



November

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- Visiting Professors Cindy and Dickie Selfe talk about Clemson
- MAPC Students reflect on their summer internship experiences

NEWSLETTER OF THE MASTER'S OF PROFESSIONAL COMMUNICATION PROGRAM

Revised Orals List

The reading list for the MAPC oral examination has been updated! Students who entered in the '99'-'00' academic year have a choice between using the old list or the new list for their exams. Students entering this year will be tested on the new list.

This list was created through the collaborative efforts of MAPC faculty over the course of last year. There are some different authors and works on this list, but the amount of material covered is approximately the same as before. To see an updated list, point your web browsers to:

<http://hubcap.clemson.edu/aah/engl/mapc/list.htm>

Important Dates

Below are some important dates for MAPC students to remember:

November 8

Registration for spring, Maymester, and summer terms begins

November 22-24

Thanksgiving Holidays

December 11-16

Exams

December 21

Graduation

Visiting Professors Bring Expertise to MAPC

By Brad Bonham

This year, the MAPC welcomes two visiting professors into the program. Dr. Dickie Selfe and Dr. Cindy Selfe, both faculty members at Michigan Tech, bring their expertise to Clemson University for the Fall and Spring Semesters of this academic year.

Both professors are acquainted with teaching in a wide variety of academic environments. Before pursuing their doctorate degrees, both gained experience teaching in elementary, middle, and high school programs. They decided to pursue their academic careers further by completing doctorate degrees at Michigan Tech, where they helped build several programs of study, including an undergraduate program in technical communication as well as M.A. and Ph.D. programs in rhetoric and professional communication. Their diverse academic backgrounds help them to communicate to a wide spectrum of audiences.

Both professors bear the unique distinction of working in the same academic department and centering on the same areas of study. They are currently studying technological literacy and how the social, pedagogical, and literacy components of education are being influenced by technology. On a broader scale, they are interested in how technology has subtly and steadily changed society—a trend started with the inception of the first printing presses. They have also written many pieces on literacy and technology, including "The Politics of the Interface: Power and Its Exercise in Electronic Contact Zones," a work MAPC students will find on the reading list.

While working at Clemson, they are teaching classes and conducting a wide variety of workshops for students and faculty. Dickie is currently teaching Publications Management in the MAPC program, and in the spring, Cindy will be teaching Computers and the Humanities. Both professors are involved with the Pearce Center for Professional Communication, where they are collaborating with other faculty members in research and workshops that will benefit the MAPC program and the rest of the University.

Both professors have enjoyed working at Clemson and in the MAPC program. They also enjoy the overall climate of the south: "We're going to enjoy a year without shoveling snow. It's early November, and I can still ride my bike to school in my shorts!" jokes Dickie. Cindy adds, "Michigan Tech and Clemson are very similar, other than the fact that you have a great football team and we don't even have one."



MAPC Students Discuss Internships

What can an internship do for you? It can give you hands-on work experience that melds theory and practice. In the classroom, students are challenged to interact in a variety of ways to achieve quality results with papers and projects. However, the true benefit of classroom preparation emerges when students venture into the workplace. Below, three MAPC students reflect on the summer internships they completed last summer and the value of their experiences.

Stephanie Rice

This summer, Stephanie had an internship in the Public Relations department of Spoleto Festival USA, an international arts festival hosted annually in Charleston. As a public relations (PR) intern, Stephanie worked with the PR Director, Marketing Manager, and four other interns to promote the festival by preparing media kits and press releases, as well as working with local and national media to provide information about the festival. Stephanie praises the MAPC program for preparing her for the internship: “The MAPC program helped quite a bit, because it provided me with hands-on experience in working in groups, as well as working with companies outside the program. In addition, since I started in the program, I have strengthened my oral and written communication skills and gained a better understanding of audience analysis.” Stephanie encourages other MAPC students to pursue internships: “I’d definitely encourage those who are interested in obtaining an internship to do so. It’s a great experience, helps build your resume, and helps you decide if it is a career you might be interested in pursuing.”

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Bill Wentworth

The MAPC program helped Bill to have a successful internship experience with IBM this summer. As an IBM employee in Austin, Texas, Bill learned how to use the skills he gained in the MAPC program to become an effective writer in a collaborative environment. Bill worked closely with programming teams and other interns to create product comparisons, technical user guides, and other documentation for IBM. He also learned the importance of audience analysis, a skill honed by his MAPC course work. Bill is enthusiastic about encouraging other students to pursue internships: “Students get the experience of applying their knowledge in a real world setting while interacting with individuals with similar interests. Also, they may find that the experience leads them to a career opportunity once their classes are finished.” It did, in fact, for Bill: he accepted a full time job with IBM starting next Spring.

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Amy Merrill

Amy worked for Bank of America as a project analyst in the product communications and training group. Her responsibilities included contributing to the discovery and recommendation phases of projects through research, compilation, and analysis of relevant information. She also assisted her managers in the creation of several documents, including a business plan, presentations, spreadsheets, and schedules. Amy sees a strong correlation between her success as an intern and her involvement in MAPC: “The skills I learned in technical and business writing classes had multiple uses in the creation of the many project-related documents. The effective design principles covered in visual communication studies also provided resources for publications design on the job.” Amy sees the MAPC program’s emphasis on effective communication as a vital tool for helping students construct successful careers.

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There are several ways for students to pursue internships. Every semester, the Pearce Advisory Board conducts a meeting students can attend to learn more about work opportunities and making important corporate contacts. Interested students should also talk to faculty members or the MAPC director, Dr. Mark Charney (and soon to be Dr. Tharon Howard), about the opportunities that exist. *-Brad Bonham*
