

COMM-ENTARY

UNH

*media rhetoric interpersonal*

44TH EDITION 2023-2024

Cover Art

by

Grace Cushing

*Comm-Entary does not own the original image for the cover photograph. All inquiries have been made to find out who owns this image*

To read the 44th 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



Funding provided by the Student Activity Fee

*Comm-Entary* Staff

Executive Board

Josh Kalman	Editor in Chief
Layla Hanissian	Author and Board Liaison
Grace Cushing	Archivist/Publicist
Clara Capelli	Digital Chair/Editing Chair
Travis Dean-Ploof	Editing Chair
Elizabeth Newton	Manuscript Chair
Dina Rathke	Design Chair
Kali Couronis	Student Organizations Liaison
Marlouise Siguenza	Student Organizations Liaison
Shaielyn Spensley	Editor
Pat Hussey	Editor
Kaleigh Fichera	Editor
Grace Cushing	Cover Art
R. Michael Jackson	Faculty Advisor

# Letter from the Editor

Dear Reader,

Thank you for tuning in to the 44<sup>th</sup> edition of *Comm-Entary*! We are delighted and honored to introduce the research journal of the Communication Department at the University of New Hampshire. Over the past year, our team has been working diligently to bring forth some of the best work that the students in our department have to offer. Our editors have worked tirelessly to create this edition, and we are thrilled for our readers to see what we have to offer.

This year, like many others, we were proud to share our fellow peers' work in a manner that not only contains prestige but allows for their voice to be heard. We at *Comm-Entary* want to thank our readers for taking the time to appreciate the work that has been done, and hope they enjoy this time-honored tradition. The 15 papers along with the 8 mixed media entries will provide a powerful snapshot into not only the various interests of these scholars, but the overall atmosphere within the realm of media studies, rhetoric, and language studies.

None of this would have been possible without the tremendous work put forward by the *Comm-Entary* team, and the authors who submitted. We would be remiss not to also mention the guidance and leadership shown to us by our faculty advisor, Professor R. Michael Jackson. I would also like to extend a thank you to the professors in the department for inspiring students to create such tremendous work, as well as the various student groups who contributed in whatever way they could.

I am beyond excited to introduce this incredible avenue for these scholars to introduce their work to the world. From our family to yours, we hope you enjoy!

Sincerely,  
Josh Kalman  
Editor-in-Chief

## Table of Contents

- “American Express: Small Business Saturday”  
by Sean Surrick
- “Artificial Intelligence and Human Creativity: A Delicate Balance”  
by Grace Bell
- “The Cause and Effect of Contemporary Science Communication”  
by Dina Rathke
- “The Countess of Chester Hospital Whistle-blower Case Study”  
by Kaylie Efstratiou
- “Epiphany after the Flood”  
by Fiona Flaherty
- “Evaluating ‘Professionalism’ in Modern Organizations”  
by Ava Montalbano
- “The Power of Action”  
by Giavanna Fioretti
- “Long COVID and Political Party”  
by Renee Franzini
- “How Mindfulness in Business Practices Can Enact Positive Change”  
by Kali Couronis
- “Burning Issues: An Analysis of Penguin Random House's ‘The Unburnable Book’ Campaign”  
by Jacqueline Law
- “Sexism, Racism, and Classism in Netflix’s Docuseries *Formula 1: Drive to Survive*”  
by Grace Cushing
- “Shame in a Digital Age”  
by Gianna Anzalone
- “Shades of Humanity: Capturing Diversity Through Photography”  
by Pat Hussey

“Savoring Memories: The Impact of Ryan Vansylvong's Legacy on Sonny's Tavern and its Publics”

by Ella Cox

“The Loss of an Enemy: *Brooklyn Nine-Nine* and the Five Stages of Grief”

by Anna Drabik

### **Honors Theses, 2024**

“Artificial: Media Production in an Age of AI”

by Alec Dubois

“Tap Taps and Fist Bumps: Embodied Movements in Skateboarding Sessions”

by Paige O’Neal

### **Multimedia Messages**

“Birding: A *Cinéma Vérité* Short”

by Sam Maynard

“Beautiful Star: A Meditation on the Power of Women's Voices”

by Audrey French and Kevin Healey

"Authentically Artificial: Exploring AI's quest for authenticity through ChatGPT"

by Caroline Sweet

“A Survivor’s Source”

by Kaylie Efstratiou, Anna Drabik, Samantha Boisvert, and Jack Philibotte

"With Great Influence Comes Great Responsibility”

by Deryke Ramsey

“Taking a Knee: Colin Kaepernick and the Response to Protesting Police Brutality”

by Grace Bell

"Being A Part of the United Asian Coalition - UNH"

by Brendon Le

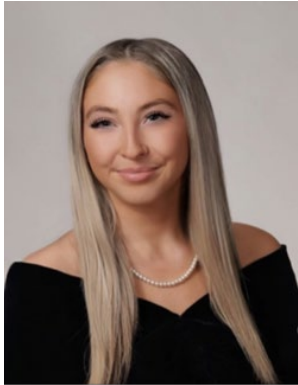
"Symphony of Gbury 1"

by Luke Vartenigian

"David Dobrik: Shame Retribution"

by Gianna Anzalone

## Comm-Entary 44<sup>th</sup> Authors and Abstracts



Name: Gianna Anzalone  
Year: Senior  
Major: Communication Business Applications  
Fun Fact: I love on the beach!

### “A Reflection on Shame”

This essay dives into the nature of mediated shame, analyzing its implications in various contexts and genres of media. Beginning with an analysis of shame as a disciplinary mechanism, the essay highlights how online platforms perpetuate societal norms through the perception and judgment of others. Drawing examples from reality television, it explores how shame is commodified for entertainment, often at the expense of vulnerable participants. Using shows like "The Biggest Loser" as a case study, the essay examines how media narratives exploit and amplify shame, leading to a spoiled identity. This essay also acknowledges the role of shame as a form of deterrence, looking towards shows like “To Catch A Predator”. This case study demonstrates how public exposure and shame serve as effective deterrents, influencing behavior and reinforcing societal norms. Overall, this essay calls for a critical reevaluation of the ethics surrounding shame in media and draws attention to the importance of fostering empathy and understanding in online discourse.

### “David Dobrik: Shame Retribution”

This digital essay examines multiple shame tactics used by popular YouTuber David Dobrik throughout the course of his digital career. Examining these tactics helps provide insight into how enforcing norms online relates to power dynamics that can control the public sphere. Different concepts are explored such as how shame can craft a spoiled identity, shame's relationship with cancel culture, and the relationship between institutional power and holding powerful people accountable. There are multiple media elements throughout this essay, providing insight into the culture of humiliation displayed throughout his videos as well as how his power and class tie into his own cancellation.



Name: Grace Bell  
Year: Senior  
Major: Communication & Women's and Gender Studies  
Fun Fact: I enjoy making collages in my free time.

### “Artificial Intelligence and Human Creativity: A Delicate Balance”

This essay discusses the ways that virtues, as well as their meanings and their applications, are changing as technology develops. It also describes the debate among creatives and artists regarding the use of artificial intelligence (AI) in creative work, and the nuances that come with defining something as broad as 'creativity'. Artificial intelligence is new and frightening to many, and artists are unsure if this technology will make creative projects more accessible, or if it will take over human-designed creative projects entirely. Using Chat GPT as a tool and a creative partner, this essay investigates the ways that AI can be used to heighten and support the creativity of humans, and to bring light to the ways that AI is a positive force in a world that views it with skepticism and fear.



Name: Grace Cushing  
Year: Junior  
Major: Communication with Sport Management Minor  
Fun Fact: I have a freckle in my left eye!

### “Sexism, Racism, and Classism in Netflix's Docuseries *Formula 1: Drive to Survive*”

This essay critically analyzes Netflix's sports docuseries *Formula 1: Drive to Survive*. Netflix's docuseries dramatizes Formula One, which is arguably the highest level of international motorsport. Through strategic portrayals of events in and surrounding the sport, Netflix creates an entertaining but incomplete narrative of different Formula One seasons. This analysis examines the sexism, racism, and classism that are not only present in Formula One, but which also undermine the docuseries. Formula One is known to be a male-dominated, primarily white,



and economically elite sport. This essay evaluates the various features of *Formula 1: Drive to Survive* that perpetuate these traits and it demonstrates Netflix's voluntary conforming to these ideologies.



Name: Ella Cox  
Year: Junior  
Major: Communication Business Applications  
Fun Fact: The first concert I attended was Big Time Rush!

“Savoring Memories: The Impact of Ryan Vansylvong’s Legacy on Sonny’s Tavern and its Publics”

This essay explores the life and passing of Ryan Vansylvong, a dedicated chef at Sonny's Tavern in Dover, New Hampshire, whose untimely passing has dramatically influenced the restaurant's ethos and patrons. The narrative intertwines authentic anecdotes, tributes, and expressions of grief to inspire communal resilience and empathy, nurturing a culture that resonates with staff and customers. This paper analyzes how disseminating memories and stories can lead to the convergence of fact and fiction. Using fictional elements can make conveying factual information more compelling and relatable, enhancing audience engagement. The profound impact of Ryan's legacy is a testament to the power of nurturing emotional connections, inspiring trust, and cultivating loyalty in a professional setting. This paper is a case study of a business's honesty and loyalty to the public that inspired reciprocal support in their time of need, alluding to an ideal in public relations that embraces the complexity and breadth of the human experience.



Name: Anna Drabik  
Year: Junior  
Major: Communication with Business Administration and Recreation Management and Policy Minor  
Fun Fact: I was born during a flood in Las Vegas!

“The Loss of An Enemy: *Brooklyn Nine-Nine* and the Five Stages of Grief”

This essay examines how sitcom *Brooklyn Nine-Nine* explores what it means to grieve the loss of someone who wasn't necessarily a friend *or* a foe through the theoretical lens of The Five Stages of Grief. It begins with a brief explanation of what the Five Stages Theory is, followed by an outline of the tumultuous history between Captain Raymond Holt and Acting Commissioner Madeline Wuntch, describing their rivalry and placing it into the larger context of the show. Then, the piece follows Holt through each of the five stages after Wuntch's unexpected death in season 7, episode 7, titled "Ding Dong." Through an analysis of Holt's actions, placing them into each stage of the Kübler-Ross model, the piece demonstrates how we can experience grief in unpredictable ways, especially for those with whom we have complicated, possibly negative relations.



Name: Alec Dubois

Year: Senior

Major: Communication: Media Practices

Minors: Cinema Studies and Business Administration

Fun Fact: I interned on an independent film set last summer!

“ARTIFICIAL: Media Production in an Age of AI”

My thesis documentary examines how artificial intelligence is being used to enhance the media production process, and what the implications are for human creativity. The project looks at what AI tools are already being used in various aspects of production, what government regulation may be necessary, and what are the broader ethical concerns when thinking about the role of AI in an industry of imagination. The film integrates research, an online survey, and a multitude of interviews conducted with media professionals. This is the introductory segment and various selected interview clips to represent my project. The full documentary will be complete prior to the end of the semester.



Name: Kaylie Efstratiou

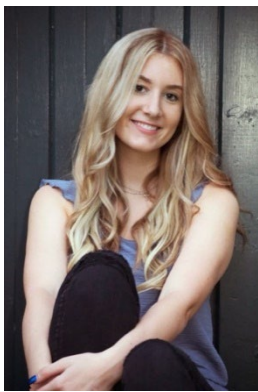
Year: Senior

Major: Communication & Political Science, Minor in Social Justice Leadership

Fun Fact: My favorite band is Del Water Gap!

“The Ethics of Whistle-blowing: A Case Study on Killer Nurse Lucy Letby”

The following case examines whistle-blowing in the workplace and how it is treated in organizational culture, dealing with the varying ethical perspectives displayed when managerial staff are faced with a whistle-blower. In 2015, an alarming number of infants began to mysteriously pass away in the neonatal ward at the Countess of Chester Hospital. After a few staff members began to realize that one nurse, Lucy Letby, may have been a common denominator in the deaths, a report was made and brought to the attention of the unit manager. When nothing was done after several meetings, some of the staff took their concerns to higher managers. However, the higher-ups remained unphased and complacent. During this time, babies with seemingly good prognoses continued to pass away. It would take more than a year after the initial incidents occurred for Letby to be removed from the neonatal unit – and months after that for hospital executives to contact the police. After her departure, the mysterious deaths ceased.



Name: Giavanna Fioretti  
Year: Junior  
Major: Communication  
Fun Fact: I love drawing and painting!

### "The Power of Action"

This essay analyzes a constructive conversation me and my roommate Kaylee had with a friend of ours, Teddy. This conversation presented itself after Kaylee and I witnessing a form of a microaggression. It was not intended with harm, but the conversation was one that we felt we needed to discuss. This essay emphasizes the impact of action and how it can be put to very good use. It also discusses how Teddy felt after the conversation, as opposed to how Kaylee and I felt after discussing this issue with him. This conversation was handled with kindness, as well as attempting to show Teddy that we were trying to help him better his language as opposed to judging him and his words.



Name: Renee Franzini  
Year: Senior  
Major: Communication Business Applications  
Fun Fact: I have two pet bunnies (Rosie and Moose!)

### “Long Covid and Political Party”

The essay discusses how the two major US political parties use presence and framing to represent long covid, as well as if these representations differ over time. Through this, we can more easily see the similarities and differences between representations of the condition.



Name: Patrick Hussey  
Year: Senior  
Major: Dual major in Communication and Educational Studies and a Native American & Indigenous Studies minor  
Fun Fact: I was a cheerleader for 5 years.

### “Shades of Humanity: Capturing Diversity Through Photography”

This essay evaluates the rhetorical devices present in Rachel Cobb’s, "At the Black Lives Matter Protests in NYC: A Photo Essay," which shows images taken during several protests in the initial wake of the Black Lives Matter movement. It shows us the diversity of those involved in supporting the fight for the rights of others. I choose to explore this further through the lens of Cobb and use several scholars to acknowledge the role that the photographer has in shaping our perception and understanding. Finally, I try to connect to larger social discourses concerning race and the access to equitable services, which would not have been possible without the intervention of brave protesters that are shown in the photographs.



Name: Jacqueline Law  
Year: Senior  
Major: Business Administration: Marketing with Communication Minor  
Fun Fact: I’m from Colorado!

### “Burning Issues: An Analysis of Penguin Random House's ‘The Unburnable Book’ Campaign”

This essay delves into the intricacies of a public relations endeavor launched by Penguin Random House LLC in collaboration with renowned author Margaret Atwood. The campaign,

known as “The Unburnable Book,” aimed to spotlight the rising prevalence of book banning and censorship in America while supporting PEN America's mission to safeguard free speech. Through the creation and auction of a fireproof edition of Atwood’s iconic novel “The Handmaid’s Tale,” Penguin Random House supported its own corporate social responsibility initiatives as well as its mission and values. This analysis provides a comprehensive examination of the campaign's conception, execution, and impact, shedding light on its significance in the realm of public relations, corporate activism, and the ongoing battle for intellectual freedom.



Name: Brendon Le  
Year: Senior  
Major: Communication with Design Studies minor  
Fun Fact: My name was inspired by Bruce Lee’s son, Brandon Le.

### "Being a Part of the United Asian Coalition"

This short documentary discusses my own personal experiences and struggles growing up Asian American. Being raised in a community where the Asian American population was basically non-existent, it had a huge toll on me. I struggled with accepting who I was and loving myself, constantly wishing I was someone else. Coming to the University of New Hampshire and being introduced to the "United Asian Coalition", was life changing for me. This organization, often shortened to "UAC", celebrates Asians of all backgrounds and does a phenomenal job at sharing the culture of numerous Asian heritages. In the documentary, I interview several Executive Board members of the club to gain their perspectives and see how UAC has impacted their lives. Dispersed throughout the documentary is also footage that I filmed at their meetings, which they hold once a week. By creating this project, I wanted to showcase how forever grateful I am to be able to say that I was a part of this community.



Name: Ava Montalbano  
Year: Senior  
Major: Communication Business Applications  
Fun Fact: I am a huge Swiftly!



## “Evaluating ‘Professionalism’ in Modern Organizations”

This case discusses organizational communication theories, such as professionalism, hegemony, disciplinary Power, and antiracism, and how they impact organizations and their members. Nadia Hernandez is a Mexican-American immigrant who experienced discrimination under the guise of professionalism during her time working in various organizations.



Name: Sam Maynard

Year: Senior

Major: Communication: Media Practices

Minors: Design Studies and Cinema Studies

Fun Fact: I spent a semester abroad in Ireland where I visited the island from *The Last Jedi!*

## “Birding: A Cinéma Vérité Short”

My project is a short documentary revealing the hidden beauty of New Hampshire’s aviary population. I spent the semester capturing footage of birds from various scenic locations around the Durham area, and pieced them together with a tranquil, natural soundscape. The film is intended as a cinéma vérité piece, or a work of observational cinema; the lack of common documentary conventions like voice-over or non-diegetic music effectively transports the viewer into the stunning world of New Hampshire wildlife.



Name: Deryke Ramsey

Year: Senior

Major: Communication

Fun Fact: I can use a pogo stick with no hands.

In my class Theorizing YouTube, we were tasked with writing an essay on participatory culture, para-social relationships, and relational labor, and converting them into video essays. I used Chat GPT to do this, making them more like a script rather than an essay, and made some more detailed adjustments myself afterward. For my final assignment, which was more open-ended, I made a video essay on YouTuber PewDiePie, who during the majority of the 2010s was the most subscribed YouTuber on the platform. I talk about some of the controversies surrounding him

during the late 2010s, the influence he has over his young and devout fanbase, and how his popularity indicates the increasing relevance of YouTube and other video sharing platforms in our media sphere.



Name: Sean Surrick  
Year: Senior  
Major: Communication  
Fun Fact: I played rugby in high school.

#### “American Express: Small Business Saturday”

This essay discusses the public relations campaign Small Business Saturday. Originating in 2010 as a response to economic downturns and aimed at spotlighting local businesses, this annual event has transcended its corporate origins to become a celebrated national holiday. This essay delves into the evolution and significance of Small Business Saturday, tracing its trajectory from inception to its current status as a cultural fixture. It also examines how American Express has teamed up with many other businesses to promote the holiday and give resources to small businesses. The event has become so well known that the United States Senate has recognized it as a national holiday and it has become one of the most successful public relations campaigns in recent years.



Name: Caroline Sweet  
Year: Senior  
Major: Communication Media Practices and International Affairs minor  
Fun Fact: I was named after Neil Diamond’s hit song “Sweet Caroline.”

#### “Artificial Authenticity”

This short documentary explores how Artificial Intelligence continues to advance and people are becoming more reliant on it with minimal regulations currently in place. This piece includes an

introduction followed by interviews with students and a professor being asked questions about authenticity and AI and how it should be regulated in universities. The whole documentary will be presented as if answered by original thoughts from the interviewed individuals, but there will be a twist. The first section of the documentary is written entirely by ChatGPT. I asked ChatGPT to design a list of questions it would use to interview students about authenticity and AI and then ask it to answer these questions in the voice of a student. ChatGPT designed a script and the settings in which these interviews took place. I recruited students and professors to read from this script and film the documentary which I edited together. At the end, it is disclosed to the viewer that this documentary was written and directed by AI and shares some of the actor's true answers to the questions. I will then ask the viewers to ask the question to themselves, when watching this did this seem authentic? Can artificial intelligence pass as human intelligence?



Name: Luke Vartenigian  
Year: Junior  
Major: Communication Media Practices and minor in Sociology  
Fun Fact: I like to make music in my free time.

“A Symphony in Glastonbury 1”

This short film offers a visual celebration of the director’s hometown.

### **Comm-Entary 44<sup>th</sup> Edition Editorial Board Members**



Name: Clara Capelli  
Year: Junior  
Major: Communication with Computer Science Minor  
Fun Fact: I’m bilingual!





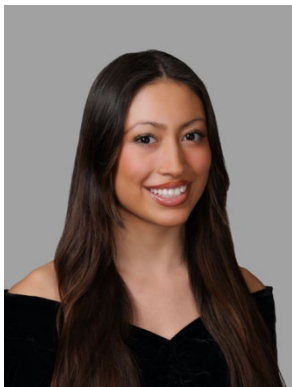
Name: Kali Couronis  
Year: Senior  
Major: Communication with Design Studies Minor  
Fun Fact: I love taking pictures of cool vanity plates.



Name: Grace Cushing  
Year: Junior  
Major: Communication  
Fun Fact: I have a freckle in my left eye!



Name: Travis Dean-Ploof  
Year: Junior  
Major: Philosophy  
Fun Fact: I am currently the president-elect for the UNH Pre-Law Society.



Name: Layla Hanissian  
Year: Junior  
Major: Communication Business Application with Sales Minor  
Fun Fact: I love the beach!



Name: Patrick Hussey  
Year: Senior  
Major: Dual major in Communication and Educational Studies and a Native American & Indigenous Studies minor



Name: Josh Kalman  
Year: Senior  
Major: Communication Business Application  
Fun Fact: My dog and I have the same birthday!



Name: Dina Rathke  
Year: Junior  
Major: Communication  
Fun Fact: I aspire to work in sports communication once I graduate college.