



Cinemablography Shows Collaboration, Scholarship

Nick Hemming

After experiencing film courses in 21st Century New Media Literacy, Film History, and Latin American Cinema, a collection of Messiah College film students began a progressive project. Their efforts resulted in

“Cinemablography,” a collaborative blog, digital archive, and online networking tool.

“Cinemablography is an ambitious pedagogic experiment,”

said Dr. Fabrizio

Cilento, faculty advisor and senior editor. By

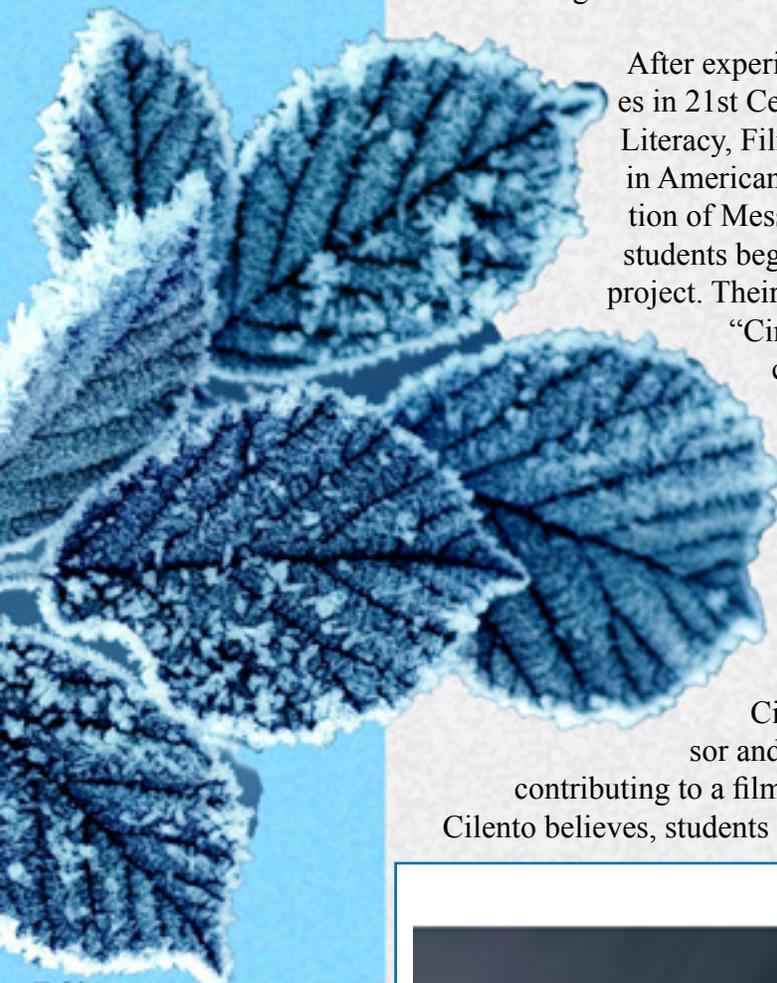
contributing to a film-based archive,

Cilento believes, students learn to “write”

with the camera, using practical skills to complete traditional assignments. “It was a moment in which theory and practice successfully converged, and I was impressed by their motivation,” Cilento added.

In the first issue of Cinemablography, Cilento challenged his students to take on a potentially infinite project. “2000s And Some,” an interactive map that documents “the tendencies of the new millennium,” shows a cinematic perspective on technology, information, industry leaders, iconic films, and film aesthetic. The project began with a dissection of film in the 2000s; careful analysis enabled the Cinemablography team to add content that dates back to 1941, an accomplishment that reflects patience, dedication, and thorough research.

Today, more than a year after Cinemablography’s introduction, the blog continues to produce innovative content, using each of its eight contributors to create movie trailer and film reviews, discus-



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For a
sampling
of the

Cinemablography
video blogs, click on
the photo to the left
or visit <http://www.cinemablography.org/index.html>. To receive notices of new *Cinemablography* posts, check the [Department of Communication Facebook page](#).

sions about directors, and a consistent social media presence. From web and graphic design, to filmmaking and editing, to communication conceptualization, Cinemablography offers an array of opportunities to apply classroom education and practical experience. “Cinemablography is conceived to fill a gap between popular culture and higher education,” Cilento continued, “and all its contributors hope that their work will foster a larger conversation on film.”

At the conclusion of the fall 2012 semester, the Cinemablography team—Colleen Dente, Mitch McClure, Rolando Vega, Sarah Stevenson, Caroline Phillips, Max Sacra, and Justine Robillard—submitted a 300-word abstract, project description, and online link to “Re:Humanities ’13,” an undergraduate symposium on digital media. Before long, the team received encouraging feedback; Re:Humanities ’13 will feature a presentation by Cinemablography team representatives at its spring conference. “I was pleased because Cinemablography is a collaborative faculty-student project, so I helped my students to conceptualize the material and coordinate their various ideas and voices,” said Cilento. “I am excited about the possibility of accompanying the students to the conference in order to support them.”

The conference, which will take place on April 4 and 5 at Bryn Mawr, Haverford, and Swarthmore Colleges, will explore “various aspects of multimodal storytelling and argument,” including work that engages multiple narrative platforms. During this time, three members of the Cinemablography team will interact with digital media professionals while learning to critique gaming narratives, transmedia storytelling, infographics and auditory experimentations. “There is always room for collaboration in the Digital Humanities,” Cilento continued, “and we hope to become a point of reference for U.S. undergrads who wish to publish innovative, online ideas in the future.” 

Study Abroad: Across the Pond to England

Jess Kern

Excitement and anticipation ran through the minds of six Messiah students this past month as they packed their bags, retrieved their passports, and boarded their flight for Cheltenham, England. Out of the six Messiah students, three—Shannon Cochran, Lauren Landis, and Elizabeth McNeal—are representing the Communication Department on their semester long, study abroad experience. Junior PR major Shannon enthused about what the spring semester may hold and what she can learn overseas.

Although the semester just started, Shannon has already had the opportunity to experience how life in England differs from that in the US. Currently, she stays in a regency dorm within the University of Gloucestershire in Cheltenham. According to Shannon, dorm life in England isn’t quite the same as dorm life in Grantham. For one, roommates are not common, meaning Shannon gets a



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whole room to herself—something that those used to dorms may pity...or envy! In addition, Shannon commented on how students in England spend their “down time.” After just a few short weeks, she noticed an immediate difference from life at Messiah. “Students in England go out at night A LOT. Honestly, they see life differently than we do. These students live life to the fullest. It’s refreshing.”

Besides learning about lifestyle and culture, a good majority of Shannon’s spring semester will be spent in the classroom. She plans to use this semester to chip away at her general education requirements: “I am taking a lot of gen ed courses and an advertising course. I am looking forward to my gen ed courses because we get to meet a lot of students and I’m super excited to meet new people and converse with them!”

Moving forward, Shannon views this experience abroad truly as a once in a lifetime opportunity. With a whole semester ahead of her, waiting to be filled with new knowledge and unforgettable memories, Shannon hopes to learn more about the country as a whole, but especially more about herself. “Honestly, I’m looking forward to discovering myself. I want come back a different person. I want to grow in my faith and see how my faith works outside of a Christian University. I want to become a better version of myself.” 

City Life and Learning Reels in Broadcasting Major

Nick Hemming



For Jeremy Zimmerman ’14, a year in Philadelphia has provided countless opportunities to “get plugged in.” Now in his second semester at MCPC, Zimmerman has made a commitment to community life, inner-city living, and, most of all, a practical education. “It was easy to see myself develop with skills related to my major,” he said. “My courses have focused on projects rather than theory or process... I’m more of a hands-on kind of guy, so these classes are really where I start to shine.”

When Zimmerman, a broadcasting major, arrived at the Philadelphia Campus last fall, he registered for four courses, including Media Production and Advanced Editing. The latter course tested Zimmerman’s flexibility, requiring him to work with Apple Final Cut Pro, an unfamiliar video editing software. “Advanced Editing, in particular, really pushed me to my limits, because I had never really worked with video editing before,” Zimmerman said. Several weeks later, during a series of interviews for a spring internship, Zimmerman noticed the benefits of his perseverance. “Both locations that offered me internships said they wanted me because I had put ‘film editing skills’ on my resume,” Zimmerman said, “a result of taking Advanced Editing and going outside of my comfort zone.”

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Zimmerman will intern with Radio 104.5 during the spring semester, where he will experience a full-size radio station for the first time. Transitioning from WVMM Radio to “the big leagues,” Zimmerman says, provides an opportunity to weigh the advantages of an inner-city radio station. “My first semester was all about getting my 15 credits of required Temple classes,” Zimmerman said, “so as I head into the spring, I’m looking to advance myself as a young professional in the broadcasting field.”

Although Zimmerman speaks highly of Philadelphia’s professional opportunities—he believes the city offers “an absolutely mind-blowing number of internships”—his development as an individual takes a path of its own. As a child of the suburbs, Zimmerman entered the fall semester with a basic understanding of Philadelphia, though the transition from visitor to resident has provided a beneficial next step. “I found that getting plugged in and building connections in Philadelphia is really as easy as investing your time,” Zimmerman said. “I have really started to make the Messiah community a priority in my life.”

Even within the MCPC community, Zimmerman found a way to serve and learn from those around him. As a resident assistant this fall, Zimmerman built significant relationships with students, organized a series of community-based events, and supported a staff of fellow RAs. “I can’t say that I’ve ever been this much of a leader before,” Zimmerman began, “and being trusted in such a big way to take on an even bigger role has been an exciting new opportunity to show people what makes MCPC so special to me.”

After a semester of personal and professional development, Zimmerman will begin the spring term with a newfound passion for inner-city life. “I’m extremely excited to join the returning students from last semester,” Zimmerman added, “as well as introduce new people to all of the wonders and unique experiences that Philadelphia has to offer.” 📱



Photo simulation by Rolando Vega

Connecting 24/7: Bane or Blessing?

Jess Kern

6:00 a.m. — The alarm’s shrill ring signals the start of a new day. Instead of hitting snooze for the third time, why not check Facebook? After all, social media never sleeps.

6:15 — Get ready for the day while listening to Pandora and tweeting about the day ahead.

7:00 — Check out the newest pictures posted on Instagram while programming the GPS for today’s destination.

7:15 — Your first “conversation” of the day finally arrives at 7:15 when you ask SERI to bring up the calendar for the day on your iPhone.

Sound familiar? This describes a typical morning for those heavily involved in the social trends of today. But while social media and the internet provide many benefits, when does being “plugged in” become too much?

Many people today claim they would “die” without their Smartphones. In fact, according to recent research, in 2012, the mobile device balance tipped—in the United States today, more people own Smartphones than traditional phones. Maybe this is due to the fact that with Smartphones, people can access just

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about any aspect of their life in a simple finger tap—literally and appealingly having the world at their fingertips. People can answer work emails, complete class research, update social media, and achieve high scores on Angry Birds all on the same device. But, by taking advantage of this new phenomenon, and by remaining plugged in 24/7, what will users sacrifice?

This constant connection brings several problems, the first being that those engaged are perceived as trading human interaction or authentic communication for superficial communication. Even with newer trends such as Snapchat and Instagram that add a personal touch, communication over a mobile device can never replace face-to-face interaction. Expression, tone, and inflection should all play into a conversation, but typically remain absent when using a mobile device.

A second problem with being plugged in 24/7 is that it may lead to anxiety and feeling high-strung. Due to internet and mobile device dependence, our culture has developed a new addiction—constant stimulation. According to a study by CNN, 42% of mobile phone users say they use their phone for entertainment when they're bored. This behavior has led people to form the habit of never allowing "down time" to enter their day. So, what's the problem with super-stimulation? It creates anxiety when boredom arises. Gone are the days when people could allow their minds to rest or daydream; those moments are now filled with the newest Smartphone app.

While today's connection trends certainly bring some great benefits, users need to realize the subtle sacrifices they make every day by remaining plugged in. But that doesn't mean they should quit mobile technology "cold turkey" or completely. Instead, according to Communication Department Chair Nance McCown, users should consider employing several strategies to regain control of their mobile device dependence.

1. Track your device usage for a couple days or a week in a small notebook or journal. Identify high use times and times when you realize using your Smartphone was getting in the way of living in the moment or being fully present in a conversation or other situation. Also note times when your device was critical (in a positive way) to doing what you needed to do, such as checking a calendar, confirming plans with friends, looking up an important piece of information.

2. Plan "intervention" steps for reducing mobile device usage at least slightly. For example, when you wake up each morning, before reaching for the Smartphone to

regain instant connection, take a few moments to give thanks for a new day, pray, and mentally prepare for the day ahead. Or, when in conversations or a social setting, intentionally keep your phone in a pocket or purse and resist the urge to check it frequently; instead, practice active listening and engaged communication. Discipline yourself to only play Angry Birds or Words with Friends at certain times of the day. And look around you! You might be amazed at what you've been missing by always looking down at your phone.

3. Accountability helps. Partner with a friend to check up on each other and remind each other to unplug from time to time. Consider developing a little signal known only to the two of you to indicate that it's time to put the phone away. And brainstorm ideas together for ways to beat the "boredom" and avoid downtime anxiety.

"I'm just as guilty as the next person with my Smartphone dependency," says McCown, "but I'm convinced I need to take charge of this instead of letting it dictate my life for me. I plan to follow some of these steps myself, and hope to grow from it."

As technology continues to dominate our culture, learning to keep these new tools and trends in balance with other forms of communication will ensure a fuller life that's more connected with other human beings—rather than with that little device in our palm. 📱

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Jordan Seiz, Becca Albus and Nicky Hess

Culture Meets Competition: COMMunity Seniors Shoot Hoops in Puerto Rico

Nick Hemming

With a national title on their minds, basketball players and COMM Department students Jordan Seiz '14 and Becca Albus '14 departed for a weeklong tournament in San Juan, Puerto Rico. The unique experience—filled with a distinct blend of culture and competition—offered a new spin on a classic game. “The games we played in Puerto Rico resembled games we play every week in the states,” Seiz noted, “though the university’s gymnasium in Puerto Rico made the games feel more as if we were just playing ‘ball.’”

For Seiz and Albus, this unfamiliar setting, which included an open-air gym and a constant ocean view, provided an ideal opportunity to grow as a team. Now seniors, the pair have become natural leaders, watch-

ing a population of underclassmen grow beneath them. “It’s hard to get to know 19 other girls in the midst of other club and academic responsibilities,” said Albus. “We didn’t have those distractions while on the trip, so it provided a great opportunity to get to know girls we didn’t know as well.” With six first-years on a 20-student roster, the ability to step away—and develop significant relationships—proved highly rewarding. “Our team discovered the great value of friendship and what it means to be a team not only on the court, but off the court as well,” added Seiz.

The Lady Falcons opened play on December 17th against Bridgewater College, an unfamiliar opponent from northern Virginia. From the beginning, the Falcons controlled the tempo, setting up an eventual 57-37 victory. The team’s second match, against top-ranked DePauw University, provided a test of its own. “Playing a team like DePauw illustrated the great opportunities our team is capable of if we continue to work hard and execute,” said Seiz. Although the Falcons came up short against the Indiana-based university, the loss proved beneficial; Seiz and Albus both believe the experience will strengthen the team when it competes for the Division III National Title in March.

After a final victory against Division II Eastern Mennonite University, the pair began preparing for a final season—and a final semester semester—in Grantham. Albus, who will graduate in May with a degree in communication, has set her sights on a national championship. Her ambition, she believes, is within reason. “I see our team emulating a lot of the same qualities DePauw, which means we’re almost there,” she said. Seiz, who will join Albus as a 2013 graduate, will exit Messiah College with a degree in public relations. Although the conclusion of their season looms, neither student can fully comprehend the transition that lies ahead. “There have been moments when I think, ‘Wow, this is one of the last times I will be walking down to practice, or getting onto the bus for an away game, or praying after with the team,’” Seiz shared. “I feel very thankful and blessed to have been able to learn with such an amazing people within the women’s basketball program.”

For now, Seiz and Albus will continue to fight for national championship, savoring every moment of their senior season. “No matter what I am feeling,” continued Seiz, “I know that my time as a Messiah Women’s Basketball player will serve as some of my very favorite memories as a college student.” 📸