AWARDS AND RECOGNITION

the class of 2008

The following members of the Honors Program will receive awards and recognition during the 2008 commencement ceremony:

Sarah Heaney will receive the Alpha Chi Award for exemplifying the Alpha Chi National College Honor Society’s ideals of truth and character.

Christelle Kamaliza will receive the baccalaureate award in Business Administration.

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A LETTER TO THE HONORS STUDENTS

bill and jan wesson

April 21, 2008

Dear Honor Students,

We cannot tell you how thrilled we were to get all your beautiful postcards from Washington DC telling us how much you had enjoyed the experience of visiting that wonderful city. Seeing new places opens one’s eyes to so many things, and it is enormously rewarding to us that you are grasping the opportunities that are available to you. We do hope that you will have a chance to see many more exciting places in the years ahead.

In the meantime we wish you well, and we are looking forward to seeing you all again, and visiting your new “Honors Suite.” It is just terrific that you now have a place to call your own.

With best wishes from us both.

Bill and Jan

COORDINATOR’S nanosecond

As I think of our seniors’ individual and collective successes, and as I think of saying goodbye, the old 1960’s me keeps hearing the Beatles lyric:

“Why why why why why why do you say goodbye, oh no?
You say goodbye and I say hello
Hello hello
I don’t know why you say goodbye, I say hello
Hello hello
I don’t know why you say goodbye, I say hello.”

Fare-the-well, Sonya, Angela, Sarah, Christelle, Allyson, Elisabeth, and Evelina! Send us a postcard from your new life.

Professor Ann Page Stecker

FROM THE EDITORS

Seeing as we are now at the end of yet another year, it seems as this would be the best place to thank everyone who has contributed to the newsletter. Thank you to all the students and faculty who submitted the articles that made the newsletter so full of interesting information. A special thank you goes to the seniors for their last minute entries for this issue. I hope that the senior issue of the newsletter becomes a tradition. It is a great way for the seniors to show off their hard work and to inform the underclassmen of what lies ahead.

To all the students who will be returning next year, please consider contributing an article. This is a great forum for you to express yourself. It is the goal of the editors to make this newsletter something you all want to read, not just an annoying piece of paper in your mailbox. It’s your voice, use it.

A final thank you to my co-editors Audrey Thomas and Megan Ruggiero. Thanks so much for your help.

Good luck to the seniors! I look forward to seeing you all again next year.

Elisabeth Ryan ’09
Layout editor

THE CAPSTONE EXPERIENCE

THE EFFECTS OF VISUAL PRESENTATION

For my senior psychology capstone project I conducted an experimental study, “The Effects of Visual Presentation in Divided Attention Situations.” The purpose of this experiment was to test whether in divided attention situations visual brand advertising is retained in memory better than primarily verbal advertising. 44 Colby-Sawyer students were divided into two equal groups, one of which was exposed to visual advertising while the other saw verbal advertising for the same brands embedded in three magazine articles. Divided attention situation was created by having the participants read the articles and simultaneously count the number of bell sounds heard. There was no instruction to look at the brand advertising, which helped conceal the true nature of the study and allowed me to later see how well the participants remembered the advertising without having paid any attention to it. Statistical analyses yielded support for the hypothesis: visual advertising images were significantly better recognized than verbal ad cues, which in turn supported the idea that a lot of our learning occurs implicitly, i.e. we learn from our environment without having to consciously pay attention to it. Visual images seem to be particularly effective in connecting with the viewer on an implicit level.

Adding the honors component to this study was a little challenging, because I had not included it in the design of my study, therefore I had to expand the study after it had already been done. However, the idea of the honors component is to view the topic of study from an interdisciplinary perspective, so the possibilities of enriching the capstone project are endless. A good question to ask is how do I improve the

(continued on page 3)
My capstone was titled “Tea Tree Oil as a Corporation in the Airline Industry by Understanding and Applying the Various Theories of Strategic Planning, Problem Solving, Analysis, and Decision Implementation.” I took this capstone further, however, by conducting additional research to understand different management metaphors of organizations and by creating a new metaphor that is more applicable and fitting to the contemporary business environment.
I have loved my Colby-Sawyer experience and the Wesson Honors Program. Because of the Wesson Weekends, I’ve had two opportunities to travel to cities I would have never expected to see on my own. The classes that I have taken for the program have always been different and interesting - they were always on topics that I would have never expected to have for a class. My favorite was the Honors Mountains class; we got to read great books, go hiking and snowshoeing, and use the climbing wall - it was awesome!

The effects of visual presentation
(continued from page 1)
quality of the capstone project and inform it in a way that my major alone would not allow me to. For my particular study, I noticed that although the three visual ads that I studied worked better than the verbal ones, significantly fewer people recalled Golf.com compared to the other two. I started thinking about the differences between the visual metaphors shown in the three ads and I decided to bring in cognitive linguistics to my study. While doing research for my capstone, I had learned that metaphors reside in our thoughts and not just words and that it is not language that shapes our thinking but rather our cognitions that shape our language. I became fascinated with the idea of cognitive metaphors that are inherent in the way we think, e.g. life is a journey or happy is up. We use cognitive metaphors each day without even realizing it, and they allow information to be grasped intuitively without any conscious processing, as occurred with the visual ads in my study.

So the outcome of my Honors component was an analytical research paper, “Conceptual Metaphors in Visual Advertising,” focusing on visual rhetoric and how cognitive metaphors permeate both language and imagery allowing for implicit communication. I ended up looking at the visual elements of the ads from my study with the primary goal of reading them as “text composed of signs,” recognizing conceptual metaphors inherent in them and ultimately connecting them to the psychology side of the equation, i.e. through conceptual metaphors explaining the differences found in the recognition of the three ads. The Honors component helped to enrich my study by allowing me to not only look at what the differences between the three visual ads were, but also to try and explain why those differences were there by employing the perspective of cognitive linguistics.

I would like to thank Ann Page for her tremendous support, patience and unfailing ability to stretch my thinking in many unexpected ways throughout the four years at CSC. Also, I would like to thank my faculty sponsor, Dr. Todd Coy, for his help and support with my capstone study.
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THE CAPSTONE EXPERIENCE

the effects of visual presentation

Evelina Simanonocte
Psychology major, Business Administration minor

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