project Lead, Foundations for Success at Seneca College. It's a program to assist students who are deemed at-risk of not completing college with a variety of forms of assistance. Such students are often from northern communities, new immigrants to Canada, or economically disadvantaged. The project has a budget of almost \$7 million.

Angie Spooner (2006 BAAC-OC) has taken a job in marketing with The EI Group, a company in Royal Oak (part of Greater Victoria) that publishes career information connecting students with educational institutions and employers across North America. "They have guides, magazines and websites. There are a small number of employees so I sort of have a part in everything from being the contact point for StudentCounsellor.com to compiling news releases on the other sites, to entering sales," Spooner said.

Sarah E. Taylor (2006 BAAC-OC), has accepted a position as a Communications Officer with the BC Ambulance Service, a BC government function. "I am really excited about this role because I will gain first hand experience in government communications including writing press releases, event coordinating, media relations and design. It seems like a perfect fit, which will help to connect my past experiences and education," Taylor said.

Rosemary Williams (2005 MAPC) has moved into the position of Communications Manager for the Prion Institute with Alberta Ingenuity. The Prion Institute is a \$35 million initiative designed to fund research into prion-related diseases like BSE and chronic wasting disease.

Awards & Achievements

Michael Dayan, associate faculty member, won the Best Director Award at the 2007 Las Vegas International Film Festival for "Glimpses of Heaven," his film directorial debut.

The work completed by **Nick Horscroft** (2006 BAAC) and other learners was highlighted in a story in the *Goldstream Gazette* on August 1. The story was titled "The Greening of PR" and mentioned how Horscroft and his team examined a few case studies of organizations that have embarked on a pro-environmental campaign – known in today's parlance as green-washing, the

term used to describe companies who try to add a sustainability component to their operations. Horscroft was quoted saying that: "the implications can be dire for companies who try to spin a pro-green message when they haven't done all their homework...it is possible for companies to operate successfully, while still hanging on to their environmental scruples."

SCC faculty member **Phillip Vannini** has co-written an article titled: "Smell, Odor, and Somatic Work: Sense-Making and Sensory Management" to be published in the upcoming issue of *Social Psychology Quarterly*. As well, Vannini was invited to deliver a Keynote titled "American Idols and Canadian Renegades" at the Music Across Boundaries 2007 Scholarship and Community Conference hosted by The University of Houston Faculty Senate in Houston, Texas on September 26.

Carolyn Young (2006 MAPC-IIC) was accepted to present her paper "Taking the Long Way by The Dixie Chicks" on October 2 at a conference hosted by ACTEW (A Commitment to Training and Employment for Women). The purpose of the conference is to invite women's organizations, agencies and groups to discuss issues pertaining to employment and training of women in Sarnia-Lambton, Ontario.

Send your news to the RRU School of Communication & Culture

Enjoy the benefits of sharing your news and networking with other RRU alumni, current learners, faculty and staff. Send your news items for inclusion in the next newsletter to jennifer.1maxwell@royalroads.ca.

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