Liberal Smarts

Kodak Attorney Speaks at Communication Colloquium
by Julie Scuder

Why is it that lawyers can get away with anything? Well, with some slick advice from one of the best, you can also learn to get away with some questionable activities. Advertising on someone else's website? Absolutely. Tricking the public into thinking you are a sponsor of a major event? Not a problem. These issues and many others were discussed on October 23 by Robert Croog, advertising and patent attorney for Kodak. With Croog's easy-going attitude and conversational presentation, the hour-and-a-half speech was taken in effortlessly by eager ears.

"It gives the students an opportunity to discuss current issues and current research related to communication and meet professors who are addressing those issues."
- Dr. Keith Jenkins

Croog, who is also an advisor to the College of Liberal Arts, spoke on a number of crucial topics, including copyright laws, advertising and "cybersquatting," and how the World Wide Web has affected laws pertaining to the world of advertising. He discussed various celebrity court cases relating to his content and applied the laws he explained to everyday life. He also discussed his various roles in Kodak's advertising campaigns, and how his canny use of the controversial activities listed above helped propel Kodak's popularity in the public eye.

Students from all academic disciplines filed into the Xerox auditorium to gain insights into the world of intellectual property. "It was really informative and hopefully it will help me in my major," said Zlatko Vetrow, an Information Technology student. The dissertation, entitled Cybersquatting and Other Thieves: The Use and Misuse of Intellectual Property in Advertising, was part of the Communication Colloquium within the College of Liberal Arts. This marked the second speech of the fall quarter and will be followed by seven more speeches by professors within the Department of Communication.

The faculty and staff were pleased with the successful presentation. Dr. Keith Jenkins, one of the key organizers of the event, looked at continued inside...

Their B.S. Just Wasn't Enough...
Masters Programs in COLA
by Nicole M. Robinson

You'd think that with the challenging workload placed on RIT's students, one would stop at obtaining a bachelor's degree. However, some students are willing to go the extra mile to further their education. With the help of the master's degree programs within COLA, many students are taking full advantage of their opportunities.

Eileen Shannon, a Communication & Media Technologies (CMT) student, says that she was one of those students who felt the urge to expand her horizons. "I was having a hard time finding a job as I was nearing graduation. I thought I'd get an edge over others in the field by getting a master's degree."

Maryrose Mason graduated from the CMT program in August of this year. She emphasized that the courses RIT offered in the program were really applied and industry-related. She is now an editor of Element K, a company that publishes online courses for various companies.

Most students seem to agree that masters programs are very demanding. The programs tend to challenge students' time management skills. However, students believe their hard work will pay off in the end. Jason Collins, a second-year School Psychology and Deafness major, acknowledges his constant battle with time management and prioritizing. He confessed, "The part of me that is ambitious, and wants to be out in the real world is happy. The part of me that would rather be at continued inside..."