### INTERNATIONAL COMMUNICATION **LINK**



# IC Alumni "Coming Home" For Reception Students, Faculty, and Alumni Gathered for Program Reception

On March 29<sup>th</sup>, the International Communication program held a reception for the IC alumni community. Current students, faculty, and former ICers met to discuss careers, their experiences since graduation, and offer insights for entering the field.

Program Director Christine Chin opened the evening by welcoming the alumni back home and inviting those gathered to stay connected with their SIS family. The alumni offered many different perspectives coming from a variety of professional paths, including a variety of government agencies, private firms, and non-profit organizations. Throughout the evening, speakers and alumni discussed how the analytical frameworks and professional skills they developed in the IC program had been put to use in their professional careers.

Dr. James Goldgeier, Dean of the School of International Service, attested that alumni who graduated 10, 20, 30 or more years ago immediately recall longtime Professor Gary Weaver's Cross-Cultural Communication course as "the most useful course" they took at SIS.

"For someone like me, who didn't know a whole lot about the paths people took in their careers with an MA in IC, it was great to meet the alums and see how they are transferring the skills they learned at SIS to the real world," said MA IC student Evan McCarlson.

The event provided many students with excellent networking opportunities, and introduced them to practitioners throughout the field. The program will be continuing to make connections between alumni and current students a priority in next year.

# State Department Spokesperson Visits the IC Commons

Victoria Nuland visits AU and the IC Commons

Amb. Victoria Nuland, Spokesperson Department of State and former ambassador to NATO, met IC students in the IC Commons this spring. In collaboration with SIS Dean James Goldgeier, a personal friend of Nuland, students had the opportunity to learn about the different levels of communication analysis constantly occurring within State and hear about the nuts and bolts of information transfer and messaging shaping taking place on a daily basis. (Con't p.6)



### **COTELCO Project Receives International Acclaim**

IC Students Collaborate with Research Labs throughout DC

The International Studies Association (ISA) has accepted a research paper (presented on April 1) by several IC students. Under the direction of Professor Cogburn and in conjunction with the Center for Research on Collaboratories and Technology Enhanced Learning Communities (COTELCO), students developed several research proposals based on a data compilation of Secretary of State Hillary Clinton's speeches and addresses. The data set is held within a groundbreaking quantitative analysis software system of expansive storage capacity and operating efficiency.

### "The purpose of COTELCO is to tackle these really interesting developments."

The project will examine how the contents of Clinton's addresses change to the relative locations of the speeches, the common themes throughout each of the speeches, and the nature of the speeches depending on international or domestic audiences. Amy Wozniak, a first year IC student, is excited to begin preparing for the presentation. "It's interesting how with all these things going digital we now have more data to analyze," says Wozniak. "The purpose of COTELCO is to tackle these really interesting developments." Professor Cogburn expressed excitement over the opportunity for COTELCO and the IC program to continue a long legacy of professional, esteemed research.

This research project and other initiatives being developed by COTELCO examine both the inductive and deductive elements of the data set. The inductive side is more projects like the one submitted to the ISA, focused on analyzing the data itself and how it changes over time. The deductive element combines this analysis with an attempt to integrate their observations with the concepts of regionalism, global governance, and Internet freedom. This element of project particularly sparks Wozniak's interest, as it looks to examine how "access to information can change behavior."



COTELCO students at AU video chat with colleagues at Syracuse University.

The data set is, as Professor Cogburn put it, "relatively huge." Compared to other social science research projects, the amount of speeches and the density of their content and implications provide a great opportunity for a variety of research ventures.

The high performance computing machinery that stores and sorts the data has been provided by the American University Department of Economics. In addition, the programs have received technical and logistical support from the University of Maryland Baltimore County, which houses one of the largest and most sophisticated systems of similar storage in the country.

Given the amount of information within the Clinton data set, COTELCO has several projects and proposals underway that involve these different levels of analysis. The institute has submitted several abstracts for different projects to organizations like the American Political Science Association, the International Association for Media and Communication Research, and the Association for Computing Machinery, where COTLECO recently presented such a project for their review.

Additionally, a project was presented to the International Science Foundation (ISF). This was COTELCO's second presentation to the ISF, and Professor Cogburn is confident that the experience of developing proposals and conducting research will be valuable for all involved. For more information about the exciting work taking place at COTELCO, check out: http://cotelco.net/

#### **Announcements and Information**

The Latest IC Updates

#### Program Changes in SIS and IC

The School of International Service and the IC Program introduced curriculum changes this semester designed to afford students additional flexibility in crafting their MA degrees and place additional focus on professionalization.

The new features of program include: ending the internships for credit requirement, creating a free elective for students to take 3 credits in a subject of their choosing, and an end to oral comprehensive exams. In doing so, the programs increase the options for shaping their unique degree options.

In addition to eliminating several requires, SIS will also begin offering practicum capstones to compliment the Master's Thesis and SRP options. In practicum course, practitioner instructors will connect students to organizational clients and students will work in small teams to create a deliverable for based on that organization's needs. The IC Program will begin offering practicum courses in Spring 2013, tackling issues of strategic communication, public diplomacy and international media.

The IC Program also instituted changes to the program's structure. Two required foundational courses in both International Communication and Intercultural Relations will remain within the core courses. Students will then complete a choice of two other core courses, building off the foundational topics.

Students will also take six credits in Research and Professional Methods. For IC students, this means completing an approved methods course in addition to the required SIS 600. For the methods course, students are encouraged to find topic that will aid in professional development and practice, such as qualitative methods, program evaluation or training program design. Within the concentration, students will be encouraged to explore depth and breadth of options AU and SIS has to offer in shaping their professional and academic identities through the concentration coursework.

If you have questions about the changes, please check out the IC/IM student information page or you can always contact Eric in the program office.

(http://www.american.edu/sis/ic/ICGeneralGuidelines.cfm)



IC students and faculty discuss program changes in the IC Commons.

### New Graduate Certificate: International Arts Management

The new graduate Certificate in International Arts Management is the first in the world to combine intellectual examination of and practical training in international arts management. A collaboration of the IC Program and the Arts Management Program in College of Arts and Sciences, this certificate unites student interest in the arts, culture, and international affairs.

Students completing the Certificate in International Arts Management will have a specialization that makes them uniquely qualified to tackle a wide range of intercultural and international challenges within the diverse field of international arts. Developed organically as a result of student interest and professional demand, this initiative is well-suited for young and established professionals working in this burgeoning field.

**Required Courses:** 

SIS 628 Global and Comparative Perspectives on Public Diplomacy SIS 642 Intercultural Relations SIS 645 International Communication and Cultural Policy

PERF 570 Survey of Arts Management PERF 596 International Cultural Management PERF 690 Independent Study in Performing Arts

#### Student and Alumni Updates

News from ICers, Past and Present



Lonnetta came to the IC Program with a background in mass communication and political science, earning her BA from Dillard University in New Orleans, LA in 2004. Lonnetta balanced a full course load that explored her wide-ranging interests in international communication, development, and global health with work at Fleishman-Hillard.

At Fleishman-Hillard, Lonnetta specialized in communications initiatives in public health, retail, development, consumer marketing and technology industries. In 2011, Lonnetta began her current role at DuPont business, Pioneer Hi-Bred, a global agricultural development and plant genetics company. Her responsibilities include a wide range of activities from developing message strategies, addressing external affairs issues and briefing company leaders to managing partner relationships and integrating media technology into the company's communication strategies.

When asked about what advice she would give current students and soon-to-be graduates, Lonnetta suggests that students "pinpoint some of the top organizations in the field, attend events when possible and engage with organizations that reflect your interests. "When you hear a 'no', just move on to the next person or organization on your list," Lonnetta insists. "Eventually, you will hear a yes."

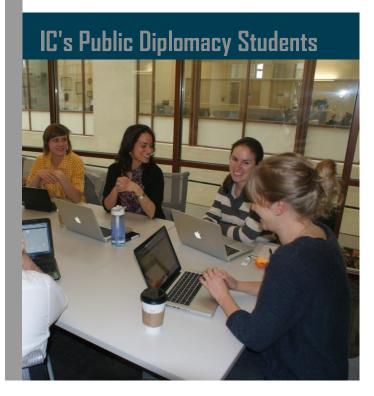
Lonnetta attributes her success to combining practical experience with great professors and peer networking, as well as time management and discipline. Her talents and demonstrated ability to implement the skills she learned in the classroom have helped Lonnetta succeed in the burgeoning fields of international communication, global health, and development within the context of agriculture.

Students in the IC Program's Public and Cultural Diplomacy concentration completed a busy semester of programming and engaging with the professional community here in DC. This collaboration of student leaders and Profs. Hayden, Kelley, Quainton and Zaharna connects classroom learning with applied practice in the field.

This semester, the group organized several very successful events and conducted additional sight vists at relevant agencies. They held a Career Panel and Networking event with representatives from the State Department's Offices of Public Diplomacy and Public Affairs, eDiplomacy, and the Bureau of Near Eastern Affairs as well as the British Council and SAIC. Additionally, visiting students from USC, Syracuse University and other DC area schools were in attendance for this fantastic discussion and opportunity to network.

The public diplomacy team followed this event up with a Roundtable Discussion of Nation Branding. This hot topic in public and cultural diplomacy was addressed by representatives from the Kurdistan Regional Government, Indian and Norwegian Embassies, and Brand South Africa.

Finally, the students have been tapping into the rich resources of the capital for on-visit sights at Voice of American and an upcoming visit to the State Department's briefing room at the invitation of Speaksperson Victoria Nuland. These strong foundations will be the basis for continued and expand engagement by this dedicated group of students and faculty.



## Program and Faculty Updates Professor Profiles and IC Information



Eric Novotny has been appointed Senior Advisor, Democracy and Technology, at the U.S. Agency for International Development. In this position, Dr. Novotny will be designing and managing a large portfolio of programs that use advanced information and communication technologies (ICTs) to stimulate economic growth, improve democratic processes, and reform governance policies in developing countries. Some of these efforts are stand-alone technology and governance projects while others will embed advanced ICTs in larger development projects in applied areas such as service delivery and critical infrastructure. USAID has assistance programs in 80 countries worldwide.



Shalini Venturelli hosted the Global Social Media Research Symposium at the School of International Service this semester. The summit explored social media use in conflict zones and transforming political and cultural regions. Among other guests, representatives from Microsoft, Yahoo, Reddit, the US Department of State, and Al Jazeera spoke to audiences about research, findings, and experiences in the field.



**Gary Weaver** continued his global scholarship efforts while serving as the keynote speaker for Purdue University's "Diversity Week" program in January. In addition, Professor Weaver addressed the Atlantic Commission and Campaign team in Amsterdam on the upcoming presidential election in the United States.

### Important Dates and Upcoming Events

IC's Near Future

**Practicum Forum** April 27:

May 12: Graduation

IC Graduate Brunch May 12:

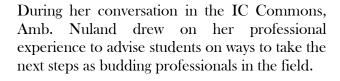
May 14: **Summer Sessions Begin** 

August 27: Fall Classes Begin Be sure to check out our website for details and updates!

American.edu/sis/ic

#### Continued from P. 1

Amb. Nuland has extensive experience within the Department of State and in the field of public diplomacy. In addition to her current role, she served as Special Envoy for Conventional Armed Forces in Europe, as Principle Deputy National Security Advisor to the Vice President, and as the 18<sup>th</sup> US Permanent Representative to NATO. She also served in many roles within the State Department as a career Foreign Service Officer, such as Chief of Staff to the Deputy Secretary of State.





"The talk was a tremendous opportunity for students to learn directly from an experienced and distinguished professional in the field."

She walked listeners through the process leading up to a daily briefing: working with the various bureaus, subject matter experts, and Secretary Clinton to craft both the substance and nuance of particular messages. She provided some historical context as well, touching on the scope of her career and the shifts she has witnessed in the field.

The discussion was a great venue for students to engage with a practitioner in the field. Program Associate Eric Eggleston commented, "The question and answer format of the talk was a tremendous opportunity for students to learn directly from an experienced and distinguished professional in the field." At Amb. Nuland's invitation, students also visited the State Department Briefing Room to see what they heard put into practice.

#### International Communication Student Forum Update

From the Desk of IC Student Governance

ICSF continues to shape students' experiences within the program, as they look to organize the graduation festivities, including the IC graduate brunch and send-off. For more details on current activities or how to get involved, contact ICSF at icsf@american.edu. Looking for a way to support the program? Purchases of ICSF tote bags, travel mugs, and water bottles go directly to the International Communication and International Media student programs! Contact icsf@american.edu for details.



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