

The book cover features a photograph of a classical marble bust of a woman's head and shoulders, resting on a stone pedestal. The bust is in sharp focus, while the background is a blurred outdoor setting with trees and foliage. On the left side of the cover, there is a vertical strip showing a close-up of a tree trunk heavily covered in vibrant green moss. The text is overlaid on the right side of the image.

# Comm-Entary

Media Rhetoric Interpersonal

40th edition 2019-2020

## Cover Art

Photograph by David Hadley; Socially distanced statues concept by Kyra Nelson

To read the 40<sup>th</sup> edition of Comm-Entary:

Simply search for “commentary UNH” in your browser

Or: <https://cola.unh.edu/communication/opportunities/comm-entary>

Or scan the QR Code below with your phone



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Dear Reader,

Welcome to the 40<sup>th</sup> edition of *Comm-Entary*, the undergraduate Communication research journal at the University of New Hampshire. Published annually by a team of student editors, this journal displays the best work from the university's communication students across the disciplines of media studies, rhetoric, and language and social interaction.

Not only does our journal serve as a platform to showcase students' academic excellence and creativity, but it also brings their ideas to a global stage. Over the past several years, *Comm-Entary* has grown to reach readers on six continents and in dozens of countries worldwide, providing UNH Communication students the unique opportunity to share their work with scholars from around the world.

This year, the outbreak of COVID-19 caused some unforeseen challenges, as the university switched to remote classes for the second half of spring semester. Our hardworking team of student editors adapted to the new circumstances with the help of our dedicated faculty advisor, and through video conferencing and countless emails we were able to continue our work. Despite the pandemic, our team successfully published this year's edition of *Comm-Entary*, continuing a 40-year-long tradition.

None of this would have been possible without the perseverance of our Editorial Board and our incredibly supportive faculty advisor, Professor Michael Jackson. I would like to thank everyone involved for their continued hard work and dedication to the journal, which made this publication so successful. I am immensely proud of everyone's work and am honored to be a part of such an incredible team.

I speak for everyone when I say we are proud to present you with the 40<sup>th</sup> edition of *Comm-Entary* amidst this historic time. From our family to yours, we hope you enjoy!

Sincerely,

Ellie Humphries  
Editor-in-Chief

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## Emma Barresi

Emma Barresi is a senior Communication major at the University of New Hampshire with a minor in Linguistics. After graduation in May, Emma will be pursuing an M.Ed. in Higher Education through the Fellowship program at Merrimack College in North Andover, MA. While completing her master's program, Emma will be working as a Graduate Fellow in the O'Brien Career Center at Merrimack College and supervising undergraduate interns working on their Get Hired Up social media campaign. Her experiences at UNH greatly influenced both her career path and her ability to secure a position in Merrimack's Fellowship program. Throughout her time at UNH, Emma worked for COLA Career and Professional Success in multiple capacities – as a Career Ambassador, Administrative Coordinator, and Teaching Assistant for COLA career courses. Additionally, she held many leadership positions within the Campus Activities Board including Director and Business Manager in her junior and senior years, respectively. Emma hopes to use the skills she has learned in these positions and through her coursework in the Communication Department to be a successful practitioner in higher education and student affairs, as well as serving as a mentor for future generations of college students.

### *Instagram On Paper: Journaling, Photography and Mindfulness*

This paper examines a majorly unresearched phenomena in the area of contemplative studies and media studies. Based on the results of a personal reflective study, the author will compare the contemplative benefits of two ways of documenting memories through photos – on social media platforms such as Instagram and through traditional journaling and scrapbooking methods. Much research has been done to better understand the impact that 'likes' on social media platforms, specifically Instagram, can have on the human psyche. For many individuals, Instagram is a way to document their lives and memories in photographs, but the addition of 'likes' has commodified those memories and made individuals more susceptible to mental health issues caused by comparing their success to the success of their peers. They seek validation in the form of 'likes' and allow that number to dictate their self-worth, which can be detrimental to mental health. Despite the vast research in this area, not much research has been done to examine alternative ways of documenting our memories, which is where this personal reflective study comes into play. Throughout the process, I collected photographs from memorable moments, and both posted them on Instagram and collected them in a journal. From that point, I was then able to compare my emotional and mental reaction to the same photographs in different settings and ask myself which platform evoked a stronger positive or negative response to the same image.

## Hannah Baum



Hannah Baum is a junior at the University of New Hampshire, where she is pursuing a degree in Communication and a minor in Writing. Her academic area of interest is in the observation of argumentative, rhetorical mechanics within media artifacts. She is currently a member of Comm-entary and the honors society Lambda Pi Eta. After graduation, Hannah hopes to obtain a career within the advertising or publishing industries. In her spare time, Hannah enjoys thrifting, collecting adorable succulents, and researching the medicinal properties of herbal teas.

### *A Royal Pain: Tensions of Womanhood in Padmaavat*

Sanjay Leela Bhansali's period drama *Padmaavat* (2018) depicts the story of a beloved, stunningly beautiful Hindu queen who was featured in a 16th-century epic poem by the same name, which was written by Malik Muhammad Jayasi. This rhetorical analysis examines six recurring themes within *Padmaavat* in regards to struggles towards gender equality. This analysis will use the methodologies of Narrative Analysis and Materialist Feminist Rhetorical Criticism.

### *A Rhetorical Analysis of Twitter: ISTE Educational Technology Conference Exhibitors*

I was physically present at ISTE 2019 as an intern for a small software company that requested my assistance during the conference. The exhibit hall housed approximately three thousand booths, with company signs, seating areas, display tables, video monitors, and interactive touchscreens. A handful of giants in the EdTech industry were present and included Gale, Canvas, Scholastic, Microsoft, Google, and even N.A.S.A. However, most of the exhibitors were startup companies that used ISTE as a physical space to amass potential clients. In this paper, I have noted how four startups used Twitter to amplify their presence and construct their *ethos* at the conference.

## Emily Bourne



Emily Bourne (Class of '20) is from Cornish, New Hampshire. Emily is a communication major who is focusing her studies in business. She is an active member of the Lambda Pi Eta Communication Studies Honor Society as well as a practicing facilitator within the UNH Civil Discourse Lab. Emily has also enjoyed volunteering as a student DJ at the radio station on campus. Upon graduating, Emily hopes to work in booking, event planning, and marketing for music, media, and arts. In her free time, Emily likes to travel and go to concerts.

### *Representations of Women: A Media Intentions and Effects Analysis of the Popular Music Industry*

This thesis features a critical media effects analysis of the present United States music industry. Popular music and its associated production and promotion industry is overwhelmingly dominated by men and is correspondingly subject to the influence of dominant cultural ideologies. These ideologies include the oppression and marginalization of women and the furthering of their subordinate status within American culture. The projection of these inherently unjust principles not only reinscribes pre-established societal status quos, but also influences the general public to further internalize, develop, and reproduce them. These prompted understandings contribute to the lacking power and equality of women in society and actively hinder their advancement in the music industry as well as throughout the greater socio-cultural sphere. I conducted my research through the study of academic scholarship, reports, and articles associated with concepts of popular music and feminism, and further combined thematic conceptualizations of both to develop an analysis of the music industry and its associated intentions as a mass medium. In alignment with my research are the arguments and assertions that I will communicate through this report, and I will conclude with an analysis of the many progressive endeavors that have been chartered to mitigate the impacts of these realities.

## **Estefania De La Torre**

Estefania was born and raised in San Ysidro, California. As a student at UNH, she majored in Communication with an application in Business Administration. Upon graduating last fall, Estefania has been working full time as a business administrator in the food industry. Her passions outside of communication studies include writing, cooking, and traveling. She aims to encourage others within her community to actively challenge the status quo and pursue their dreams.

### *Changing Dynamics in Digital Culture & Society: The Phenomenon of “Blackfishing”*

Instagram is one of the most prominent and influential platforms within our digital society. This analysis aims to deconstruct the cultural and historical impacts of increasing racial ambiguity online, specifically, in the context of a rising social media phenomenon known as blackfishing. Blackfishing is a completely new concept that has stemmed from our online Instagram identities and our ability to manipulate them. It disputes the way we think about ourselves and those around us, creating new ethical questions and challenges to our present societal ideologies. The report is framed to raise questions about the effects of blackfishing while encompassing the ideologies of Marshall McLuhan and Vincent Miller on digital culture in society.

## **Cindi Jo Edwards**

Cindi Jo Edwards graduated from the University of New Hampshire in 2019, where she received a Bachelor's Degree in Communication. Since completing her undergraduate, she now attends the S.I. Newhouse School of Public Communications at Syracuse University, where she is working towards completing her Master's degree in Public Relations.

### *The Power of Context in a Court of Law*

The perception of the American courtroom is one often conflated with the idea of routine order and fixed interpretation. Judges and courtroom actors follow precise instructions created centuries ago which have been reenacted consistently ever since. Nevertheless, it is when you study these actors and their communicative practices that you become aware of the influence outside circumstances have in American litigation. Moreover, my research focuses primarily on the trial of Bernhard Goetz as a way to analyze the power context plays in a court of law.

## Matt Gilligan



Matt Gilligan is a senior at the University of New Hampshire, where he is pursuing a degree in communication and a minor in Sustainable Agriculture and Food Systems. Matt has enjoyed studying news media, social media, and interpersonal communication through his time at UNH. He has enjoyed his time on campus playing intermural sports, hanging out with friends, and maintaining an active lifestyle. Upon graduating in May, Matt plans to work in public relations, marketing, or corporate social responsibility.

### *Social Media and the Narcissistic User*

Social media networks are evolving spaces where identity is managed in new ways. Surmountable research points to the fact that social media may cause people to develop and display signs of narcissistic personality traits. However, when we consider the wide array of people on social media using these apps in drastically different ways, it becomes hard to distinguish what narcissism might look like online. This paper uses identity research to argue that narcissism is more visible online by identifying how far one is willing to stray from their true realities when using social media. Narcissism can be more easily evaluated online by conceptualizing a spectrum between one's actual reality and their online presence. However, narcissism remains hard to study through social media effects research.

## David Hadley

David Hadley, a New Hampshire native and avid self-taught pianist, is currently a Junior at the University New of Hampshire and is pursuing a Bachelor's Degree in Communication with a Business Application. Earning an Associate's Degree in Liberal Arts at Great Bay Community College, David became a certified tutor and also earned an outstanding achievement award for his high academic success. Currently on the University of New Hampshire's Dean's List, David hopes to utilize the skills and knowledge that he is accruing as a means to obtain a fulfilling career. With a constant drive to learn, when he is not playing the piano, David can be found spending time refining the skills that most interest him. Most notably: baking, guitar, photography, and creating and editing videos.

### *The Conflict over Cliché*

Throughout the long history of music, no debate has radically changed musical composition more than the shift from ambiguity to described meaning. This paper discusses the debate over the two most influential musical forms: Absolute and Program musical compositions. Drawing from historical as well as modern research on the topic, the author sketches an objective view of both sides of the argument and focuses considerable attention on film scores. In evaluating the differences between the two forms, the true nature of both modes of thought is revealed. For those who believe in music's purest form, film scores diminish its innate ambiguity and are, therefore, harmful to musical expression. On the other hand, advocates of Program music push for more understanding and view film scores as the cornerstone of musical development that has inherent purpose.

## **Brier Haigh**

Brier Haigh is a twenty something year old who very recently graduated from the University of New Hampshire with a degree in Communication Media and a minor in Arts. She was raised in New Ipswich, a small southern New Hampshire town somewhere between Keene and Nashua. Her home has always been New Hampshire, and that's unproblematic for her as she loves to be outdoors, whether that's an active hike or a relaxing lunch out by the water. She loves the range in seasons as she snowboards in the winter, and is always next to a pool in the hot heat of July. For her four years at UNH she spent her time performing improv and stand up comedy weekly for her peers. She loves the freedom that comedy holds and enjoys to project her wit to others. Her passions have always been pioneered through creative outlets like videography, photography and art. She strives to live an artistic lifestyle full of innovative and unique ideas.

### *A Reading of Seamus Heaney's "Blackberry Picking"*

In this presentation, Haigh has selected Heaney's beautiful poem ... to read, visualize, and apply to her viewers' and listeners' lives.

## **Caila Kilson-Kuchtic**

Caila Kilson-Kuchtic is a junior at the University of New Hampshire, majoring in Communication with a minor in Public Health. Aside from her academic studies, Caila is a member of the Alpha Xi Delta sorority at the University as well as a UNH Admissions Tour Guide and a member of the UNH Her Campus chapter. In the summer of 2019, she was an intern in John Snow Inc's International Division, an international public health consulting firm. She spent the spring semester of 2020 in Barcelona, Spain at the Universitat Autònoma de Barcelona. Caila is from Boston, Massachusetts and a graduate of Fontbonne Academy in Milton, Massachusetts.

### *Nano-Influencers as a Commodity*

This paper analyzes how in the new digital age of consumer markets, companies are turning to nano-influencers on various platforms to promote their products and everyday people are turning to nano-influencers to influence their decisions on buying different products. This analysis will examine how the rise of technology has contributed to nano-influencers becoming an efficient and easy commodity for companies. Using interviews with both nano-influencers and followers of nano-influencers, this analysis will discuss what draws nano-influencers to companies and what makes their followers want to buy the products they promote.

## **Rebecca Link**

I am Becca Link, a Senior Communications major from Readfield, Maine. After an internship with a wedding planner last summer I would like to pursue a career in the events industry.

### *Revlon vs. Beauty and Freedom*

This piece analyzes a Revlon ad from the 1960s, by commenting on its sexist undertones and the power of the beauty industry. Additionally, the historical period and the advancement of women will also be considered.

## Kyra Nelson

Kyra Nelson is a senior at the University of New Hampshire, with a double major in Communication: Business Applications and Italian Studies, and a minor in International Affairs. She is currently an active member of the Lambda Pi Eta Communication Honors Society, and a member of the Student Editorial Board for Comm-Entary. She studied abroad in Rome to pursue an interest in classical rhetoric and Renaissance Italy, and plans to return for a masters degree after graduation.

### *A Narrative of Antiquity: An Analysis of the Shift in Ecclesiastical-Secular Power in Late Medieval and Early Renaissance Italy*

This paper examines the shift from a unified religious and secular power structure to a spiritual embrace with respect for the individual thought that is expressed greatly through humanism and personal virtue. The Church was a pillar of the middle ages, answering to many with education and guidance for sacrament and salvation, establishing traditions and practices that contributed to a rich culture. The Pope held both ecclesiastical and secular power that proved a dominant political theory omniscient throughout the political and artistic endeavors of the age. A new precedent was set for crusades in regard to dismantling religious heresy, and politics were thus determined by these spiritual ideations, igniting a reformation that would solidify Christianity as the only acceptable religion. Spirituality was greatly reflected through literature and the arts, further depicting religious themes maintained by the Church, but often because the common folk were illiterate, the art and architecture of the middle ages was used to illustrate these stories of religious origin through visual and linguistic characteristics. The rise of Humanism shifted the current political hierarchy, removing power from the Church to the elite, inspiring a new level of political sophistication that patronized the fine arts. Heresy remains a strong force, but the increasing temporal power has a paradoxically conjoined respect for the Church with individual value through art forms. Education and literacy are now paramount to society, coinciding with new ideology and thought towards art and architecture. New artistic principles of the human body and linear perspectives take precedence among many while Catholic tradition in their imagery. The Early Renaissance sparked a revival in antiquity that was rooted in Christian spirit, but maintained value in realism and the values of humanist thought.

## **Monique Ricard**

Monique Ricard is a Senior at the University of New Hampshire, where she is pursuing a degree in Communication with Business Applications and a minor in Sociology. She is currently a member of Socratic Society, the Civil Discourse Lab, and President of Lambda Pi Eta, the National Communication Honors Society. Following graduation, Monique hopes to acquire a career within the digital marketing industry. In her spare time, Monique enjoys reading, expanding her tea collection, and playing strategic board games with her friends.

### *DNA Databases: Problematic on Grounds of Constitutionality, Fallibility, and Discriminatory Practice*

During criminal investigations, a positive DNA match can be seen as good as a guilty verdict. DNA forensic has been used widely since the establishment of the FBI's national database, CODIS, in 1995. The use of DNA as forensic evidence is not in itself problematic, but practices of gathering DNA evidence, the common discourses surrounding DNA, and the practice of kinship matching are. This research article explores the topics of constitutionality, race based discrimination, and discourses of capability and their relationship to forensic DNA.

## **Mila Snow**

Mila Snow is a graduating senior from UNH with a major in Communications. I am originally from Durango, Colorado but I currently live in Newmarket with my two-year-old Bengal, Phil. After graduating, I am planning on staying out here and starting my own marketing company with a focus on helping small craft breweries.

### *Celebration of Durango, CO*

For one of the speeches that we were assigned in Professor Jackson's class, we had to find something that we wanted to celebrate. My first thought was to celebrate my family but that seemed too cheesy. So I went one step back and focused on my hometown of Durango, Colorado. Durango is so full of characters and events that I had a hard time deciding what I wanted to “celebrate.” I called upon my family to tell me their favorite parts of Durango and each of them said very similar things; they love Durango because of the sense of community you feel and the support that is always given. In this speech, I wanted the support to come through and to also brag about how cool my hometown is!

## **Payton Taylor**

Payton Taylor is a double major in Marketing and Communication graduating from the University of New Hampshire in the Spring of 2020. With high pressure experience in marketing, finance, programming and service to others, I have through my experience seen almost all sides of how to effectively run a business. In my future, I hope to find a career that allows me to exercise my ability to use all of these skills and grow as a professional and individual through consistently learning and changing environments.

### *Mindfulness as a Media: Concrete or Commercial?*

The purpose of this paper is to discover what patterns can be found specifically throughout YouTube created mindfulness content. I focused my project on top creators, what they are teaching, instruction strategies, channel statistics, and instructor demographics, one being on the top 100 viewed mindfulness videos on YouTube and one study seeing if six months of YouTube based mindfulness will have a positive change in users. With this information, I am hoping to learn about whether mindfulness is still rooted in its traditional values and important spiritual elements, or if the entire platform has created a capitalist chase for money in an era where people are in a dire need for stress relief.

## **Nelson Thomas**

Nelson Thomas is a recent graduate of the University of New Hampshire majoring in Communication where he was awarded the Malcolm and Virginia Smith Prize for demonstrating the greatest academic growth in his chosen major. During his time at the University of New Hampshire, Nelson Co-Founded an educational technology platform named ecoText where he now serves as the Chief Marketing Officer. Nelson secured a coveted sustainability-focused internship with Coca-Cola Northeast through the UNH Center for Social-Innovation and Enterprise. Nelson was also a four-year Division One athlete at the University of New Hampshire competing on the school's football team.

Nelson has also worked in the nonprofit sector most notably forming an annual fundraising event - Bench Out The Stigma, which works toward destigmatizing mental health among the community of his alma mater. This initiative was formed during the time he served as the Student-Athlete Advisory Committee Co-President, where he received the Cathley Coakley award for community involvement. The event has grown vastly in its brief history as it was covered by WMUR and the Union Leader, two of New Hampshire's leading news outlets.

### *Martin Luther King Day Keynote Address (January 20, 2020, the Kent School in CT)*

On January 20th 2020, I had the opportunity to go back to my alma mater and address the school during their celebration of Martin Luther King Day as the Keynote Speaker! It was a wonderful experience to be able to address the school for this celebration! I hope that this message resonates with you as a viewer and serves as a reminder that no matter how small our platform we have the power to create an impact in our communities.

*Funding provided by the Student Activity Fee*

