

COMMUNICATION SPRING 2018

Capstone Presentations

Monday, May 21, 2018

AUC Regency Room



Presenter: Binyaamem Novus-Khan

Title: "Express Yo'self"

Capstone Description: "Express Yo'self" is an original, project-based learning program. Developed for children ages 8 to 11, the program aims to employ Communication conflict resolution theory and techniques through various art forms such as plays, poems, music and painting, with the goal of providing kids with skills they can use to face life's challenges.

Biography: Binyaamem Novus-Khan is a Communication major with an emphasis in Conflict Management and PeaceBuilding. His minors are Writing and NonProfit Leadership. Binyaamem received an "Outstanding Officer of the Year" award in 2017 as president of the Student Veterans Association (SVA) and president of PLU's Network for Peacebuilding and Conflict Management (NPCM). Binyaamem studied in Norway during Fall 2017, which he describes as "the time of his life." Prior to PLU, Binyaamem attended Tacoma Community College, and before that was a sergeant in the U. S. Army, in which he served for seven years. Binyaamem would like to thank his children, Memoriè, 8, and Benjamin, 4, for being his motivation. After graduation, Binyaamem plans to move to California to pursue his goal of becoming a probation officer.

Presenter: Julia Berenson

Title: "Why You Feel Blue While You View"

Capstone Description: Julia's research is on the dangers and negative effects of social media. The paper's purpose is not to argue for all social media use to cease, but rather to create awareness about how overuse can create negative consequences.



Biography: I played on the women's basketball team here at PLU for four years. I am a Communications major with an emphasis in Public Relations and Advertising. I also will graduate with a minor in Kinesiology. In my free time I enjoy long walks on short beaches and adventuring outdoors in the Pacific Northwest.

Presenter: Rhiannon Berg

Title: Written Out of History: A Narrative Analysis of the Documentary Film *Dolores*

Capstone Description: Like so many female activists, Dolores Huerta's work has been written out of history time and time again. An award-winning 2017 documentary film, *Dolores: Rebel. Activist. Feminist. Mother.*, focuses on her contributions to the U.S. labor movement and the role her gender has played in coverage of the movement by news media and educational publications since. Using Fisher's Narrative theory, this paper explores how the filmmakers utilized narrative techniques to draw in viewers and analyzes the arguments made through key scenes in the film. This paper also explores the role of gender in media coverage of Huerta's activist work. The author also discusses viewer's reactions during a public screening of the film at Pacific Lutheran University in April of 2018.

Biography: Major: Communication with emphasis in Media, Mass Communication and Journalism. Minors: Hispanic Studies and Women's and Gender Studies.

"Now that's a story," has become one of my favorite phrases while studying communication at Pacific Lutheran University (thanks, Joanne).

During that time, I've found thrilling opportunities to tell newsworthy stories, like election night 2018. Within hours, I went from interviewing local Trump supporters for the *Tacoma News Tribune* to simultaneously running alongside an angry group of PLU students protesting the election results while holding a camera and posting to the Mast Media Facebook page.

I drank a Manhattan in Manhattan and cheered alongside my friends while we received a national award for countless nights of going to bed after 2 a.m. and arguing over AP Style in the Mast office.

I sang the itzy bitsy spider with kindergartners in Granada, Spain while spending a semester abroad, saw the top of Mt. Rainier from the flight deck of a new Boeing 747 while interning with Alaska Airlines, and I was the first reporter at the scene of a shooting as an intern for *The Olympian*.

Last month, I combined my passions for Communication, Hispanic Studies and Women's and Gender Studies to bring an award-winning documentary on the life of activist Dolores Huerta for my final capstone project and this month I will walk across the stage to graduate with honors.

Armed with a freshly signed diploma, priceless words of wisdom from professors, and years of professional communication experience, I'm excited to continue telling valuable stories after I graduate from PLU.



Presenter: Ron Berg II

Capstone Title: What are Men Supposed to Look Like?

Capstone Description: Men also suffer from body image and shaming. However, this can be turned into a positive if the focus is switched to Well-being.

Biography: I am a retired Army combat veteran and have been in pursuit of a degree for approximately 29 years. I actually cannot remember the year I took my first college course[©] I suppose a person could say at least I am persistent. I am a communication major emphasis Public Relations/Advertising with a minor in writing. I took courses where I could at two universities prior to attending PLU. At one point, I was nine courses away from graduation at one of my previous universities. However, activities overseas created a 13 year gap from my last course, and I lost a lot of credits due to time away. I actually thought I would never have the opportunity to return to school. One day my wife and I were rummaging through the Garfield street book store, back when they still had books, and I passed a diploma frame with a mock Pacific Lutheran University diploma mounted inside. It stopped me in my tracks. It was like being hit with a baseball bat. Something told me PLU was where I was going to graduate from, and I told my wife exactly that. I have been fortunate to find my second passion while attending PLU. I absolutely love content creation in the form of film or video and look forward to the future. Although I am a late bloomer, I am finally here.



Presenter: Jake Bilyeu

Capstone Title: *Spirals Out of Control: Silence and Empowerment in Reddit Political Discussions*

Capstone Description: While political discussions on Facebook have been subject to plentiful research, minimal analysis of Reddit's political communities has been presented. After the subreddit r/the_donald leapt into popularity as a result of the 2016 U. S. Presidential campaign, both conservative and liberal redditors (r/politics) had their own community to engage with.

This study analyzes how both communities establish dominant opinions while othering their opposition in discussions of three recent political controversies: the Robert Mueller investigation, Al Franken's resignation, and the Facebook Cambridge Analytica data breach.

Biography: I initially came to PLU in pursuit of a degree in Communication so that I may one day become a sportswriter, but that soon changed. After my friends enticed me to take Sociology 101 course, I quickly shifted my intentions while staying on course for my Communication degree. Now, nearing the end of my time as a student, I want to thank my greatest friends who have molded me into the self confident person that I feel I've become. I owe my happiness to all of them: Renee, Rizelle, Kyle, Ellery, Tevita, Izac, Hilary, Theo, Marcos, Christian, and Ronnie. I also want to thank my parents, grandparents, and my brother for guiding me and giving me the confidence to pursue my goals. After I graduate, I will remain in Tacoma for the near future and pursue a career as a sociologically-minded writer or videographer.



Presenter: Christian Bond

Capstone Title: How Medium Theory, Agenda Setting Theory & Framing Theory Are Used to Create the Most Effective Sports Talk Radio

Biography: After gaining experience with broadcast journalism over my time at Pacific Lutheran University, I examined researched based in the medium theory, agenda setting theory and framing theory. All of these theories play a major role in creating effective sports talk radio stories. The medium theory effects how news stories are created and how the story is taken in by the audience. In 2015, Zvi Reich stated that radio news tends to use fewer resources when producing their story. T.E. Adams conducts a study with his class that shows that audience members pay more attention to audio content when a visual element is added to it. To gain an understanding of the agenda setting theory, I turned to the work of Jennifer Kowaleski and Chip Stewart. The duo created two different news radio stations, one delivered in comedic form and the other in hard news form. Ultimately, they found that regardless of presentation, the audience accepted the media’s agenda, citing the issue they received more as compared to those who did not receive the issue. In 2016, Christian Burgers, Elly A. Konjin and Gerald J. Steen discussed the possibilities of the figurative language in regards to the framing theory. They stated that by combining two figures, it becomes more difficult for critics to challenge the authors opinions because they are tough to pin down. Ultimately, when it comes to creating compelling sports talk radio, compelling conversation, an enjoyable delivery and figurative language are a necessity.



Presenter: Genny Boots

Capstone Title: How journalists use agenda-setting to keep media literacy skills on the agenda: Examples from “fake news” reporting.

Description: This research paper uses the agenda-setting model to show how journalists keep media literacy skills on the agenda by coding media literacy skills for their readers.

Biography: Genny is a Communication major with an emphasis in mass communication, journalism and media studies. She has a minor in Global Studies, focusing on development and social justice. Through her college career she has been involved in PLU student media outlets as an anchor, producer, general manager of MastTV and a writer and editor for The Mast. Her latest project is the social justice journal The Matrix and her duties as co-editor. She is also captain of the nationally ranked PLU women's ultimate frisbee team and enjoys spending her weekends romping around the northwest with her friends, her tent and her kayak. She's a wannabe foodie and loves to throw lavish dinner parties with her soul mate Matthew Salzano. Her post-graduation plans are to stay in Tacoma and perfect food and wine snobbery, and continue to write, make videos and generally use her degree.

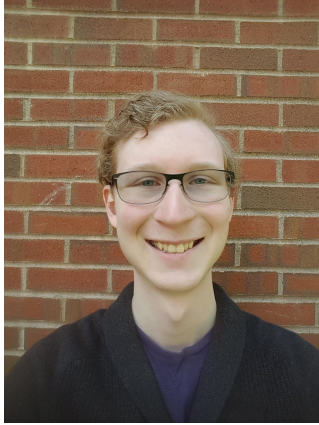


Presenter: Elissa Brown

Capstone Title: What Feelings Sound Like

Capstone Description: I will be looking at music and how it affects the emotions we feel through the application of Social Learning Theory and Symbolic Interactionism.

Biography: Major: Strategic Communication. Minor: Music. While I am waiting to hear back from my job applications in the Marketing and Communication field, I am excited to continue singing after graduation with my friends in the chorus of The Hunchback of Notre Dame at the 5th Avenue this summer. I am also looking forward to celebrating graduation by going to New York and then on a cruise to the Bahamas with my family in July! I hope that this next year will bring excitement and many new opportunities!



Presenter: Turner Bryk

Capstone Title: Crafting Reality Through Simulated Reality

Capstone Description: The aim of this capstone is to examine the root mechanics of influence that video games as a simulated reality, can have in shaping an individual's understanding of reality. Video games are essentially a set of rules, tools, and challenges. The player must learn the rules and how to use the tools provided to beat the challenges. When done correctly the player is rewarded. I want to examine how this structure of games, nudges players to think certain ways, all prompted by the game. This escalates to not only influence a single player, but the creation of communities around games.

Biography: I'm from the Bay Area in California, but fell in love with the Washington weather. Just eight years ago, when I was 13, I was unable to continue my education due to medical reasons and was afraid I never would be able to. Yet, now I find myself graduating with a double major in Communication and Philosophy. I found that if you truly align your mind and will, you can do anything. All those years ago, I set out to do two things: to improve myself, and to enjoy whatever life I have. PLU has been a milestone along my path, and one I'll remember fondly.



Presenter: Mackenzie Cooper

Capstone Title: The Paradox of *The Promise*: Bearing Witness to Genocide While Erasing Cultural Identity

Capstone Description: My essay analyzes the cinematic representation of the 1914 Armenian genocide in Terry George's film, *The Promise*. Although the movie serves as a rhetorical agent in overcoming genocide denial, it unintentionally reinforces hegemonic Western-centric ideology and perpetuates the erasure of racial, ethnic, and religious minorities by the casting of white actors and imbuing of Western ideals.

Biography: My major is Communication with a minor in Studio Arts: Graphic Design. As a non-traditional student, post-secondary education seemed only a vehicle to a secure a financially stable future. However, after my first semester at PLU, that paradigm shifted. College became a place of abundant opportunity and an avenue to serve my community. In spring of 2017, I became a documentary producer for MediaLab, an invitation-only applied research program. I worked diligently with three other MediaLab students to create "A

World of Difference,” a four-part series exploring topics of difference in North America. Coupled with my documentary work, I also served as a communication intern for the Washington State Governor’s Office during the summer of 2017.

Currently, I work as assistant general manager in MediaLab, a feature writer for PLU’s Marketing and Communications, and residential counselor for Kitsap Mental Health. Through these opportunities and relationships at PLU, I have found a drive to seek not only a successful vocation but also a position that effects change and encourages personal development. And, of course, one that allows ample time for Zumba instructing.



Presenter: Zanthia Dwight

Capstone Title: Logical Fallacies of Right-Wing Propaganda on Gun Law

Capstone Description: The methods used by certain Right-wing organizations in political propaganda online is often angled from fear and suspicion of a certain thing, person, organization, or party, and use common fallacies to phrase messages. The idea that these arguments would be easily worked out by presenting facts doesn't seem to work either, since facts and other sources can be easily presented to skew information to support a certain idea. The best way to argue against Right-wing party gun law propaganda is to deconstruct the arguments and label them for what they are: logical fallacies. By using Jowett and O'Donnell's definition of propaganda as "the deliberate and systemic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist" I hope to show the nefarious means that the Right goes to persuade, agitate and indoctrinate through the dissemination of information.

Biography: μῆνις ἰνδελθελθελθ of my journey at PLU, which started as a classics major with an interest in music. I realized that classics was my passion, and music was my personal hobby, and I was still missing something. While I was reading Aristotle's ἡδὴ τὸ ρηκῆ in Greek and realized I loved ancient rhetoric, I wanted to know more. Curious, I looked into more classes about rhetoric and found the Argumentation and Advocacy class with Justin Eckstein, he roped me into the communications discipline and showed me how much I could learn about argumentation and rhetorical devices. Now with my combined disciplines I find my world expanding by exploring the niche.



Presenter: Deanna Ellmer

Capstone Title: Fit Within a Thin Ideal: Advertising in Women’s Health and Fitness Magazines

Capstone Description: Through a content analysis of *Women’s Health*, a health and fitness magazine, I analyzed the inclusion of thin and fit ideals in advertising, specifically with attention to the potential impacts those ideals might have on body dissatisfaction, disordered eating and eating disorders.

Biography: I began my undergraduate education at PLU in 2007. From there, I went down the path of declaring a communication major with an emphasis in public relations and advertising. My trajectory did not stay on course with my initially anticipated graduation of Spring 2011. Rather, obstacles presented along the way in the overall form of battling for my life. Through facing and overcoming those obstacles, I experienced increased insight into, as Mary Oliver might say, what it is I “plan to do with my one wild and precious life”; I plan to help people. My desires following graduation include pursuing continued education and obtaining a career in the helping profession. With that said, my capstone project relates to my desired career path as it touches on the topic of mental health.

Presenter: Kayleigh Fleeman

Capstone Title: The Heroes We Need Right Now: A Graphic History of the Comic Book in Times of Political and Social Change.

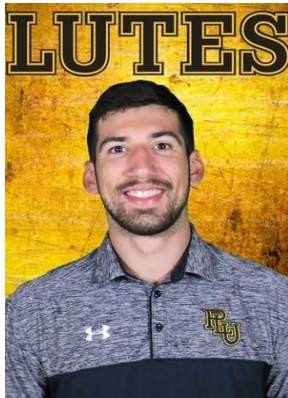
“Just because something is traditional is no reason to do it, of course. Piracy, for example, is a tradition that has been carried on for hundreds of years, but that doesn’t mean we should all attack ships and steal their gold.”

-Lemony Snicket

Biography: Communication-Journalism. **Minor:** Religion. My road to graduation has certainly not been a traditional one. I started my college education in 2011 at WSU, and one transfer and several gap years later, I am finally graduating in May with a degree in Communication with an emphasis in Journalism. During my time here and during my gap years, I have been fortunate enough to encounter a number of truly amazing individuals and mentors, whose insight has helped me grow and learn. My time at PLU gave me opportunities to develop communication skills both in and out of the classroom, and I will

always be grateful for the opportunities I have had here. About my Capstone: For my capstone, I researched the superhero genre of comic books throughout the decades. As major events in American history have shifted the social consciousness, different superheroes have been created or adapted to fit the socio-political culture of the era. My paper discusses how comics throughout history have reflected social and political issues of the time through representation, and the impact that their representation has had.

Post PLU Plans: After graduation and mini-vacation, I am going to launch a podcast on key events in comic book history. With any luck, I will be able to break into the comic editing and writing industry within the next few years!



Presenter: Dylan Foreman

Capstone Title: The Causality of Gender Communication on Female Participation in Collegiate Athletics

Description: This paper seeks to understand the reasons the reasons for female participation in collegiate athletics by looking at select gender communication theories.

Biography: I am a Communication major with an emphasis in journalism. In college, I have worked with student media in a variety of positions that include leadership in editorial, television and radio roles. In addition to my involvement with on-campus sports media, I have worked as a student broadcaster for PLU athletics covering football, baseball, softball, men and women's soccer, volleyball and women's basketball. My hopes are to be a sports broadcaster for a major network someday covering college basketball. For now, I have an internship with Root Sports Northwest in the summer.



Presenter: Colten Gray

Major: Communication, Conflict & Peacebuilding Major

Minors: Religion, History

Capstone: “Another Trinity: The Religious, Historical, and Societal Elements of the ELCA’s Biblical Case for LGBTQ Acceptance”

About my Capstone: I’ve never been a particularly religious person, but lately I’ve found myself gravitating towards Lutheranism, in large part because of the acceptance and tolerance towards LGBTQ individuals that I’ve seen demonstrated by the campus ministry at PLU. This capstone is all about exploring this narrative of acceptance for LGBTQ individuals within the Evangelical Lutheran Church in America through a religious, historical, and societal lens, with those three elements making up what I believe to be a sort of “Trinity.” In my research I utilized the insight of pastors, including Pastor Jen Rude and Dr. Samuel Torvend of PLU and the books *God and the Gay Christian* by Matthew Vines and *Torn* by Justin Lee. I also utilized Everett Rogers’s Diffusion of Innovations Theory to further understand how this new narrative can spread further throughout the general church-going public.

Biography: For the past four years at Pacific Lutheran University I’ve been fascinated with trying to understand why people do what they do and believe what they believe. Early in my time at PLU this fascination led me to the Conflict and Peacebuilding studies program, which I’ve been involved with since my sophomore year. Thanks to Conflict and Peacebuilding I’ve been able to meet several inspiring individuals including Steinar Bryn from the Nansen Center for Peace and Dialogue in Norway and Randall Pinkett who won season four of *The Apprentice*. I also spent some invaluable time in Oslo, Norway which was also, if you don’t count Canada, my first time out of the United States. My interest in history and religion also spurred me to minor in both those subjects, which ultimately led to my Capstone entailing my major and both my minors.

Post-Graduation Plan: I plan on potentially continuing to work my security position at Campbell’s Resort on the Lake in Chelan in eastern Washington immediately after graduation and to possibly intern there. If not that I plan to explore more job and internship opportunities, maybe travel a bit, and further develop my own interests. I also plan on working long enough to potentially gain enough money to go to grad school if I so choose.



Presenter: Elexia M. Johnson

Capstone Title: Live, Grow, Thrive, Lakewood: A City Rebrand

About Her Capstone: Branding is everywhere--from the small shape of Q-tips to large-scale tourist destinations--we are always influenced by the brands that surround us. For my capstone, I decided to focus on the City of Lakewood's brand. With an in-depth analysis of Lakewood's history, demographics, competitors and current brand, I was able to design a new brand centered around Lakewood's natural beauty.

Biography: Elexia is an Act Six scholar who will be graduating this May with a Bachelor of Arts in Communication and a specialized minor in business marketing. Her interests include art, all things design and Harry Potter. As a student here at Pacific Lutheran University, she has worked for the Marketing & Communications department as a student designer for three years straight. Currently, Elexia is pursuing a career in communications, with a focus on Art and Design. She aspires to utilize her knowledge and bring her passion for graphic design to the creative industry to be a leader in her field.

Post-PLU: Following graduation, Elexia plans to take some time off to drive across the states and perfect her artwork. In the meantime, she continues to actively seek potential graduate schools in and employment opportunities for positions involving design, marketing, and communications.



Presenter: Courtney Kennedy

Capstone Title: The Influence on Sporting Good Consumers

Capstone Description: I did an analysis of sports companies and how their media advertisements had an impact on their audience's perspective. Looking even deeper at how media shapes the experiences of the audience.

Biography: Hello, my name is Courtney Kennedy and I am a Communication major with a concentration in Advertising & PR. Over the past four years PLU has provided me a platform to explore my passions. I have taken what I have learned in my time here and put it together in this final project. I hope to move forward with this in the future, as I plan to continue my journey in the advertising field.



Presenter: Mackenzie Kintigh

Capstone Title: Be True to You Fashion Show: Analyzing Social Comparison Theory in regards to Body Image & Fashion

Capstone Description: I will be exploring how social comparison theory correlates with body image & fashion by creating a fashion show for the PLU Community

Biography: Mackenzie Kintigh is a Senior Communication Major with an emphasis in General Communication Studies from Bonney Lake, WA. She also is minoring in Theatre. Mackenzie has been actively involved in extracurricular activities with the communication department such as Center for Media Studies, Showrunners, & The Mast. Mackenzie runs her own free-lance photography business and is executive producer for the Be True to You Fashion Show. Her post-graduation plans are to take a gap year before applying for film schools to pursue her dream as a director and eventually move back to her hometown of Los Angeles.

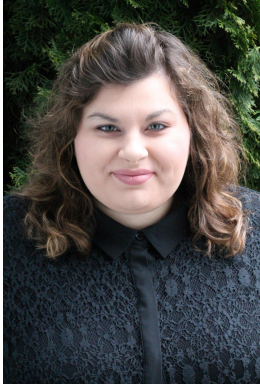


Presenter: Camille Lemke

Capstone Title: “How Environmental Issues are Portrayed in Mainstream Television News Media”

Capstone Description: This content analysis seeks to understand how environmental issues are covered in three major television media sources across the political spectrum and how media coverage from each source influences audience perception of the issues. Using research collected by the University of Michigan analyzing the political biases of mainstream news sources this paper will focus on MSNBC as the left-leaning/liberal news outlet, BBC as neutral and Fox News as right-leaning/conservative. This paper argues that the narratives each news source has about environmental issues, such as climate change, influences whether audiences are receptive or dismissive of the issues.

Biography: Camille Lemke is a Communication major with an emphasis in Media, Mass Communication and Journalism with a minor in Environmental Studies. A 2-year member of MediaLab and 4-year women's rowing team member, Lemke hopes to write for an environmental publication after graduating.



Presenter: Kelsey Littleton

Capstone Title: Spina Bifida Walk-N-Roll: Using the Theory of Reasoned Action for Good

Capstone Description: Using the Theory of Reasoned Action, Cialdini's Social Proof, and Packard's Compelling Needs, I have created an advertising plan for the Spina Bifida Advocates of Washington State to use to promote their 9th Annual Walk-N-Roll for Spina Bifida.

Biography: Kelsey Littleton is a Communication major with a concentration in Public Relations and Advertising as well as a minor in Psychology. After graduation she plans to move to Bellevue to pursue a career in public relations.



Presenter: Rachel Lovrovich

Capstone Title: "A World of Difference"

Capstone Description: The four-part documentary series, *A World of Difference*, investigates how communities across the country experience diversity and ultimately asks the question: How do we value difference?

Biography: Rachel Lovrovich is an award-winning designer and filmmaker from Gig Harbor, WA. Her expertise across the digital media spectrum, including graphic design, videography, and motion design, culminated in the creation of her own major at PLU. Rachel graduates in May 2018 with an interdisciplinary major in Digital Media, and a minor in

Communication. During her time at PLU, Rachel was an active member of MediaLab and served as General Manager for one and a half years. In addition, she worked for the School of Arts and Communication, the Center of Media Studies, and was a member of the Pinnacle Society for her leadership, service, and community impact. Rachel made her filmmaking debut as creative director for the Emmy nominated documentary, *Changing Currents: Protecting North America's Rivers*. Most recently, she was the director and designer for MediaLab's Emmy nominated 2017/18 series: *A World of Difference*. After graduation, Rachel will work full time at C+C, a social marketing agency in Seattle, WA.



Presenter: David Mair

Capstone Title: Dawning the Cape: Analysis of Scott McCloud's *Zot* in a time of Youth Activism

Capstone Description: A narrative communication perspective was applied to Scott McCloud's *Zot* comic "Season of Dreams", published in 1988. The story presents teens with adults challenges thereby humanizing the teenagers in the story as they must rise to the occasion. The research done shows how the problems facing the teenagers in the story are just as relevant in 2018.

Biography: David Mair is graduating from PLU with a Major in Communication Studies and a Minor in English Writing. Upon graduating, he will be pursuing his Masters of Education, here at PLU in high school English. While teaching, he plans to continue his dream of working in the comic book industry, by writing and reading comics. David would like to thank Professor Dan Schabot for the guidance in the making of this paper.



Presenter: Austin Miller

Capstone Title: Bremerton Parks & Recreation Social Media Strategy Plan

Capstone Description: Created of a social media strategy plan for Bremerton Parks & Recreation to help broaden the department's market reach.

Biography: Austin is a Communication major with an emphasis in Public Relations & Advertising and a Marketing minor. Austin is quite serious about music and Mariners baseball. After graduation, he plans to find a job, ideally in the Seattle area.



Name: Anne-Louise Olsen

Capstone: Arts & Entertainment Strategic Communication Plan for Artist Jrl Ballard Single Release

Biography: Major: Strategic Communication. **Minor:** Specialized Business. I am an International student from Norway, who always wanted to do something different than the majority of my friends. Since I was around 10 years old I knew I wanted to be a part of the Arts & Entertainment Industry. Either working behind the scene or be in the spotlight. When I finished High School in Norway I knew I wanted to work with Marketing and Communications and after coming to the United States, I found myself wanting to go for a Strategic Communication degree. I knew that I could connect it to the Arts & Entertainment industry and I have currently been working with a newly started Artist Management company called The Panache Collective for my Internship. Panache has been a strong learning experience where I got to learn a lot about the Arts & Entertainment Industry. And has also helped me figure out where I want to go with my bachelor's degree in Strategic Communications and minor in Specialized Business within the industry.

About My Capstone: I am creating a Strategic Social Media Plan for an upcoming Rap Artist. This is a social media plan for a single release, which will help boost the artist as a musician into its targeted audience. A strategic social media plan will help me put my research together and outline it into reality and strategically by organizing social media platforms, hashtags, photos, topic, single release party etc. The strategic social media plan will be used by me and the marketing team to help our client reach his goals as an Artist. The strategic plan will help organize decision making to utilize its full potential, because it is designed to provide creative and effective strategies to deliver, create, communicate and offer long lasting valuable relationships with society at large.

My goal for this project is to provide a platform of opportunity and creating the blueprints of progress for upcoming artists with time-tested industry standards to ensure growth, development and success of tomorrow's greatest entertainers.

Post-PLU Plans: After graduation, I will be starting to work for The Panache Collective fulltime as a Marketing and Communication Coordinator. Within the company I hope to work my way up to director of the Marketing and Communications department. The company's goal is to become a record label, which is the type of arts & entertainment I want to go into. Being able to be creative with the artist of the music industry.

Name: Lauren Ashely Pinch

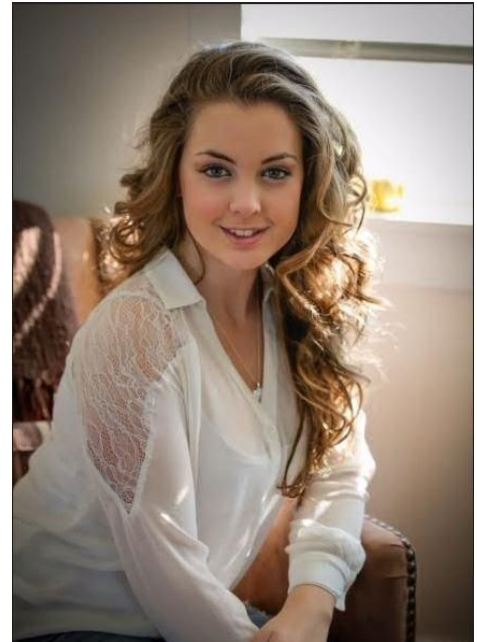
Major: Bachelor of Communication, Strategic Communications

Minor: Business Marketing

Capstone: Social Media Marketing in Today's Technological World

About My Capstone: I have compiled research on the strategies of social media marketing. Using this information I have created a strategic communication plan for an event at Pacific Lutheran University called The People's Gathering: A Revolution of Consciousness.

Biography: My journey at Pacific Lutheran University has been an adventure, opening my eyes to new opportunities and advancing my growth towards my future. My journey here is coming to a close as I end my final year at PLU graduating with my Bachelors in Strategic Communication with a minor in Business Marketing. This isn't the end of my story though, it's only the beginning. With the knowledge and experience I have gained from PLU, I will advance myself into my career field of communications and marketing. After graduation I plan to work for a company in the public sector, ultimately landing a job as a communications coordinator and working my way up the ladder to manager. Then one day I hope to have the opportunity to become a communications and marketing director for a major corporation. I am a go getter, always looking for my next challenge and never settling for good enough. When I started college I was given a quote; "She believed she could, so she did". This quote has been my foundation for everything I do academically, professionally and personally. It has shown me that if I put my mind to something and believe in it, then I can accomplish anything. Although my journey at PLU is coming to a close, my next chapter is just beginning and I have a feeling it is going to be a good story.



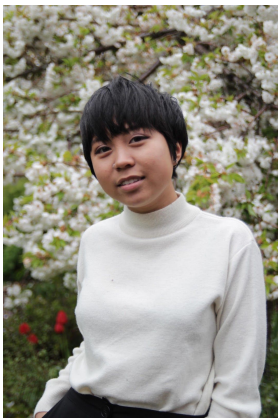


Presenter: Kailey Robinson

Title: “Communication in the 21st Century: How People Use Twitter as a Mass Communication Service”

Description: I will analyze Twitter using the Uses and Gratification Theory to understand how people use Twitter and how it’s used as a mass communication service.

Personal Bio: I am a Communications major with an emphasis in Strategic Communication and a minor in Specialized Business Marketing. After graduation, I would like to go into Public Relations or Advertising, ideally in the Seattle-Tacoma area.



Presenter: Rizelle Rosales

Capstone Title: Parasocial Activity: The Dark Side of South Korea’s KakaoFriends

Capstone Description: KakaoTalk is the leading messaging app in South Korea. This platform and its set of iconic characters, the KakaoFriends, has been integrated into the social and commercial fabric of Korean society, and has gained momentum worldwide. The lovable friends express a variety of emotions and relationships as emojis on the messaging app, and they have been printed on billboards, airplanes, hygiene products, stationery, cell phone cases, and more. KakaoFriends are an example of a kawaii campaign, similar to the

craze of Hello Kitty and the Sanrio characters. What makes these characters so lovable? Delving deeper into their cultural significance identifies a set of needs that stem from economic or political instability, and kawaii characters can provide a sense of emotional comfort to the consumer and simultaneously serve as a cultural export. Using self-determination theory and uses and gratifications theory, I plan to analyze the parasocial relationships between KakaoFriends and their publics by conducting a content analysis of the KakaoFriends strategic communication campaign.

Biography: Rizelle Rosales will be graduating May 2018 as a communication major and sociology minor. In her time at PLU, she has sung with University Chorale, Choir of the West, HERmonic, and the jazz combo program. She has been involved in the Tacoma arts community as well, completing internships at the Tacoma Art Museum and the Destiny City Film Festival. She studied away in Seoul, South Korea to develop her writing, design and intercultural communication skills. After graduation, Rizelle will pursue a career in journalism, editorial production and digital illustration, starting with a summer internship at Northwest Travel & Life Magazine in Tacoma. She will be applying for the communication studies graduate program at Montreal's Concordia University in 2019.



Presenter: Jack Rose

Capstone Title: “Money vs Messaging: School Funding Campaigns”

Description: Growing up, I noticed that some school districts around my community continually passed school funding measures through direct democracy while other districts continually failed at this. As I went through the public school system, I saw vast inequalities develop between different districts in both facilities and classroom supplies. These discrepancies guided my research to address why some communities are able to achieve school funding through direct democracy at a higher rate as opposed other districts and what role campaign messaging plays in success of these campaigns. I believe if examined, the school districts within areas of higher socioeconomic statuses are more likely to approve these measures. These districts have more resources to tailor their advertisements to different members of the community. For this research, I examined three different major school districts in the United States. These districts are of similar size in different

geographic locations with different socioeconomic standings. Through content analysis of experts on the subject, I learned that it is key for the campaign to have one dominate message and advertise the tax to restructure debt. It is also important for the campaign to campaign well the first attempt because the likelihood of passing a tax after it fails the first time decreases dramatically.



Presenter: Matthew Salzano

Capstone Title: “Vampire” Style: Blogs, bell hooks, and Beyoncé

Capstone Description: This paper analyzes online responses of black intellectuals to bell hooks’ critique of Beyoncé’s 2016 album, *Lemonade*, contributing to the ongoing conversation about rhetorical style and public intellectuals.

Biography: Matthew Salzano is graduating with a B.A.C. in Communication (Communication Studies concentration) and a B.A. in Women’s and Gender Studies. He loves talking, writing, and tweeting about higher education, social justice, queer sexuality, critical theory, and pragmatism; his work appears in *College Media Review* and PLU publications like *The Matrix*, *The Mast*, and *Resolute*. In Fall 2018, he will start the PhD program in Rhetoric and Political Culture at the University of Maryland.



Presenter: Erik Swartout

Capstone Title: The Influences of Narrative Paradigm in Social Media

Capstone Description: Social media consumes our lives and controls not only what should be important, but what we should believe. The aim of this paper was to look at how narrative paradigm is used throughout all forms of social media. Narrative paradigm states that humans are natural storytellers. We make countless decisions about information we receive everyday. The overwhelming majority of these decisions are based on “good reason” rather than actual proof. Social media outlets tap into our culture, history and character to gain an emotional response from consumers.

Biography: I am majoring in Communication with a concentration in Journalism. I have minors in Geoscience and Business Marketing. My time here at PLU has been unbelievably amazing, to say the least. I am in my sixth year at PLU because of injuries I sustained while competing in multiple sports for the Lutes. I am currently in my last year of eligibility in Track and Field. In August 2017, I was hired by my alma mater, Eatonville High School, to teach video production and graphic design. I plan to continue to do that for the time being. It gives me something to look forward to every day.



Presenter: Renee Tapia

Capstone Title: “Memes: Postmodern Masterpieces”

Capstone Description: My capstone explores how digital natives use Internet memes as more than just cultural capital or ways to initiate conversations with boys (shout out to Jake). Internet memes have become a reflection of the culture of their creators and consumers, and I argue that they are a pure form of postmodern artworks. Memes give users a comfortable platform to speak openly about mental illness, politics, pop-culture, and much more. I explore different meme formats and their significance, as well as the connections between Internet memes and postmodern cultural conditions.

Biography: I started at PLU as a Vocal Performance Major and after a year of that I started realizing that what I want isn't to perform, but to make sure people who want to perform

(or achieve any sort of vocation, really) have the ability to do that. This means having access to programming that is interesting and actually helpful. So I switched my major to communication, and created my own minor/emphasis in Education Outreach. I've been fortunate enough to work in the Education department at The 5th Avenue Theatre in Seattle - the place where my vocation was first born in my noggin - and I hope to go into a similar administrator position after I leave PLU. I want to thank Jake for being a great big tall person; my sister, Grace, for sending me memes to keep me young, and Dr. Wells for making senior year much less of a stress-ball.



Presenter: Brooke E. Thames

Capstone Title: The Curl Issue: Representations of Natural Hair Textures in Media

Capstone Description: This capstone paper appraises and analyzes the diversity of natural hair textures in a collection of hair care advertisements, both video and print. The Andre Walker hair typing system is used to identify the various types of curly, coily, and kinky hair portrayed in 10 television advertisements and 6 print ads published within the last five years by multi-hair care and natural hair care companies. Noting the representations of natural hair in this sampling, this paper seeks to assess the degree to which representation of natural-haired women in mainstream hair care ads reinforces an ideal natural-haired woman that is more closely associated with less texturized “whiter” hair/appearance, and more removed from highly texturized “afro” hair/appearance. This examination is placed within the frameworks of Cultural Studies and Cultivation Theory to analyze the ways in which meaning and messages about natural hair are cultivated through advertising. This analysis forms the basis for a online magazine product incorporating the voices of black women with diverse hair types discussing issues of texture representation/discrimination, “curl envy,” and colorism.

Biography: Brooke E. Thames is a native Californian who nurtures a strong passion for for the craft of storytelling. She began her college career at Pacific Lutheran University in 2014 with the intention of majoring in Communication. This spring, she will graduate with a major degree in Communication (Journalism emphasis) and minor degrees in English Literature and Printing & Publishing Arts.

Thames discovered her love of journalism early on in her college career when she began writing for the Arts & Culture section of PLU’s student newspaper, The Mast. Since

then, she has served a variety of leadership roles in the student newsroom, including Arts & Culture Editor, Mast Magazine Editor, and Editor-in-Chief of Mast Media. Thames has also explored her journalistic passions through her work as a hired writer for PLU's Division of Marketing & Communications, and has developed her professional skills as an intern reporter for the *Tacoma News Tribune*.

Thames strives to tell diverse stories that create space for meaningful conversations and amplify the voices of those who often go dismissed or unnoticed. She believes highlighting diverse voices, opinions, and narratives through journalism is essential in reflecting the truth of this world and adheres to journalists' ethical responsibility to seek truth and report it.

After graduating from PLU, Thames will begin pursuing a Master of Science degree in Journalism from University of Southern California's Annenberg School of Communication & Journalism. Thames earned a full tuition scholarship from USC to attend the program and is immensely excited and grateful for the opportunity to pursue graduate education!



Presenter: Shawn Torrey

Capstone Title: "Creating a fashion frenzy: Strategic Communication Plan for Be True To You"

Capstone Description: Creating and implementing a Strategic Communication Plan for the "Be True To You Fashion Show" using the theoretical framework of the Visual Pleasure Theory.

Biography: When I started at Pacific Lutheran University, I had no idea what I wanted to take or study. I decided on a whim to take Communication 101 spring semester of my first-year. This class was the deciding factor in my decision to major in Communication. Over the course of my studies, I became interested in working in the Public Relations/Strategic Communication field. Being in this concentration prepared me to work at Lute Air Student Radio, the student-run radio station on campus. Combining these experiences allowed me to take on the responsibility of a strategic communication plan

from the ground up. I am proud of all the work I have created throughout my time PLU and even more proud of the things I have learned throughout my time at PLU.



Presenter: Joshua Wiersma

Capstone Title: A World of Difference – Exploring the Value of Diversity in America

Capstone Description: A World of Difference explores American perceptions regarding diversity in the 21st Century, and address the question: How do we value difference?

Biography: Major: **B.A.C., Journalism**
Minor: **Computer Science**

Personal Bio: Joshua Wiersma, an award-winning videographer, is a Communication major with an emphasis in Journalism.

After transferring to PLU from Tacoma Community College, Joshua originally pursued a degree in Computer Science. However, after a frustrating year of trying to wrap his head around coding, Joshua switched majors to Communication after getting heavily involved in student media through Mast TV.

The field of Communication was a perfect fit, and Joshua declared his emphasis in Journalism a short time after migrating to SOAC. In addition to his tenure at Mast TV, Joshua served as Video Team Lead for Impact, as well as Lead Videographer for the award-winning student media organization MediaLab.

Through his work for MediaLab, Joshua further honed his video production skills by working with numerous clients in the professional world.

Additionally, Joshua helped to create two Emmy-nominated feature documentary projects for MediaLab: the film *Changing Currents: Protecting North America's Rivers*, as well as the mini-series *A World of Difference*.

These experiences afforded Joshua the opportunity to serve as a Production Intern with KBTC Public Television in Tacoma, Wash., and he was promoted to the position of Media Coordinator a short time after.

Post-graduation, Joshua plans to start his own video production company, Autochrome Media, which will specialize in Commercial and Documentary storytelling for clients in the Pacific Northwest, and beyond. Through this work, Joshua hopes to utilize

existing and emerging visual technologies to capture, and ultimately share, human stories to broad audiences.

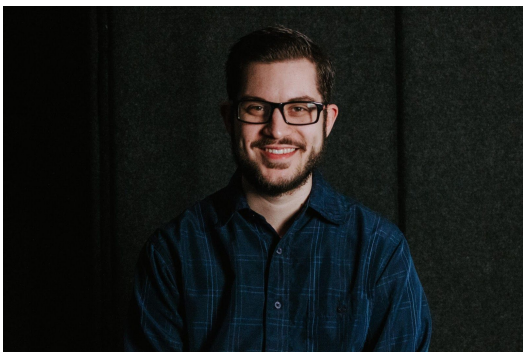


Presenter: DJ Winter

Capstone Title: The Big Time: The Westering Era at PLU

Capstone Description: A mini-documentary highlighting one of the most dominant runs in college football, but in a way unlike anything ever seen before.

Biography: I am going graduatw with a Bachelor's degree from PLU's School of Arts and Communication with a concentration in Journalism and a minor in Kinesiology. I played football here at PLU for four years and was a Northwest Conference First-Team offensive selection my senior year, along with Co-Offensive MVP for the team. After graduation, I plan to pursue a career in firefighting.



Presenter: Eric Zayas

Capstone Title: How Promotional Videos Communicate Information to a Mass Audience Using Narratology

Capstone Description: This research paper investigates how promotional videos communicate complicated information to mass audiences using narratology, with a promotional video deliverable element.

Biography: Eric Zayas is a Communication major with an emphasis in journalism and a minor in Writing. Eric, who has an interest in film and television, plans to work in video production after graduation.

COMMUNICATION CAPSTONE
COMA 499, Spring 2018
(Presentation Schedule)
Monday, May 21, 2018
Regency Room – AUC
Pacific Lutheran University

PRESENTER	TOPIC	PRESENTATION TIME
Fleeman, Kayleigh	“Sequential Stories Throughout the Ages: A History of the Comic Book in Times of Political and Social Change and the Heroes We Need Right Now”	9:15 a.m.
Bilyeu, Jake	“Spirals Out of Control: Silence and Empowerment in Reddit Political Discussions”	9:30 a.m.
Berenson, Julia	“Dangers/Negative Effects of Social Media”	9:45 a.m.
Dalbalcon, Nick	“How Digital Marketers Could Apply Aristotle’s Rhetoric to Increase Conversion Rates”	10 a.m.
Foreman, Dylan	“The Causality of Gender Communication on Female Participation in Collegiate Athletics”	10:15 a.m.
Zayas, Eric	“How Promotional Videos Communicate Information to a Mass Audience Using Narratology”	10:30 a.m.
Kintigh, Mackenzie	“‘Be True to You’ Fashion Show: Analyzing Social Comparison Theory in regards to Body Image & Fashion”	10:45 a.m.
Torrey, Shawn	“Creating a Fashion Frenzy: Strategic Communication Plan for ‘Be True To You’”	11 a.m.
Littleton, Kelsey	“Spina Bifida Walk-N-Roll: Using the Theory of Reasoned Action, the Principle of Social Proof, and Packard’s Eight Hidden Needs for Philanthropic Purposes”	11:15 a.m.
Dwight, Zanthia	“Logical Fallacies Of Right-Wing Propaganda On Gun Law”	11:30 a.m.
Bond, Christian	“How Medium Theory, Agenda Setting Theory & Framing Theory Are Used to Create the Most Effective Sports Talk Radio”	11:45 a.m.
Gray, Colten	“Another Trinity: The Religious, Historical, and Societal Elements of the ELCA’s Biblical Case for LGBTQ Acceptance”	12:15 p.m.
Tapia, Renee	“Memes: Postmodern Masterpieces”	12:30 p.m.
Kennedy, Courtney	“Media: The Influence on Sporting Good Consumers”	12:45 p.m.
Brown, Elissa	“What Feelings Sound Like”	1 p.m.
Winter, DJ	“The Big Time, The Westering Era at PLU”	1:15 p.m.

Lovrovich, Rachel	"A World of Difference"	Presentation Completed 02/17/18 and 04/05/18
Olsen, Anne-Louise	"Strategic Communication Plan for Artist JRL BALLARD"	1:30 p.m.
Robinson, Kailey	Communication in the 21st Century: How People Use Twitter as a Mass Communication Service	1:45 p.m.
Mair, David	"Dawning the Cape: Analysis of Scott McCloud's <i>Zot</i> in a Time of Youth Activism"	2 p.m.
Rose, John C.	"Money vs Messaging: School Funding Campaigns"	2:15 p.m.
Miller, Austin	"Bremerton Parks & Recreation Social Media Strategy Plan"	2:30 p.m.
Rosales, Rizelle	"Parasocial Activity: The Dark Side of South Korea's KakaoFriends"	2:45 p.m.
Boots, Genny	"Journalists' use of agenda-setting to keep media literacy skills on the agenda"	3:15 p.m.
Berg, Rhiannon	"Written Out of History: A Narrative Analysis of the Documentary Film <i>Dolores</i> "	3:30 p.m.
Johnson, Elexia	"Live, Grow, Thrive, Lakewood: A City Rebrand"	3:45 p.m.
Pinch, Lauren	"Racial Dialogues through Time and Technology: A Strategic Plan for the People's Gathering"	4 p.m.
Bryk, Turner	"Crafting Reality Through Simulated Reality"	4:15 p.m.
Thames, Brooke	"The Curl Issue: Representations of Natural Hair Textures in Media"	4:30 p.m.
Ellmer, Deanna	"Fit Within a Thin Ideal: Advertising in Women's Health and Fitness Magazines"	4:45 p.m.
Berg, Ron	"What are Men Supposed to Look Like?"	5 p.m.
Salzano, Matthew	"Vampire" Style: Blogs, bell hooks, and Beyoncé"	5:15 p.m.
Swartout, Erik	"The Influences of Narrative Paradigm"	5:30 p.m.
Wiersma, Joshua	"A World of Difference: Exploring the Value of Diversity in North America"	Presentation Completed 02/17/18 and 04/05/18
Lemke, Camille	"How Environmental Issues are Portrayed in Mainstream Television News Media"	5:45 p.m.
Cooper, Mackenzie	"The Paradox of <i>The Promise</i> : Bearing Witness to Genocide While Erasing Cultural Identity"	Presentation Completed 02/17/18 and 04/05/18