

2016

Table of Contents and Editor's Notes

Catherine Dapello
cidapell@pepperdine.edu

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Pepperdine Journal of Communication

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Mission Statement of the *Pepperdine Journal of Communication*

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, and rhetorical communication. Through rigorous peer-review, the annual Journal strives to contribute to ongoing discussion in communication studies by publishing student papers that investigate a variety of contemporary topics and issues.

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Introduction

The Pepperdine University Communication Division is pleased to present volume 4 of its annual student-led, peer-reviewed *Pepperdine Journal of Communication*. With the support of faculty members and the university administration, this academic journal showcases the finest writings, reflections, media campaigns, and analysis of both graduate and undergraduate students. While this year's journal retains its focus on student research, this year's theme of "Creating Communications through Communication" allowed us to expand what was featured this year to include reflection journals and media campaigns. This expansion continues to showcase the breath and depth of communication as a field of study. With a record number of submissions this year (over 20), there were many great submissions to review. The issue could not have been successfully edited without the hard work of the associate editors who ranged from sophomores to graduate students. We would also like to acknowledge all of the students who submitted their work for consideration. Their work demonstrated the quality of research, thinking, and creativity in the Pepperdine University Communication Division. The journal is hosted online and in color through open access digital commons at <http://digitalcommons.pepperdine.edu/pjcr/>

From the Editor in Chief

I am so honored to have had the opportunity to be the Editor in Chief of the *Journal* this year, my senior year at Pepperdine in interpersonal communication. It has been an experience I will never forget, and I hope that the selected submissions impact you the way they have impacted me. This year I approached the *Journal* a little differently than my predecessors and expanded the call for submissions to anything a student felt would fit with the theme. I chose the theme of "Creating Connections through Communication" because I feel as though our division does so much more than research. Indeed, even as students we touch the lives of so many in many ways. Pepperdine's mission to strengthen lives for "Purpose, Service and Leadership" played a major part in creating this theme as well. Due to the expanded call the layout of the *Journal* is different as well. I have divided it into three sections based on the type of submission. The sections are: Reflections, which look back on important interpersonal interactions; Research, which aim to impact cultural connections through systematic study; and Media Campaigns, which aim to make changes through communication and media.

My gratitude and admiration go out to the authors who submitted their work to the journal this year. They all worked extremely hard and crafted submissions that blew me away. I am not only impressed with the quality of work my fellow students produce in their classes, but I also value my degree more knowing how high quality the students are. It was a huge challenge to select the submissions this year! I do have one brag: for the first time in many years, we got this completed by graduation!

To all the readers, I hope you enjoy this fourth volume of the *Pepperdine Journal of Communication* as much as I enjoyed putting together! Enjoy!

Special Thanks To

Ken Waters, Ph.D.
Divisional Dean – Communication Division

Bert Ballard, Ph.D.
Associate Professor of Communication

Vincent Le
Interpersonal Communication Senior and Photographer
Cover and Dividers