

Director's Corner: What's New and What's Not at the Speaking Center?

This new academic year has brought some positive changes at the UMW Speaking Center with it: new Apple computer recording equipment, a new student population, and two new staff members. With the assistance of IT staff Jerry Slezak and Andy Rush providing technological expertise, the Speaking Center representatives, Sam Waskowicz, the Speaking Intensive Program Director, Dr. Anand Rao, and I met together in Spring 2011 to conceptualize what was needed to record and play back students' presentations swiftly and with ease. The result is now a spectacular system that records effortlessly through the use of "Vizi" software at a click of the mouse. Playback is also a breeze, and plans are in the works to enable the Speaking Center to e-mail the recorded practice session with suggestions and notes for the student to review at his or her own leisure. We are not quite there yet, but this is part of a larger vision of digitizing our

feedback with actual presentation recordings and a "best practices" video for further instruction.

This equipment will help us when assisting our new group of FSEM students, who are visiting the Speaking Center in larger numbers. This trend is due to dedicated FSEM professors, including those who take the time to bring first year students to the Speaking Center to familiarize them with our facilities, and those who refer their students to us for extension of their communication education. The first year students bring a new energy to our center, asking sincere and intriguing questions, and we are aware of the potential of our roles in helping these students feel at ease with their courses, assignments, and the campus in general. Our staff members are particularly well suited for this job, with their welcoming personalities.

Finally, we have two new staff members, Danielle DeVille and Tom Pacheco. They are both extremely talented communicators and have been working hard with their training. In the following pages you can read more about their

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Technology at the Speaking Center

By Sam Waskowicz

Technology. It can be a bit of a dirty word here at the Speaking Center. After all, our primary goal is to make the audience spend their focus on the speaker, not on the machines that support them.

So if you've ever come within our demesne you might be aware that we habitually deprecate the role of technology in speech. Keep your PowerPoint sparse, don't rely on props, be sure to have a backup for when things break down. The reasoning is sound. We're the Speaking Center not the Technology Center. Technology tends to take the focus off the speaker and put it onto the raw information and, in that transition, vital information is lost. Tone, inflection, eye contact, body language- all sorts of subtle, subconscious tricks of persuasion can no longer be employed when the focus of a presentation goes from the human to the machine.

That being said, technology is a useful tool, and one we want you to use and make

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backgrounds and interests.

What does this all boil down to? We are as eager as ever to see students at our center and are working hard to improve how we do things every day. If you have any ideas for further improvement, please stop by Combs 101, or send me an e-mail at eyook@umw.edu. We look forward to seeing you soon!

Esther Lee Yook, Ph.D.
UMW Speaking Center Director

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use of as much as possible. That's why we recently retrofitted the Speaking Center's recording capabilities, making it easier than ever to record and study videos of your presentation. Being videotaped is awkward. Few people feel comfortable with the sound of their own voice. Many can't believe what their speaking posture actually looks like. It's because of this awkwardness and discomfort that we feel video records are so valuable. We are all our own harshest critics, and watching oneself on tape is one of the fastest surefire paths to improvement. We look forward to seeing all of you!

Communication in a Foreign Country

By Abbie Yirrah

The advancement of technology coupled with the advent of a global economy is gradually changing the fundamental nature of our governments, businesses, schools and the economy as a whole. We have all become a part of an international network that seeks to benefit from one another in many ways. It is safe to say that this advancement has triggered the need to communicate effectively with people in different languages and from different cultures.

Whether for business purposes or for pleasure, we all hope to get the most out of our trip abroad. If it happens that you are familiar with the culture of the country you are visiting, that is great.

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KEP at the Speaking Center

By Stacey Peros

Many students at the University of Mary Washington would like to study abroad. For some students this becomes a reality, but most students remain in Fredericksburg for their entire college experience. However, there is an opportunity to interact with people of other cultures right here on campus. I personally feel as if I have been introduced to another culture by working with the students from the Korean Exchange Program at the Speaking Center.

These students come in for ESL lessons, but our bonds go further than just reading articles from *The New York Times* and going over why the words "night" and "knight" are pronounced the same way despite their different spellings. After our consultations, we talk about our daily lives, our goals, and about our respective cultures. Working with these students, I learn a lot about the life and culture of Korea. We talk about serious topics such as the relationship between North and South Korea, but we also chat about lighter topics such as kimchi, a delicious Korean dish, and Korean pop music.

As cliché as this sounds, I have learned that no matter where we come from on Earth, people are very similar. When I talked with the Korean students, I talked about the same things I would talk about with my American friends. Even though I did not study abroad in Korea, I learned about Korean culture through my interactions with the students from the Korean Exchange Program. Though not everyone can study abroad during his or her UMW experience, anyone can still learn about another culture by interacting with the international students.



Political Campaigns and Communication

By Robert Belcourt

If you do not speak the language, then you must rely on other means to communicate. Below are a few dos and don'ts to help us all enjoy our stays and accomplish our aims.

1. Be mindful and respectful of other cultures. Remember, experiencing a culture that is entirely different from your own is no excuse for disrespect.
2. Be eager to learn. Have a note pad with you to write down all the new words you may encounter. Better still; keep a pocket-sized dictionary within reach for reference.
3. Do not hesitate to use hand gestures and non-verbal cues to express yourself—there are other ways of communicating without necessarily talking. Signaling with your hands or using facial expressions could go a long way to make communication effective.
4. Familiarize yourself with the country of visit so you are not surprised when you get there. Know the faux pas in terms of how to react to different circumstances.
5. Be willing to ask for help when you need clarity on an issue. Trial and error is always the best way to learn. Listen to others when they pronounce words and imitate their pronunciation.
6. Remember, if you are visiting for fun or for business, focus on the aim of the visit and every other thing will fall into place.

Traveling abroad generally means a whole host of new experiences: new culture, new food, new people, new sites, and possibly a new language. With all of these tips in handy, I hope you all enjoy your stays and if possible, visit again.



Political campaigns today are won or lost in the so-called ground war--the strategic deployment of teams of staffers, volunteers, and paid part-timers who work the phones and canvass block by block, house by house, voter by voter. However, what becomes most important during this race for office are communication skills. While television ads still dominate campaign communications, candidates are increasingly using new technology tools such as Web sites, blogs, and automated calling to reach voters. But what matters most in any political campaign is the ability for the candidate to actively engage his audience. In addition, he or she has to be persuasive. Without this key skill no political campaign can realistically get off the ground.

Politicians need communication to accomplish many of their objectives. Without being able to effectively communicate there would be a sharp divide between the public and the elected officials of our country. The campaign trail is an effective venue for candidates to demonstrate their values, and to clearly convey individual messages. The current Republican candidates have been using a variety of strategies to stand out from their competition. One of these methods is the use of strong language and word choice. Political speeches are tricky. Words and meaning can be construed to mean different things. Every speech has to be simplistic and to the point. In most debates and appearances thus far, the Republican field has used strong language to distance itself from the current administration.

Language and wording is powerful. Giving any type of speech is a long and tedious process. In the political world however, every tiny word is analyzed and placed under scrutiny. Therefore, candidates need to be extremely careful when discussing any type of policy issue. Speeches are powerful means of communication. Using rhetoric and specific language in a campaign setting could spell the difference between victory and defeat.

Meet the New Consultants!



Tom Pacheco

Hi! I am a sophomore and a Political Science major who understands the importance of effective communication. I really enjoy the community at UMW, and I am happy to contribute to it through the Speaking Center.



Russell Michelson

Russell is a sophomore and a Communication major. In his free time, he enjoys fine dining, throwing a Frisbee, anti-conformity, and singing in Symfonics, an a capella group. In the future, he would like to work in advertising. He loves working at the Speaking Center because all his fellow consultants are awesome human beings, and he gets to help out his fellow students.



Danielle DeVille

Danielle is from Northern Virginia and a Psychology major here at Mary Washington. When she isn't working at the Speaking Center or in class, she loves listening to music, playing the flute, and doing yoga. This is her first semester as a consultant at the Speaking Center, but she is excited to be a part of what she considers to be a great aspect of UMW.



Tips for Successful Job Interviews

By Rachel Hirst

Whether you are a recent University of Mary Washington graduate or a motivated underclassman interested in networking for possible job opportunities in the future, interview skills are essential for establishing yourself in your chosen field. The following are some helpful tips and tricks for how to become a successful interviewee! It all starts even before the day of the interview.

- Start by changing your Facebook, and all other social networking profiles to private. Many organizations and businesses have become Facebook savvy and check online profiles to see the *real* you. Last night's pictures might be hilarious for you and your friends, but the CEO of a large corporation does not necessarily care that you can drink beer through a funnel.
- Know the company and why you want to work for them. Research their goals, history, mission, and be able to express what you know about the company in your answers in the interview.
- Prepare extra copies of your resume and application, even if you have already submitted them to the company.
- Practice pronouncing the interviewer's name. Nothing is worse than a first impression based on a personal mispronunciation. Try calling the voicemail of the interviewer after hours and listen to how they pronounce their name in the voicemail greeting.
- Prepare a list of questions to ask during or after the interview. It will emphasize your interest in the position and fill up awkward silences.
- Practice answering questions that might be asked during the interview.
- Specifically focus on your achievements in past experiences that are relatable to the job you are interested in. Don't be afraid to be proud of yourself for things that you have accomplished. Also prepare to answer a question about what goals you have set for your future.
- Bring a notepad and pen. Very few people take this step, but taking notes, when appropriate, is an additional way to prove your interest.
- Pick an interview outfit that is appropriate for the line of work you are interviewing for.

Accounting or finance positions call for a pant suit and a tie, whereas graphic design might leave room for some creative exploration of your closet.

Now that you have taken all the precautions necessary before the interview, the day has come. When you arrive (with plenty of time to spare of course- remember that "on time" means ten minutes early), turn your cell phone off! You don't have to apologize for Lady Gaga's Bad Romance ringtone mid-interview. When you meet your interviewer, make your first impression a strong handshake. Here are some additional tips for how to behave *during* the interview:

- Mirror your interviewer's body language and conversation style.
- Smile! Keep all of your answers positive.
- Maintain strong eye contact and good posture. It will help exude a sense of confidence.
- Match your career accomplishments and goals to what you know the company is looking for. This will help the interviewer to picture you in the position with their company.
- Don't forget that less is more- no babbling! Answer the question, remain on track, and make sure your response directly reflects the question at hand.
- Active listening is a strong interview tool that is often underappreciated. Listen carefully to the person speaking. Do not spend that time calculating the next thing *you* are going to say.
- Try your best to avoid any sort of nervous tick. Interviewers will expect you to be a little nervous, but use that energy in a positive way to display enthusiasm.
- Last but not least, leaving the interview room does *not* mean that your role as a prospective employee is finished. Follow up with the company after your interview with a thank you note or email reiterating your interest in the position you interviewed for. Once you have taken this final step, the only thing left to do is wait for a reply. And hey, don't be discouraged if you are not offered the job. No matter what, every interview is another learning experience to help you improve in the future. Just remember these tips and you'll be off to a great start! Happy interviewing!

Word Search!

By Rachel McGuirk

Z A P M K Q K K O G F R X U C
K X P U R Z O V N A R E Y Y B
C S X P M M V I E V B D N R T
E P F S T P M L Y J F I X P B
F S B H B O K V W C Q C Y P Q
Q K F E C B D I J H C P C X G
T W S E L G A E N I Z Z Z G D
D Y M A X Y N Q S L S U L X O
C O E B S B R P L I D S R S D
H T U K R U U E J I T D Z A B
R F Z E R I R Y V D M A K F Z
N C E U O U F M I D T E R M S
F Z G A G R T C D K B X B Z S
E X D Q I P B B J M H Y L L J
H C W Z V O O Y Y G L P P X T

Word Bank:

BREEZE
CHILI
CIDER
EAGLES
HOMECOMING
LEAF
MIDTERMS
PUMPKIN
TURKEY



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