

NEW
MEDIA
NEW
IDEAS

#second_annual_communication_in_the_twenty-first_century

GRAPHS
SYNOPSIS
PUBLIC AFFAIRS

ABOUT THE SYMPOSIUM

The James Madison University School of Writing, Rhetoric and Technical Communication (WRTC) sponsors the Graduate Symposium on Communication in the 21st Century: New Media, New Ideas. The symposium is organized by the WRTC graduate student committee to create a diverse conversation on various communication topics among graduate students from around the nation.



Second Annual Graduate Symposium
#communication_in_the_twenty-first_century
22 april 2011

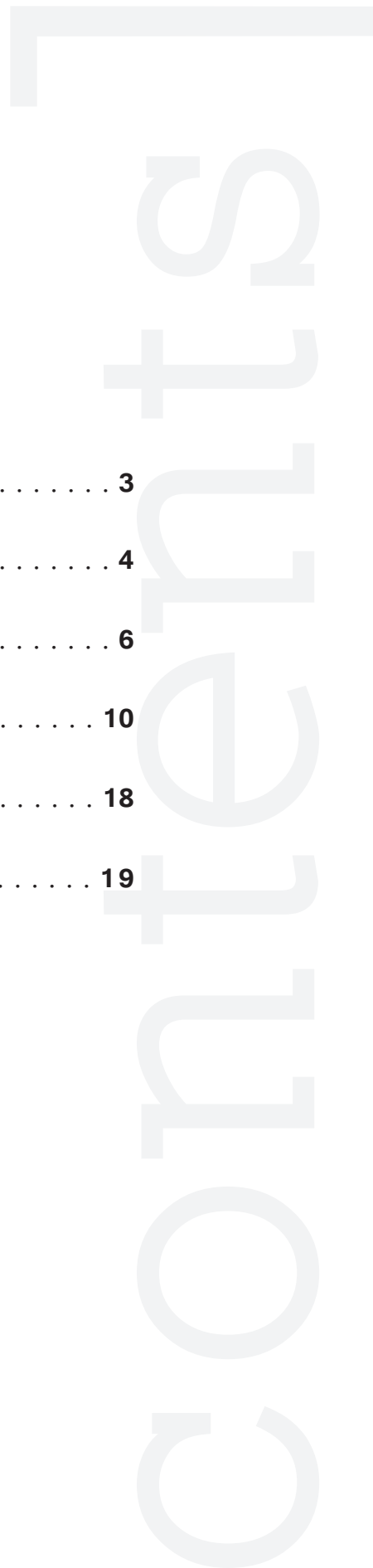
NEW
MEDIA
NEW
IDEAS

#table-ot

Throughout this program you will notice the incorporation of the number symbol (#) and the at symbol (@) in titles and names. These symbols come from social media and represent one of the latest changes to language in the 21st century.

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welcoming remarks

Welcome to the second annual Graduate Symposium on Communication in the 21st Century at James Madison University! When we organized the first Symposium last year, we had a modest goal of attracting graduate students from across Virginia and the surrounding region. We got that and more! Participants from six states attended last year's event, with panelists coming from as far as the state of Washington. We heard stimulating presentations on such diverse topics as ethics in technical communication, open source content management systems, the visual rhetoric of the Hubble telescope imagery, and many others. Last year's Symposium was anchored by the wonderful keynote address from Dr. James Dubinsky of Virginia Tech, which called professional communicators to ethical action in their local community, their nation, and the world.

This year, we look to build on last year's success. The theme of our meeting this year is New Media, New Ideas. A quick look at the program suggests that this event is, indeed, about new ideas and their application to communication. This year's topics range from animal anatomy and e-learning to the application of rich media in patient education to connections between video games and Ayn Rand. The program also confirms once more that our field is an interdisciplinary one and that the expertise of communicators is helpful to professionals in many fields.

There is one very significant change in this year's event from last year. This year's Symposium has been organized almost entirely by our graduate students, with assistance from the faculty and staff of The School of Writing, Rhetoric, and Technical Communication. As well as contributing to the professionalization of the graduate students, organizing and implementing the Symposium has demonstrated that this event truly is by graduate students for graduate students.

Additionally, it was our graduate students' unanimous choice to invite Dr. Carolyn Miller of North Carolina State University to be this year's keynote speaker. We are extremely pleased that Dr. Miller is joining us this year.

We look forward to hosting you here at JMU this year, and we hope that the Symposium will provide you not only with exposure to innovative ideas during the presentations, but also stimulating conversations with new associates and potential collaborators.

Michael Klein, Faculty Advisor

Pavel Zemliansky, Graduate Coordinator

keynote speaker

CAROLYN MILLER, NORTH CAROLINA STATE UNIVERSITY



Carolyn R. Miller is SAS Institute Distinguished Professor of Rhetoric and Technical Communication at North Carolina State University, where she has taught since 1973. She received her Ph.D. in Communication and Rhetoric from Rensselaer Polytechnic Institute in 1980. She was Visiting Associate Professor at Michigan Tech and Penn State in 1988, Visiting Professor at Georgia Tech in 1991, and Visiting Professor at the Federal University of Pernambuco in Brazil in 2007.

Dr. Miller's research interests are in digital rhetoric, rhetorical theory, the rhetoric of science and technology, and technical and professional writing. Her publications have appeared in journals such as *Argumentation*, *College English*, the *Journal of Business and Technical Communication*, the *Quarterly Journal of Speech*, *Rhetorica*, and *Rhetoric Society Quarterly*, as well as in edited volumes published by university and commercial presses. Three of these publications have won awards from the National Council of Teachers of English.

She is a past president of the Rhetoric Society of America and was named a Fellow of the Association of Teachers of Technical Writing in 1995 and a Fellow of the Rhetoric Society of America in 2010. In 2006, she received the Rigo Award for lifetime contributions to the field of communication design from the Association for Computing Machinery's Special Interest Group on the Design of Communication (SIGDOC). Dr. Miller's professional service includes terms on the governing boards of the American Society for the History of Rhetoric, the Association of Teachers of Technical Writing, the Conference on College Composition and Communication, the MLA Division on the History and Theory of Rhetoric and Composition, and the Rhetoric Society of America. She currently serves as editor of *Rhetoric Society Quarterly* and has previously served on the editorial boards of *College Composition and Communication*, *Journal of Business and Technical Communication*, *Philosophy and Rhetoric*, *Quarterly Journal of Speech*, *Rhetoric Society Quarterly*, and *Written Communication*.

KEYNOTE SPEAKER, CONTINUED

At North Carolina State University, Dr. Miller teaches graduate and undergraduate courses in rhetoric and technical writing for the Department of English. She has been a member of the university's Academy of Outstanding Teachers since 1984, and in 1999 was named Alumni Distinguished Graduate Professor.

Dr. Miller is the founding director of NC State's Ph.D. in Communication, Rhetoric, and Digital Media, established in 2005, and of the M.S. in Technical Communication, started in 1988; she also proposed and taught the first graduate courses for the M.A. option in Rhetoric and Composition, begun in 1984. She served as Director of Professional Writing in 1993-2002 and 2003-2004. She established and directed the Center for Communication in Science, Technology, and Management from 1995 to 1999 and co-directed its successor, the Center for Information Society Studies, from 1999 to 2003.

schedule of events

CHECK-IN AND REGISTRATION

8:00 AM

CONCURRENT SESSION ONE

9:00 AM

(individual presentations are approximately 20 minutes each)

PANEL A. Festival Conference Room Three
CINDY ALLEN, MODERATOR

**THE NECESSARY MARRIAGE OF NARRATIVE + TECHNOLOGY IN
FRESHMAN COMPOSITION**

@Jessica_Lewis

#James_Madison_University

**THE FRONTIERS OF COMPOSITION:
fostering multimodality + multiliteracies within composition studies**

@Bret_Zawilski

#James_Madison_University

**THE ROLE OF EMERGING TECHNOLOGY IN A COLLEGE COMPOSITION
CLASSROOM**

@Mary-Lynn_Chambers

#Elizabeth_City_State_University

PANEL B. Festival Conference Room Two
KURT SCHICK, MODERATOR

**BEYOND MCLUHAN:
the complexity of understanding content packaged in today's media**

@Trisha_Capanski

#East_Carolina_University

**THE COMMODIFICATION + COMMERCIALIZATION OF SECONDARY EDUCATION:
race to the top + reform discourse on national public radio**

@Amanda_Smith

#George_Mason_University

**THE JON STEWART EFFECT:
the influence of political comedy shows + new media on public opinion**

@Judy_Lubin

#Howard_University

CONCURRENT SESSION TWO

10:30 AM

(individual presentations are approximately 20 minutes each)

PANEL A. Festival Conference Room Three
JIM ZIMMERMAN, MODERATOR

**TWEET, BLOG + POST A REVOLUTION:
a glimpse into the impact of social media in the public sphere**

@Brandi_Mooring #James_Madison_University
@Nicole_Lee #James_Madison_University

**QUALITY OF OBSERVATION IN THE USE OF PLAGIARISM
DETECTION SOFTWARE**

@Michael_Morrison #James_Madison_University

**COERCION + CONTROL:
new media as digital panopticon**

@Eric_LaFreniere #James_Madison_University

PANEL B. Festival Conference Room Two
LUCY BEDNAR, MODERATOR

**PAPER PROTOTYPING WITH BLANK PAGES USABILITY TESTING
METHODOLOGY APPLIED TO AN ANIMAL ANATOMY + PHYSIOLOGY
E-LEARNING APPLICATION**

@Linda_Lichtenstein #New_Jersey_Institute_of_Technology

RICH MEDIA + PATIENT EDUCATION IN THE CLINICAL SETTING

@Douglas_Toavs #Metropolitan_State_University

**ADHD + THE WRITING PROCESS:
a brief assessment of assertiveness training on college writers at
clemson university**

@Dev_Bose #Clemson_University

schedule of events

LUNCH + OPENING REMARKS + KEYNOTE SPEAKER 12:00 PM

Introduction: Dr. Larry Burton, Director of the School of Writing, Rhetoric and Technical Communication, James Madison University

Keynote Speaker: Dr. Carolyn Miller, SAS Institute Distinguished Professor of Rhetoric and Technical Communication, North Carolina State University

Festival Highlands Room

CONCURRENT SESSION THREE 1:30 PM

(individual presentations are approximately 20 minutes each)

PANEL A. Festival Conference Room Three
PAVEL ZEMLIANSKY, MODERATOR

ISSUES IN MOBILE DESIGN: setting new standards for new media

@Christy_Chilton

#James_Madison_University

ATLAS SHRUGGED + BIOSHOCK: determining a video game's connection to ayn rand + her philosophies

@Jerry_Liles

#Virginia_Tech

PANEL B. Festival Conference Room Two
ELISABETH GUMNIOR, MODERATOR

VISUAL COMMUNICATION IN GENDERED DIGITAL SPACES: identification through union + opposition

@Joel_Bradbury

#Eastern_Washington_University

UNDERSTANDING INEFFECTIVE EMOTION SIGNALS IN VIRTUAL SPACES:

web communication + the social exchange theory

@Jacob_Craig

#University_of_Arkansas_at_Little_Rock

CONCURRENT SESSION FOUR

2:45 PM

(individual presentations are approximately 20 minutes each)

PANEL A. Festival Conference Room Three
SCOTT LUNSFORD, MODERATOR

INTERCULTURAL (UN)TRANSLATABILITY

@Rachel_Doria

#James_Madison_University

INTERCULTURAL COMMUNICATION + CULTURAL DIFFERENCE IN WEB COMICS

@Molly_Scanlon

#Virginia_Tech

PANEL B. Festival Conference Room Two
KRISTI SHACKLEFORD, MODERATOR

IN SEARCH OF A LANGUAGE OF TOLERANCE

@Janet_Palmisano

#George_Mason_University

AN ANALYSIS OF THE RHETORIC OF THE NAVIGATION METAPHOR IN DIGITAL MEDIA

@Daniel_Brasher

#Eastern_Washington_University

ROUNDTABLE WRAP-UP + CLOSING REMARKS

4:00 PM

Festival Conference Room Four
MICHAEL KLEIN, MODERATOR

@Judy_Lubin

#Howard_University

@Brandi_Mooring

#James_Madison_University

@Molly_Scanlon

#Virginia_Tech

@Bret_Zawilski

#James_Madison_University

concurrent session one

#panel_a @conference_room_3 9:00am

THE NECESSARY MARRIAGE OF NARRATIVE + TECHNOLOGY IN FRESHMAN COMPOSITION

@Jessica_Lewis

#James_Madison_University

Recent social trends that support technological communication and narrative voice reveal how an article by Wendy Bishop, published in 2003, still applies to composition theory, but in a different capacity.

Ms. Lewis (lewisgja@dukes.jmu.edu) is in her second year of the Writing, Rhetoric and Technical Communication program at JMU with plans to graduate in May and pursue further education in the realms of rhetoric, technology, and creativity.

THE FRONTIERS OF COMPOSITION: fostering multimodality + multiliteracies within composition studies

@Bret_Zawilski

#James_Madison_University

Communication practices are changing rapidly, and our students suddenly require new perspectives on composition as we increasingly move toward multimodal composition practices. This presentation takes a look into the various methods of incorporating multimodality and an awareness of multiliteracies into the composition classroom, and why such perspectives are needed as the discipline progresses.

Mr. Zawilski (zawilbj@jmu.edu) is a second-year graduate student in the School of Writing, Rhetoric, and Technical Communication at JMU and is interested in multimodality within composition pedagogy.

THE ROLE OF EMERGING TECHNOLOGY IN A COLLEGE COMPOSITION CLASSROOM

@Mary-Lynn_Chambers

#Elizabeth_City_State_University

The 21st century college classroom can no longer ignore the “New Media” that is pervading our society. It is vital that composition instructors think beyond traditional composition pedagogy and look for ways to incorporate the “New Media” into the classroom experience. During this presentation, I will begin by providing a theoretical perspective concerning the role of the college composition class. Then I will explain different types of emerging technology and how they can be used in the college classroom.

Ms. Chambers (chambersmo8@students.ecu.edu) is an English Instructor at Elizabeth City State University. She is also working on her doctoral studies at East Carolina University.

#panel_b @conference_room_2 9:00am

BEYOND MCLUHAN:

the complexity of understanding content packaged in today's media

@Trisha_Capanski

#East_Carolina_University

In today's world, communication options are rife in sender selection and audience delivery. Therefore, the scope of nontraditional content/medium pairings needs to be further explored for their contribution toward audience attentiveness. I discuss how mismatched content/medium relationships can supersede the responses of traditional pairings when the medium dominates the discourse.

Ms. Capanski (tkc0925@ecu.edu) studies eighteenth-century Colonial American discourse. Her interests include political discourse, exploring how media influence content, and studying the impact of nontraditional content/medium pairings.

THE COMMODIFICATION + COMMERCIALIZATION OF SECONDARY EDUCATION:

race to the top + reform discourse on national public radio

@Amanda_Smith

#George_Mason_University

Has current educational reform discourse commercialized secondary education? This assessment highlights how business discourse is overpowering other potential avenues of education reform by limiting the agency of identities constructed within a commodity model where producers (teachers) are forced to act according to standards set by consumers (parents and students).

Ms. Smith's (asmij@gmu.edu) professional goal is to teach writing with knowledge gained from her Master of Arts in English and a subsequent Master of Secondary Education.

THE JON STEWART EFFECT:

the influence of political comedy shows + new media on public opinion

@Judy_Lubin

#Howard_University

Using data from a survey of attendees of Stewart and Stephen Colbert's Rally to Restore Sanity and/or Fear, this presentation examines the influence of new and traditional media on issue priorities, perceptions of the country's direction (right/wrong track), and political activism.

Ms. Lubin (jlubin10@hotmail.com) is a PhD student in sociology at Howard University. Her research interests include sociology of media and technology, public opinion, and social inequalities. She blogs at leadingvoices.org.

concurrent session two

#panel_a @conference_room_3 10:30am

TWEET, BLOG + POST A REVOLUTION:

a glimpse into the impact of social media in the public sphere

@Brandi_Mooring

#James_Madison_University

@Nicole_Lee

#James_Madison_University

While “Tweet,” “blog” and “status update” are all commonplace in our vocabulary, the creators of popular social networking websites had no idea how powerful this technology would become. Social networking websites have developed into a means for social change. The scope of our presentation will cover specific examples of social action, criticisms of the rise of new media, the changing dynamic of the public sphere, and future implications.

Ms. Mooring (brandi.mooring@gmail.com) is a second-year graduate student in Writing, Rhetoric and Technical Communication at JMU. Her interests include healthcare, new media, and public relations.

Ms. Lee (leeni@jmu.edu) is a second-year graduate student studying Writing, Rhetoric and Technical Communication at JMU. Her areas of interest include teaching composition, grant writing, and women’s healthcare.

QUALITY OF OBSERVATION IN THE USE OF PLAGIARISM DETECTION SOFTWARE

@Michael_Morrison

#James_Madison_University

Concerned with the way students and professors differ in their interpretation of plagiarism, this paper investigates some of the narratives of fear built up around plagiarism issues, the nature of plagiarism as an academic offense, and how students learn what they think they know about plagiarism.

Mr. Morrison (morrisonmp@gmail.com) is a second-year graduate student at JMU’s Writing, Rhetoric, and Technical Communication with a concentration in rhetoric and composition.

COERCION + CONTROL:

new media as digital panopticon

@Eric_LaFreniere

#James_Madison_University

This presentation uses Foucault’s discussion of the Panopticon to frame corporate and government efforts to manipulate and manage bodies, minds, and discourse using new media. It surveys nineteenth-century industrialism; WWII and cybernetics; the Cold War and computing; the “war on terror” and advertising; and privacy, the individual, and freedom.

Mr. LaFreniere (atomicdsyn@aol.com) is a returning student, business owner, father, and fiancée. His many interests—philosophy, religion, science, history, politics—center around consciousness and writing.

#panel_b @conference_room_2 10:30am

PAPER PROTOTYPING WITH BLANK PAGES USABILITY TESTING METHODOLOGY APPLIED TO AN ANIMAL ANATOMY + PHYSIOLOGY E-LEARNING APPLICATION

@Linda_Lichtenstein

#New_Jersey_Institute_of_Technology

The Paper Prototyping with Blank Pages technique was used to usability test the initial website wireframe design with two participants. Prior to wireframe design, a competitive analysis and heuristic evaluation were performed and a persona developed. Test participants worked through tasks using the prototype and answered subsequent closed- and open-ended questions. Analysis of interview data along with input from a graphic designer provided the basis for website improvement recommendations.

Ms. Lichtenstein (linda.lichtenstein@gmail.com) has worked as a computer analyst and programmer for major corporations and as a technician at small animal hospitals. In addition, she is an artist and has a Master of Science degree in Computer Science and Bachelor of Science degrees in Microbiology and Veterinary Technology.

RICH MEDIA + PATIENT EDUCATION IN THE CLINICAL SETTING

@Douglas_Toavs

#Metropolitan_State_University

New media methodologies have the capability of overcoming many of the health literacy barriers that clinics face daily. Technical communication experts who can creatively craft messages to target multiple learners through multiple mediums will be of enormous value to healthcare organizations.

Mr. Toavs (dtoavs@gillettechildrens.com) is the webmaster at Gillette Children's Specialty Healthcare, with a special interest in using new media in the process of patient education.

ADHD + THE WRITING PROCESS:

a brief assessment of assertiveness training on college writers at clemson university

@Dev_Bose

#Clemson_University

This paper will give a brief summary of the results on a study currently being conducted by the author. The subjects in the study are college writers with ADHD at Clemson University in Clemson, South Carolina. The focus of the study is to understand aspects of group and professional communication of the subjects, as well as to research the effects of assertiveness training on the writing process. Assertiveness training is a method used for clients with learning disorders and ADHD.

Mr. Bose (dbose@clemson.edu) is a doctoral candidate interested in disability studies, group communication, and professional communication.

concurrent session three

#panel_a @conference_room_3 1:30pm

ISSUES IN MOBILE DESIGN: setting new standards for new media

@Christy_Chilton

#James_Madison_University

Smart phones have taken the Internet mobile. This presentation looks at issues in mobile web design that designers face when creating sites specifically for phones such as text, graphics, screen size, and processing power. I propose that we stop expecting phones to live up to computer standards and set new guidelines for usability and functionality of mobile websites.

Ms. Chilton (chiltoce@jmu.edu) is from Fredericksburg, VA and graduated from JMU in May 2010 with a Bachelor of Arts in Writing, Rhetoric and Technical Communication. She is a first-year graduate student at JMU pursuing a Master of Arts in WRTC.

ATLAS SHRUGGED + BIOSHOCK: determining a video game's connection to ayn rand + her philosophies

@Jerry_Liles

#Virginia_Tech

My paper explores the connections between Ayn Rand's 1957 epic novel Atlas Shrugged and the 2007 critical and commercial hit video game Bioshock. Bioshock's creators have openly credited Rand as a major inspiration for the game but how substantial are the connections?

Mr. Liles (jliles@vt.edu) will be graduating with a Master of Arts in English in May. Some of his interests include American literature, short fiction, contemporary fiction/culture, and video games.

#panel_b

@conference_room_2

1:30pm

VISUAL COMMUNICATION IN GENDERED DIGITAL SPACES:
identification through union + opposition

@Joel_Bradbury

#Eastern_Washington_University

Using Kenneth Burke's concept of identification, I will explore how the NFL's website creates identification with the audience. Specifically, I will examine how identification is created by creating both union and opposition between the masculine and feminine present in this digital space and thus reaching a wider audience.

Mr. Bradbury (joelbradbury78@gmail.com) is a candidate for the MA in Rhetoric and Technical Communication at Eastern Washington University. His interests include visual rhetoric in online spaces.

UNDERSTANDING INEFFECTIVE EMOTION SIGNALS IN VIRTUAL SPACES:
web communication + the social exchange theory

@Jacob_Craig

#University_of_Arkansas_at_Little_Rock

This paper evaluates the tools developed within the social networking interface using the normative view of the social exchange communication theory. The primary claim of the essay is that the normal behaviors in face-to-face communication, the script perception and expression management, produce harmful effects to exchange outcomes in online exchanges.

Mr. Craig (Jacob jxcraig@ualr.edu) is earning his MA in Professional and Technical Writing at UALR. His fields of interest include new media studies, rhetorical theory, and narrative theory.

concurrent session four

#panel_a @conference_room_3 2:45pm

INTERCULTURAL (UN)TRANSLATABILITY

@Rachel_Doria

#James_Madison_University

This presentation explores differing views of language as they apply to intercultural technical communication. It gives examples of the way different languages understand concepts, demonstrating the difficulty in — and possibly inability of — true translation.

Ms. Doria (rachel.doria@gmail.com) has a BA in English and digital media and is currently a graduate student in the Writing, Rhetoric and Technical Communication program at JMU.

INTERCULTURAL COMMUNICATION + CULTURAL DIFFERENCE IN WEB COMICS

@Molly_Scanlon

#Virginia_Tech

Using scholarship of intercultural communication, including Geert Hofstede and contemporary scholars, I will approach discourse of cultural difference particularly in academic workplace culture and discuss the ways in which PhD Comics, a serial web comic, showcases cultural difference that distinguishes academia from Hofstede's characterization of American culture at the national level.

Ms. Scanlon's (mscanlon@vt.edu) research interests include visual rhetoric, alternative discourse, and comics. She is currently conducting a study with comics writers at Virginia Tech.

#panel_b

@conference_room_2

2:45pm

IN SEARCH OF A LANGUAGE OF TOLERANCE

@Janet_Palmisano

#George_Mason_University

This project attempts to identify the characteristics of a language of tolerance. Drawing on theories of intertextuality and discourse analysis, the project examines constructions of US/OTHER, the deployment of modal shifts and the use of presupposition to conclude that a cross-generational language of tolerance can be defined and effectively deployed.

Ms. Palmisano (jpalmisa1@gmail.com) is a graduate student in the English department at George Mason University with a concentration in teaching writing and literature. Her areas of special interest include digital rhetoric and discourse analysis.

AN ANALYSIS OF THE RHETORIC OF THE NAVIGATION METAPHOR IN DIGITAL MEDIA

@Daniel_Brasher

#Eastern_Washington_University

Considered an orientational metaphor based on spatial perception, navigation used in digital communication provides aid in orientation and motion with the perceived movement directed toward a goal. In this paper, I will examine how the metaphor of navigation rhetorically influences our ability to understand and interact with digital media.

Mr. Brasher (dmbrasher@hotmail.com) is a graduate student in Rhetoric and Technical Communication at Eastern Washington University, with a background in electronic engineering and computer science.

credits + thanks

WRTC GRADUATE STUDENTS

Ms. Brandi Mooring, Symposium Organizer

Ms. Cindy Chiarello

Ms. Christy Chilton

Ms. Rachel Doria

Ms. Nicole Lee

Ms. Meghan Wallace

Mr. Bret Zawilski

WRTC FACULTY AND ADMINISTRATIVE SUPPORT

Dr. Michael Klein, Symposium Advisor

Mrs. Sandra Purington, Logistics Coordinator

Symposium program edited by Meghan Wallace

Symposium program design by Rachel Doria

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about wrtc

THE SCHOOL OF WRITING, RHETORIC AND TECHNICAL COMMUNICATION IS A COMMUNITY COMMITTED TO PREPARING ITS STUDENTS-- BOTH WRITERS AND TECHNICAL AND SCIENTIFIC COMMUNICATORS-- FOR LIVES OF ENLIGHTENED, GLOBAL CITIZENSHIP.

—WRTC MISSION STATEMENT

The Graduate Program in the School of Writing, Rhetoric, and Technical Communication offers Master of Arts and Master of Science degrees in two concentrations: Technical and Scientific Communication and Writing and Rhetoric. In this program, faculty teach students how to create, design, edit, analyze, and produce texts, all with the goal of training effective communicators.

While studies in both programs provide students with a sound foundation in writing, editing and document production, the Master of Arts degree typically attracts students with undergraduate work centered in the humanities. Although these students often supplement their WRTC degree plan with courses in the sciences, they are primarily interested in gaining extensive knowledge and practice in writing and editing skills that are not tied to a single technical or scientific field but, rather, are applicable to multiple technical or scientific areas.

Conversely, the Master of Science degree plan of study typically proves attractive to students who want to complement their undergraduate degrees in the sciences with advanced training in communication within their fields. Such complementary training in technical and scientific communication enables Master of Science graduates not only to perform more effectively as technicians or scientists but also to move laterally into writing, editing or production positions or vertically into management positions.

For more information about WRTC, visit www.jmu.edu/wrtc/graduate.html

notes

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22 APPRIL

21

Communication in the
21st Century