

CLASS Notes

July 30, 2010

Georgia Southern University

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CLASS

COLLEGE OF
LIBERAL ARTS &
SOCIAL SCIENCES

notes



July 30, 2010

Welcome to Georgia Southern University / College of Liberal Arts & Social Sciences

As the 2010 summer term winds to a close, CLASS is preparing for an exciting 2010-2011 academic year. Recently, we launched our new [website](#) that will be more interactive and useful for our visitors. From the homepage of our new site, visitors can stay up-to-date on CLASS news and events, and they can stay connected by following our [CLASS Facebook page](#).

As the new academic year begins, the College is excited to unveil our [Eagle Nation on Parade](#) project, a public art initiative that will unite Georgia Southern University, CLASS, and the Department of Art with the local community and Eagle Nation supporters across the State of Georgia. By fall 2011, *Eagle Nation on Parade* will auction beautifully embellished 5' x 5' eagle sculptures to Georgia Southern supporters in Statesboro and beyond. Like the famous *Cows on Parade* in Chicago, each eagle sculpture will be a unique work of art designed for public display, and each will become a showpiece for Eagle Nation pride. To learn more about *Eagle Nation on Parade*, or if you would like to become an eagle sponsor, please contact Ms. Sue Bunning, CLASS development officer, at sbunning@georgiasouthern.edu.

Speaking of the Department of Art, Professor [Patricia Walker](#) will have her work "Barrier Island Abstractions" showcased by the Hospice Savannah Gallery. Her most recent paintings and photographs showcase the unique beauty of Georgia's barrier islands.

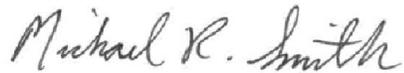
In Writing and Linguistics, one of our newest faculty members, Daniel Ruefman, recently had his article, "Integrating Multimodal Theme-Sets into the English-Based Creole Speaking Classroom: Bridging Primary and Secondary Literacies at the Secondary Level," accepted for publication in an upcoming issue of *The Sunshine State TESOL Journal*. Also, Professor Sonya Huber's first book, *Opa Nobody*, has been shortlisted for the Saroyan International Prize. Her essay "Kitchen Sink" has been chosen as a finalist in the first Sonora Review nonfiction contest and will appear there in August. Her essay "Land of Infinite David" will appear in the fall issue of *Crab Orchard Review* (Southern Illinois University).

From the Department of Political Science, department chair [Rich Pacelle](#) and professors [Brett Curry](#) and [Patrick Novotny](#) recently were interviewed by WTOG Channel 11 in Savannah about the U.S. Constitution and several of the amendments that appear in the Bill of Rights.

And the Department of Communication Arts recently purchased and installed a new [video production system](#) that will improve the capabilities of Channel 97, the local public access cable channel for which the Department of Communication Arts provides high quality programming. This new system will provide Georgia Southern multimedia communications students with experience using the same type of equipment that is currently used in industry.

We hope that you have had a good summer. Fall classes begin August 16th for what promises to be the largest entering class in Georgia Southern's history. It looks like we may top 20,000 students in the fall!

Warm Regards,



Michael R. Smith, Dean

CHILDREN FOR SALE: TARGETING THE SEX TRADE IN THE UNITED STATES BETTY FOY SANDERS DEPARTMENT OF ART, GEORGIA SOUTHERN UNIVERSITY

"How can design change the world?" That was the problem posed to 6 graduate graphic design students from the Betty Foy Sanders Department of Art at Georgia Southern University - Stephanie Arends Neal, Lindsay Byrnside Tyson, Ashley Clement, Herman Dawson, Tori Ivey and Collin Smith. Their answer, and resulting response, was overwhelmingly effective.

In a collaborative effort during the Fall 2009 semester, the students, who named themselves "The Wide-Eyed Project," investigated several social issues concerning American society - ultimately deciding on sex trafficking of American children, especially after they discovered via End Human Trafficking on change.org, that possibly one of the biggest hubs is right in their own backyard - Atlanta, Georgia.

The solution to this problem took the form of a simply designed silver tin with the name "American Sex." Each tin - a set of 5 tins was created - "contained" a child that can be bought for sex. Researching consumer psychology and buying patterns in college-aged adults, the students created attractive packaging that would appeal to their audience while also employing selling tactics that would draw attention to their "product." The tins were metaphorically 'sold' in the University's rotunda and online at www.wideeyedproject.com. Stephanie Neal, a member of The Wide-Eyed Project, was quoted as saying, "We could have easily created a series of 'cause posters' and called it a day. But the college culture is saturated with stagnant messaging that have little to no effect. We wanted to engage the audience, get them involved - to actually hold the message in their hands."



Their idea - perceived by some as controversial - did indeed work. The audience was willing to buy "American Sex" and, as a result, they walked away with enlightenment. Over 3,000 tins were sold in just the first month the project was live.

Findings showed that the audience was solely drawn in by attractive design, effective advertising and an appealing name of "American Sex", the audience immediately interacted with the product, albeit confused as to that they were buying. Interestingly enough, the findings showed that it was almost with sick curiosity that the audience could not help but purchase the tins.

Over the course of this campaign, interest has reached an international level with site visitors reaching as far as England, Canada, South Korea, and Egypt. Additionally, over 1,000 people have become fans on Facebook.

American Sex is an award winning graphic design endeavor; it won a Gold ADDY® and Judge's Choice Award for Social Awareness at the Savannah ADDY award competition. American Sex also gained recognition in the District 7 ADDY's, which includes Tennessee, Georgia, Alabama, Mississippi and Southeast Louisiana, when it received a Silver ADDY®.

With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry. At the 2010 ceremony in Savannah, the Betty Foy Sanders Department of Art swept the Addys with 30 Awards presented to our undergraduate and graduate graphic design students.

Our new website provides an interactive calendar where visitors can view all upcoming CLASS events. As the schedule of events for the 2010-2011 academic year is finalized, we will again provide a complete listing for the upcoming month in each edition of *CLASS Notes*.

[Upcoming CLASS Events](#)

Give to CLASS

The College of Liberal Arts and Social Sciences aspires to be nationally recognized for its superior and innovative educational experiences across the humanities, the social sciences, and the arts. Our goal is to provide effective programs that are responsive to the needs of the region and to allow all members of the college—faculty, staff, and students—to serve together to enhance quality of life. If you would like to support CLASS in meeting these goals, please visit our [annual campaign website](#).

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