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MISSION STATEMENT

The Pepperdine Journal of Communication Research seeks to pursue truth and academic excellence in the field of communication by recognizing outstanding student scholarship that explores interpersonal, intercultural, organizational, rhetorical, and media communication. Through rigorous peer-review, the Journal strives to contribute to ongoing discussions in communication studies by publishing student papers that investigate a variety of contemporary topics and issues.
INTRODUCTION

The Pepperdine University Communication Division is pleased to present its inaugural issue of the student-led, peer-reviewed Pepperdine Journal of Communication Research. With the support of faculty members and university administration, this academic journal showcases the finest writings of undergraduate work exploring current discussions in communication research and inquiry. By featuring both research studies and rhetorical analyses in this edition, the journal features the breadth of communication as a field of study, observation, and analysis.

This issue could not have been successfully edited and compiled without the support of our hardworking student editors and their time and dedication. We would also like to acknowledge all students who submitted their works for consideration and continue to contribute to communication studies.

SPECIAL THANKS TO

KEN WATERS, Ph.D.
CHAIR, COMMUNICATION DIVISION

JOHN JONES, Ph.D.
PROFESSOR OF COMMUNICATION

GARY SELBY, Ph.D.
PROFESSOR OF COMMUNICATION
DIRECTOR, CENTER FOR FAITH AND LEARNING
ABSTRACTS

The Effect of Newer Communication Technologies on Relationship Maintenance and Satisfaction in Long-Distance Dating Relationships ............. pp. 3 – 7
Allie Kirk

This paper explores the influence of computer-mediated communication (CMC) on long-distance dating relationships (LDDRs), and how new technologies such as Skype and Facebook have evolved as important platforms in relationship maintenance and relational satisfaction. Twenty participants participated in a closed-ended questionnaire that included a scale to measure relational satisfaction as developed by Hendrick (1988), as well as Stafford and Canary’s (1992) revised relational maintenance scale. Results of the study showed that Skype has become the preferred medium for communication in LDDRs over email, where previous research claimed email as a dominant platform of CMC.

Persuasive Strategies and Hats Off for Cancer Donations................................. pp. 7 – 16
Janae Masnovi

This quantitative research project set out to answer the question, “What type of advertising strategy, logos, ethos, or pathos, will be most effective in increasing donations to Hats Off for Cancer, a nonprofit organization?” By administering a survey including manufactured advertisements to potential donors through the Hats Off for Cancer e-newsletter, the Hats Off for Cancer Facebook page, and my own Facebook network, I received 44 responses. These responses indicated the participants’ involvement with the organization as well as their preferred advertising strategies and their reasoning for this. 79 percent of respondents felt that the advertisement using pathos was most effective while 19 percent said logos and 2 percent said ethos. These responses were valuable, and based on the respondents’ reasoning behind their
preferences, I constructed three implications for Hats Off for Cancer’s future advertising endeavors.

Hashtag Politics: The Polyphonic Revolution of #Twitter ........................................pp. 16 – 22
Bud Davis

Social media has revolutionized how citizens communicate and interact with each other. President Barack Obama’s 2008 presidential campaign notably demonstrated just how impactful online interconnectivity could be in reaching out to key demographics. More specifically, Twitter has become increasingly popular in achieving communication with constituents while enabling voters to become citizen journalists and active participants in the political process. This paper seeks to trace the evolution of Twitter as a political resource and determine what influence it has in enhancing and inhibiting political communication. By drawing on Kristeva’s concept of intertextuality, I argue that Twitter’s unique functionality contains the potential for spurring widespread political activism by encouraging voices from all echelons of society to be heard and how formats such as Obama’s “Twitter Town Hall” can be adapted to engage the citizenry.