

DOC Students Present at RIT Conference for Undergraduate Research in Communication

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On Friday, April 18, the Department of Communication hosts the fifth annual Conference for Undergraduate Research in Communication. Among presenters from colleges and universities throughout the Northeast are DOC students Ryland M. Bacorn, Renee Keiser, Smita Menon, and Jessica Sica-Lieber. Titles of their presentations appear below. For more information, including the entire day's schedule, visit the conference web site: www.rit.edu/curc

What began in 2004 as a small gathering of communication students from western New York has grown into a vibrant regional conference. This year, undergraduates from New York State Schools-- Ithaca, Nazareth, Niagara, RIT, St. John Fisher, Brockport, and Utica--are joined by peers from Boston College and Villanova University.

The event takes place in the Student Alumni Union and the Wallace Library Idea Factory. Attendance at all the day's presentations is free.

Department of Communication student presenters:

Ryland M. Bacorn: *Personal Online Advertising Strategy* (Poster)

Renee Keiser: *The Rhetoric of Goodbye: News Anchors Leaving the "Desk"*

Smita Menon: *Applying A Neo-Aristotelian Approach to Nehru's Inaugural Address*

Jessica Sica-Lieber: *Just Like Their Parents? A Comparative Study of Automobile Purchase Motivations for Two Age-Cohorts: Generation Y & and the Baby Boomers*