A CLASSROOM IN THE WORLD

Led by Elizabeth Barreras '07, eight USC Dornsife undergraduates rethink agriculture, education and sustainable development in central Ghana.
After graduating from USC Dornsife in 2007 with a bachelor’s degree in international relations, Elizabeth Barreras spent a summer in Ghana then earned a master’s degree in African studies from the University of London in 2008. She immediately co-founded Blue Kitabu, which provides business models to schools and communities in sub-Saharan Africa to reduce or eliminate aid dependence and promote sustainability. “They need a leg up, not a handout,” Barreras said. After leaving USC, Barreras kept in touch with her adviser and professor Steven Lamy, now vice dean for academic programs in USC Dornsife. When Lamy learned of Blue Kitabu, a unique collaboration between professor and former student began. Lamy and Barreras this year launched USC Dornsife’s inaugural Summer Research Fellowship to Ghana. Barreras is working to become a doctor and is taking pre-medical studies courses in Harvard University’s Health Careers Program. She also volunteers at Ellison 17, a pediatric unit at Massachusetts General Hospital.
We Are USC Dornsife

An introduction to the new Dornsife Life from Dean Howard Gillman


Questions about human values, the nature of social organization, and the mysteries of the universe are not just matters of fleeting distraction; they are central to living a life of purpose and meaning. Within our community of letters, arts and sciences lies the full range of the human experience. We are the starting point for understanding the most important challenges to be faced now and in the years and decades to come.

It is with this spirit that we launch Dornsife Life.

We have renamed and redesigned our magazine to provide even more glimpses into “life” within the USC Dornsife community: the innovative courses our students are experiencing in Los Angeles and in sites around the world, the groundbreaking research of our faculty, and the far-reaching endeavors of our alumni and supporters. We have introduced new sections such as Archive, Curriculum and The Bench to represent, through words and imagery, the vibrant mosaic that is USC Dornsife’s past, present and future.

Together the renowned international design firm Pentagram and our communications team, led by the wonderful Emily Cavalcanti, have worked very hard to craft a publication that embodies our new inspirational name.

On March 23, 2011, our community became forever known as the USC Dana and David Dornsife College of Letters, Arts and Sciences. All who are associated with this community — faculty, students, staff, alumni, and supporters — are now part of USC Dornsife. We are still the oldest, largest and most diverse academic unit on the University Park campus; we are still the heart of USC. But now, the heart of USC has a new (proper) name.

And a new look. In addition to the magazine, over the last six months we have been working to translate the new name into a new “graphic identity,” to replace the previous “USC College” logo. Please keep an eye out for the new USC Dornsife gear that will help you display your pride in this amazing community!

We are USC Dornsife and this is Dornsife Life.

Howard Gillman
Dean of USC Dornsife
Anna H. Bing Dean’s Chair
The First-Year Investigations (FYI) program helps freshmen and transfer students follow their inspiration. Introduction by Pamela J. Johnson and Profiles by Ambrosia Viramontes-Brody

Music Man
Grammy Award-winning music producer Rob Cavallo ’85 credits his knack for recognizing greatness to studying the literary classics. By Laurie Moore

Not Following the Herd
“The world would be a better place if everyone was required to spend time in a radically different country than their own.” By Pamela J. Johnson

Globe Bloggers
Students in the Problems Without Passports and Maymester programs chronicle their adventures.

Emotional Economics
Neuroeconomics looks inside the brain with scanning tools to investigate patterns of motivation and decision-making. By Pamela J. Johnson
**Life Line**

**NEWS AND EVENTS**

**4.26.11**

“**How do we now think about the economic entanglements and social and cultural entanglements as elements of deterrence?**

U.S. Air Force Secretary and USC Dornsife alumnus **Michael Donley** underscores the need for a multi-discipline emphasis in the Air Force during a national security conference held at USC.

**6.12.11**

Students and recent graduates of the **Environmental Studies Program** begin internships with the Catalina Island Conservancy. They work to remove fennel, an invasive plant, and begin building a hiking trail adjacent to the USC Wrigley Marine Science Center.

**7.28.11**

**Maytha Alhassen**, a doctoral candidate in the Department of American Studies and Ethnicity, and a Provost’s Ph.D. fellow, hosts Al Jazeera’s The Stream, a live TV program covering current events through social media.

**9.10.11**

“We know more about the surfaces of other planets in the solar system than we do about the ocean floor.”

**Katrina Edwards**, director of the Center for Dark Energy Biosphere Investigations, co-leads a 100+ team on a two-month drilling expedition to the North Pond. Read her blog for Scientific American at blogs.scientificamerican.com/expeditions

**10.13.11**

**The New York Times Knowledge Network** and **USC** launch a new extensive online continuing education program. The program encompasses nine areas of study from writing and communication to American politics, and features USC faculty including USC Dornsife’s Dan Schnur and Jim Kincaid, in addition to Times journalists. Learn more at nytimes.com/usc

**9.13.11**

USC Dornsife welcomes **27 New Faculty Members**. Learn more about their scholarship and research interests at dornsife.usc.edu/new-faculty-2011-12

**9.26.11**

Members of the USC Dornsife community spend an evening at the Mount Wilson Observatory, where they gaze through the 60-inch telescope and engage in celestial conversation. View The Dornsife Commons event series calendar at dornsife.usc.edu/tdc

**11.13.11**

**Social Dornsife**

@KristinaGonzy: My dreams are finally coming true, officially going to be part of the Trojan family today! #MoveInDay #USC #FIGHTON @USCedu

@connorpj: A beautiful day in Guam thanks to #USC-EnvironmentalStudies and USCedu

@TrojanTopher: Drawing upon work in Anthro to make arguments about retention rates in post-secondary institutions. @USCDornsife trained me well!

@cmeier13: Repping Dornsife while I sleep. #pajamashirt

@AlannaChats: @USCDornsife work hard, have fun, stay healthy, get to know your teachers, and take advantage of every opportunity! #advice

@itsneelammm: Fight on @USCDornsife! I love my #trojanfamily

@ibelletweets: Best #uscclass was the once-in-a-lifetime Summer #IR210 w/ Prof. Lamy. 20 students, tons of stories, life lessons=unforgettable summer

@Crimestein: Best #usc-class choice i made was to take science classes to round out my liberal arts degree in philosophy #fighton

Check us out on your favorite social media sites. We welcome your posts and tweets for possible inclusion in the next issue of Dornsife Life.

Facebook Dornsife Pride

How do you Dornsife? Students showed off their USC Dornsife pride by posting photos on Facebook featuring them sporting the college’s new name for a chance to win an iPod touch. To see all the photos submitted, visit dornsife.usc.edu/photocontest

YouTube Biological Sciences

USC Dornsife biologists discover just how much the rising and setting of the sun drives life on Earth — even in unexpected places.

In all organisms, a certain amount of gene expression (the process by which products are created from the blueprint contained in genes) is rhythmic. In creatures that live on land, that rhythm not surprisingly is tied to the 24-hour day, known as the circadian cycle.

Mussels — which Assistant Professor of Biological Sciences Andrew Gracey and doctoral student Kwasi Connor study — instead spend their entire lives in dark shells in an area between the land and the sea, submerged or exposed depending on the tide.

Gracey and Connor’s study published this September in the Proceedings of the National Academy of Sciences found that while a “tidal clock” probably does exist for mussels, the lion’s share of their gene expression instead is driven by the circadian cycle. After collecting samples every six hours for four days from mussels in an aquarium with an artificial tide and then from those in suspending cages off of a dock for 50 hours, the results were unexpected. Of the genes that showed rhythmic expression, between 80 and 90 percent were driven by the circadian cycle. Watch the video at dornsife.usc.edu/mussels

**FREEZE FRAME**

How do you Dornsife? Students showed off their USC Dornsife pride by posting photos on Facebook featuring them sporting the college’s new name for a chance to win an iPod touch. To see all the photos submitted, visit dornsife.usc.edu/photocontest

Meghan Miles ’11 (left), doctoral program in neuroscience and Andrea McColl ’13, doctoral program in psychology

Neelam Phalke ’14, biochemistry

Sequoia Tully ’14, biological sciences

Christopher Romani ’14, international relations

Christopher Romani ’14, international relations

Meghan Miles ’11 (left), doctoral program in neuroscience and Andrea McColl ’13, doctoral program in psychology

Neelam Phalke ’14, biochemistry

Sequoia Tully ’14, biological sciences
Losing My Religion

Dalai Lama inspires students at May 3 visit to campus. by Pamela J. Johnson and Ambrosia Viramontes-Brody

Happiness — the basic human goal — depends upon good ethical conduct, regardless of one’s religious beliefs, said the 14th Dalai Lama during his first visit to USC.

“An open heart helps us become aware of our potential,” His Holiness told 4,800 people at the Galen Center then later more than 1,200 at Bovard Auditorium. “An open heart knows no fear. Has no jealousy or hatred.”

Wearing a Tibetan robe — the USC colors cardinal and gold — the Dalai Lama elicited loud cheers from both crowds when he donned a USC cap.

He emphasized a moral framework based on universal rather than religious principles. Called secular ethics, it is a philosophy encouraging people to think for themselves and have genuine concern for their fellow human beings. He cautioned against becoming attached to religion.

“Attachment to anything is bad,” he said during the May 3 event. “You are your own master.”

At Bovard, the Dalai Lama joined a panel including Antonio Damasio, University Professor, David Dornsife Professor of Neuroscience and director of the USC Brain and Creativity Institute; and Gideon Yaffe, professor of philosophy and law in USC Dornsife.

Love and compassion are natural instincts, the Dalai Lama said, noting that mothers typically instinctively nurture their offspring.

Damasio said animals exhibit the same behavior. When a prairie dog has pups, for instance, the mother and father, who mate for life, will care for the litter.

“The behavior is entirely related to the release of oxytocin,” Damasio said. “If you block the gene that’s in charge of the release of oxytocin, all of this behavior stops.

“But we as humans can reflect on the moral issues, recognizing it and structuring it for the greater good.”

The event was hosted by the USC Student Interfaith Council. USC Dornsife Senior Mary Ellen “Jem” Jebbia, council vice president, said His Holiness made important points.

“One being that people who are secular and people who are religious need to work together to create an ethical community.”

Sarrah Shahawy, then-council president and now USC Dornsife alumna, said the group invited the Dalai Lama to USC because he is a world figure who represents the true meaning of interfaith.

“The Dalai Lama,” she said, “represents religious pluralism, compassion, tolerance and more. He’s beyond one single label. That’s why so many people can relate to his story and what he has to say.”

FROM THE HEART OF USC

Numbers

THE USC DORNISFE / LOS ANGELES TIMES POLL

The USC Dornsife/Los Angeles Times Poll is a series of statewide public opinion polls of registered voters in California, designed to survey voter attitudes on a wide range of political, policy, social and cultural issues. Conducted at regular intervals throughout the year, the poll has been widely cited, helping to inform the public and to encourage discourse on key political and policy issues.

1/3

More than 1/3 of households have cut back on essential purchases in order to make mortgage payments.

55%

said they were in favor of giving local governments and school districts new taxing powers to raise revenues on specific items the state is currently allowed to tax, such as alcoholic beverages and tobacco products, if a majority of local voters approved.

1 in 3

Californians have put off buying a home.

1,507

Number of registered voters polled in July 2011.

dornsife.usc.edu/poll

FROM THE HEART OF USC

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THE FUTURE OF CALIFORNIA
Instructor: Dan Schnur, director, Jesse M. Unruh Institute of Politics

As state lawmakers come to near-blows in attempts to find a bipartisan plan to fix California’s woes, students in this two-semester course will take matters into their own hands. The course, sponsored by USC Dornsife and the USC School of Policy, Planning, and Development, is designed to give undergraduates a foundation in the state’s policy, cultural and structural challenges. Originated by Stanley Gold, a member of the USC Board of Trustees, the curriculum is based on his concept of a class that would best prepare students to think about the obstacles facing the state. Students will explore possible solutions in six policy areas currently ailing California, including economic growth in job creation and education. As teams they will interact with the state’s foremost public and private sector policy experts and draft recommendations. Their work doesn’t stop there. They will take their carefully vetted recommendations to Sacramento where they will be presented before Gov. Jerry Brown’s administration and state legislators.

“We want to bring the smartest people in California who have spent the most time thinking about these issues right into the classroom,” Dan Schnur said. “A class like this is a perfect opportunity to help students learn the state’s challenges, but to also have a hand in solving them.” —A.V.B.

Since Democrats and Republicans can’t take a break from fighting to solve California’s problems, USC undergraduates are stepping in to find solutions through a new course taught by Dan Schnur, director of the Jesse M. Unruh Institute of Politics, housed in USC Dornsife.
INDEFATIGABLE AND INSEPARABLE
St. Petersburg, Russia, 1906
Beginning in 1905, strikes, protests and mutinies spread across Russia and challenged the power of Tsar Nicholas II. Artists and journalists of the time created a multitude of popular satirical journals that portrayed the country’s leaders as demons, imps, incubi and fiends.

In the cover illustration from Vampir (Vampire), Russian Minister of the Interior Petr Durnovo (left) and Prime Minister Sergei Witte (right) prove to be “indefatigable and inseparable” assistants to a not-so-grim reaper. Not long before the issue was published, government forces had subdued an insurrection in Moscow in which 1,000 civilians died.

Vampir is one of many items on view in Doheny Memorial Library’s Treasure Room for the Fall exhibition “Demonocracy: All Hell Breaks Loose in 1905 Russia.” The collection of approximately 600 Russian satirical journals produced during the revolutionary upheaval of 1905 to 1907 is from the Institute of Modern Russian Culture housed in USC Dornsife.

“The journals are a very rich resource,” said Marcus Levitt, associate professor of Slavic languages and literatures. “They serve as a record of the birth of party politics in Russia; evidence of the development of graphic art; a chapter in the history of Russian journalism, censorship and the press; and a showcase for demonology and its relationship to satire and political discourse.” —L.M.
Politics, Punk Rock and ‘The Lie’

Professors exchange ideas and a few barbs with political and musical icons during the 16th annual Los Angeles Times Festival of Books.

The 16th annual Los Angeles Times Festival of Books took place at USC with readers of all ages meandering University Park campus.

“People Power: The Rise of a New Middle East,” helped kickoff the April 30 and May 1 festival, featuring Laurie Brand, Robert Grandford Wright Professor and professor of international relations; former state senator and ‘60s civil rights leader Tom Hayden; and Parag Khanna, director of the Global Governance Initiative in Washington, D.C.

Brand said that following the Egyptian uprising in January 2011, a line from a poem is repeated across the region: “If a day comes when people choose life, fate has to respond.”

“It’s often struck me that people have this idea that Muslims accept their fate,” Brand said. “That’s not the case.”

Another event featured Distinguished Professor of English T.C. Boyle who appeared in a black T-shirt peering out of the top of an Easter egg yellow jacket. He read his story, “The Lie,” which follows 26-year-old Lonnie, who calls in sick to work, and a tiny lie he tells his boss mushrooms.

“I don’t know what it’s going to be,” Boyle said of his next novel. “But I can assure you it will be as rotten and black and nasty as anything I can ever dream up.”


Ulin asked Smith about her various modes of artistic expression.

“One has a creative impulse and we spend our energy according to the medium we’re using,” Smith said. “You see something and you want to transform it.”

Some of the many other notable festival events featuring USC Dornsife faculty included, “From Henry Hudson to California Dreams: Explorations and Discovery in Regional U.S. History” with panelists Kevin Starr, William Deverell and Peter Mancall; “Hollywood Icons” with panelists Lois Banner, Leo Braudy, M.G. Lord and Karen Sternheimer; “A Reading by Carol Muske-Dukes,” who read from her new book of poems Twin Cities (Penguin, 2011) and other work; and “Science: How We Invent the World” with panelist Antonio Damasio. —P.J.J.

The ‘Mind’s Touch’

The USC Brain and Creativity Institute probes the connection between sight and touch.

Shakespeare famously referred to “the mind’s eye,” but USC Dornsife scientists led by University Professors Antonio and Hanna Damasio now also have identified a “mind’s touch.”

They have discovered that as you look at an object, your brain not only processes what the object looks like, but remembers what it feels like to touch it as well. This connection is so strong that a computer examining data coming only from the part of your brain that processes touch can predict the object at which you are actually looking.

Building on previous work demonstrating a comparable link between the visual and auditory sectors of the brain, the Damasios’ research group at the Brain and Creativity Institute housed in USC Dornsife used magnetic resonance brain scans and specially programmed computers to explore how memory and the senses interact. Their findings appeared in the September issue of the journal Cerebral Cortex and the article was highlighted as an “Editor’s Choice.”
Profile

Peter Berton grew up in Harbin, China, studied the violin in Japan and moved to the U.S. to become an internationally known expert in Japanese politics and foreign policy.

The “Godfather” of Japanese Studies

Dapper in a formal tailcoat, Peter Berton stood between American and Japanese flags as he accepted the Order of the Rising Sun.

The Japanese government honored the Distinguished Professor Emeritus of International Relations at USC with the award for his major contributions to Japanese studies in the United States.

“Dr. Berton is the godfather of Japanese studies,” Junichi Ihara, Los Angeles’ consul general of Japan, said during the 2010 ceremony.

Ihara lauded Berton for his many books and articles on Japanese politics and foreign policy, Japanese international negotiation style, Japanese socio-cultural and psychological characteristics, and the territorial dispute between Japan and Russia.

He praised Berton for launching the annual lecture series on Japanese art in 1988 at the Los Angeles County Museum of Art in memory of his late wife and mother of his two sons, Michele, who had a deep appreciation of Japanese culture and was a museum docent. The lectures sharing with the public the beauty of Japanese arts have succeeded for more than 20 years.

With the medal depicting rays emanating from the sun suspended from a red and white ribbon draped around his neck, Berton addressed the audience in Japanese and English.

The first person he thanked was his father.

“My father in 1926 had the vision and wisdom to leave
Poland and seek an economic opportunity in China. His three brothers, their wives, his sister, their children, my maternal grandfather, my favorite 10-year-old cousin,” he paused fighting back tears. “Everyone on my father’s side was murdered by the Nazis. So, if my father hadn’t left Poland, I wouldn’t be here today.”

At his Beverly Hills home, Berton found among stacks and stacks of books — including his more than 100 publications — a 2001 pictorial album titled The Jews in Harbin, authored by the Heilongjiang Social Science Academy. The coffee table book describes Jewish life in the city established in 1898, when the Trans-Siberian Railway reached the border of Manchuria.

“What the book does not say is that the Tsarist government bribed a Chinese viceroy to build a Russian railway in China with French money,” Berton said.

Harbin was designated the ‘Paris of the Orient’ for the city’s European architectural style. An only child, Berton was 6 when he and his mother moved to Harbin, one of the largest Jewish communities in the Far East. Berton’s father, Claude, arrived and established himself as an accountant and businessman, importing heavy woolens from Europe.

The Jews in Harbin shows the 89-year-old Berton as a confident-looking boy sitting front and center with his classmates in a Jewish elementary school. He remembers 1931 when he was 9 and Japan launched an attack on Manchuria.

“The Japanese came in on tanks and the retreating Chinese armies on Mongolian horses were dropping firearms left and right,” Berton recalled. “We kids picked them up and traded them. Can you imagine tanks against horses?”

In Harbin, Berton attended an English high school, modeled after schools throughout the British Empire. He then graduated from Y.M.C.A. College, established by American missionaries.

He played violin and graduated from The First Harbin Music Academy, where his teacher was Vladimir Trachtenberg, a pupil of the famous Leopold Auer in the Saint Petersburg Conservatory. As a member of the first violin section in the Harbin Symphony Orchestra, he toured Manchuria, Korea and Japan.

After music school, Berton sought graduate education in the U.S., but couldn’t get a visa. His parents encouraged him to study violin with the world-renowned Alexander Mogilevsky in Japan.

That’s where Berton’s world changed. He became fascinated with the beauty of Japanese culture, art and calligraphy. He explored many aspects of Japanese culture. Studying martial arts, he earned a black belt in karate. His current Japanese garden and home — filled with Japanese artifacts, screens, swords, masks and paintings, including one of Mount Fuji, which he once climbed — are evidence of his passion.

In 1949, Berton’s visa arrived after 12 years. It wasn’t a student visa; he came to the U.S. as an immigrant seeking permanent residency. He immediately began graduate studies at Columbia University’s East Asian Institute. While there, he learned that the Library of Congress was looking for someone with language skills to oversee their Manchuria collection. Speaking several languages, Berton became a consultant for the Library of Congress one year after his arrival.

He became acquainted with USC as early as 1953, when Rodger Swearingen, a professor of international relations, invited his colleague Paul Langer and Berton to collaborate with him on a Ford Foundation-supported project on the Russian impact on Japan.

In 1961, Berton returned to USC as professor of international relations and Asian studies and soon established the Asia Pacific area studies program, which he developed for the next 30 years. He also created USC’s first course on Japan.

Los Angeles is also where he met his wife Michele, who was born in Vienna, Austria, and was one of a few in her family who survived World War II. Of Jewish heritage, Michele’s parents, who perished in Auschwitz, sent her to live with a family in England a few months before the war’s onset.

Michele died in 1987 in Tokyo, Japan, while Berton was there as director of USC’s and other California private colleges and universities’ study abroad programs.

These days, Berton is finishing his latest book, From Enemies to Allies, a study of Russo-Japanese relations at the beginning of the 20th century. He doesn’t see well and uses the Zoomtext computer program to read aloud to him everything he writes and receives.

“The copy editor sent me a 21-page, single-spaced document, about 300 queries and comments, which together with my answers grew to 46 pages,” Berton groaned. “Now I’m bracing for the second round.”

He has written some of his life story and is compelled by the idea of writing a memoir.

“But,” he said, “I have one more book in-between.” — P.J.J.

This year, seven of the 10 USC students and alumni awarded Fulbright Fellowships are from USC Dornsife. For the next year, they will travel throughout the world teaching, conducting research or studying.

“As someone who hopes to work in multiple languages and with multiple cultures, the Fulbright Fellowship will allow me to become fluent in Korean and more flexible at cross-cultural interactions.” — Tiffany Yang

MICHELLE DAMIAN, a doctoral student in history, will examine the island and coastal communities of Japan’s Seto Inland Sea.

LYNDSEY HOH, B.A., performance, minor in philosophy, ’11, will study the symbology and semiotics of music inspired by Kalevala, a 19th-century work of epic poetry, at the University of Helsinki in Finland.

LYDIA GREEN, B.A., linguistics, ’09, will study at the University of London’s School of Oriental and African Studies as preparation for her doctoral research in endangered languages.

EMILY KAMEN, B.A., psychology, minor in natural sciences, ’11, will teach English in South Korea.

GARY LEE, B.A., political science, minor in political organizing in the digital age, ’07, will study in Korea, examining the country’s legislative role in the Korea-United States Free Trade Agreement.

CARA MAGNABOSCO, B.A., biochemistry, minor in entrepreneurship, ’11, will examine the carbon capture and storage facility at the University Centre in Svalbard.

TIFFANY YANG, B.A., comparative literature, minor in Spanish, ’11, will teach English in South Korea.
The Next Generation

Students may find an edge in the academic marketplace with this new program that redefines doctoral studies in the humanities. by Emily Cavalcanti

Poetry, subjectivity and political violence in the neoliberal age. Italian artists’ books in conceptual arts. House, library, field — the aesthetic of saturation.

In the new Comparative Studies in Literature and Culture (CSLC) doctoral program, invention is key.

“We're looking for students with really unusual ideas,” said the program’s director Peggy Kamuf. “We believe the best way to strengthen graduate education in the humanities is to step outside the lines.”

Launched this Fall, CSLC unites nearly 30 USC Dornsife faculty members in comparative literature, French and Italian, Slavic languages and literatures, and Spanish and Portuguese to remap the boundaries of these fields while preserving their traditions.

CSLC students not only benefit from rigorous training in their chosen specializations, but also from a shared core cross-disciplinary curriculum capitalizing on their wide-ranging interests and those of the program’s faculty.

During their first year and a half of graduate study, all students enroll in three introductory courses that examine the relations among cultural media such as literature, film and new media; the major developments in 20th-century literary criticism; and how culture shapes social formations in Asia, Europe, Francophone Africa, and North and Latin America. Students may then take an advanced seminar in one of these three areas. Kamuf noted that this initial shared experience among students is one of the hallmarks of CSLC.

Students may pursue a doctoral degree in one of three tracks with an emphasis in at least one language other than English.

The comparative media and culture track explores the development of print, visual, audio and digital media within their specific cultural, historic and linguistic contexts.

“This is another distinctive mark of CSLC and perhaps our most innovative,” said Kamuf, Marion Frances Chevalier Professor of French and professor of comparative literature. “We’re in an age when new modes of cultural production beyond books abound and this track really allows for a lot of invention and for students to put together original research projects.”

In the comparative literature track, students develop their knowledge of literature across linguistic boundaries.

“Through the study of national literary and artistic traditions, this track provides a different entry point into what is meant by dwelling and thinking in a ‘global village.’” said Panivong Norindr, chair of comparative literature and associate professor of French and comparative literature.

The third track, national literatures and cultures, offers an emphasis in French and Francophone studies; Slavic languages and literatures; or Spanish and Latin American studies.

“This program challenges students to make unique connections and allows them to pose interdisciplinary questions in methodologically rigorous ways,” said Natasha Meeker, associate professor of French and comparative literature. “CSLC also makes visible, both at the university and nationally, the incredible collaborative spirit shared by the faculty involved in this program and encourages students to benefit from that.”

Students in the program also take two professional development workshop courses. They receive guidance on how to prepare manuscripts, including their dissertations, for publication as well as for conferences. In addition, students focus on the job-search process from creating a curriculum vitae to interviewing and on-campus visits.

While most CSLC students will go on to pursue positions in academe, the program also aims to produce scholars who will enrich communities beyond campuses.

“These students are needed in our society, not just as teachers and educators,” Kamuf said, “but as writers, commentators, thinkers — people working in cultural institutions of all sorts.”
INTERSECTIONALITY \\
\[\text{in-ter-\text{'}sek-shə-nə-lə-\text{tē}}, \text{noun}\] \\
[From Latin inter, between, among; Latin secare and sect, to cut; Latin alia, act of; and Latin, itatem, state or condition] 1. an analytical framework for analyzing the complexity of politics in the 21st century that accounts for the simultaneous roles that multiple categories of difference play in society. 2. a structure that neutralizes the intergroup competition called the Oppression Olympics.

**Origin:** The term “intersectionality” was coined by civil rights activist and law scholar Kimberlé Williams Crenshaw in 1989. The concept of analyzing race, gender and class simultaneously rather than as mutually exclusive phenomena is about a century old, however.

**Usage:** “We need to be attentive to the intersectionality of race, gender, class and sexual orientation when we analyze public policy impacts — each category doesn’t exist in a silo.”

HYDROGEN POWER
A team of USC Dornsife scientists led by Travis Williams, assistant professor of chemistry, has developed a robust, efficient catalyst for storing hydrogen as a fuel source. Hydrogen makes a great fuel because it can be easily converted to electricity in a fuel cell and because it produces zero carbon emissions.

THE PROBLEM
Because hydrogen is a gas, it can only be stored under high-pressure or in a cryogenic system. In these systems, the energy density of the fuel is such the vehicle’s range is far less than a gasoline car, compare 130 miles on hydrogen to 300 miles on gasoline. Moreover, in a small car with a pressurized tank full of hydrogen, you could have a problem if you get into a wreck. One possible solution is to store hydrogen in a safe chemical form, which is what Williams, USC Dornsife postdoctoral researcher Brian Conley and USC Dornsife alumnus Denver Guess did earlier this year.

THE SOLUTION
The ruthenium-based catalyst system developed by Williams’ team releases 4.6 percent by weight of hydrogen, the highest reported weight content dehydrogenation of ammonia borane to date for a catalyst system. The U.S. Department of Energy set a target for hydrogen storage systems of 5.5 percent weight of hydrogen release for the development and viability of hydrogen-powered vehicles. With further engineering, Williams said it is possible that their catalyst could achieve that target. "I think our system is an excellent jumping off point from which to pursue higher weight content storage on ammonia borane," he said. The closest previous weight-content hydrogen release for a homogeneous catalytic system dehydrogenating an aminoborane is 3.6 percent system weight.

This research was published in the Journal of the American Chemical Society and was funded by the Hydrocarbon Research Foundation and the National Science Foundation.
SAFE STORAGE
Williams’ team determined a way to release hydrogen from ammonia borane, an innocuous chemical material that can be stored as a stable solid. They developed a catalyst system that releases enough hydrogen from its storage in ammonia to make it usable as a fuel source. “Ours is the first game in town for reusable, air-stable ammonia borane dehydrogenation,” Williams said. The system is sufficiently lightweight and efficient to have potential fuel applications in demonstration products ranging from motor-driven cycles to small aircraft.

A MOLECULAR PAC-MAN
The Conley Catalyst, represented by the molecular structure, illustrates the chemical concept behind the release of hydrogen from ammonia borane. In this figure, the catalyst is “munching” on a methyl group, CH$_3$, much like in the arcade game Pac-Man. Here boron (orange) and ruthenium (turquoise) are Pac-Man’s “teeth.”

FUEL CELL VEHICLE
While they look like conventional vehicles from the outside, fuel cell vehicles are powered by a fuel cell stack that converts hydrogen gas to electricity to power the vehicle’s motor. Because fuel cell vehicles run on hydrogen gas rather than gasoline, they release no tailpipe emissions. The catalyst system developed by the USC Dornsife researchers brings technology one step closer to developing a promising storage system for a fuel cell-based transportation economy.

Nurturing ‘Green Ambassadors’
The Joint Educational Project (JEP) teaches elementary school children about preserving the environment.

The concept of sustainable living — a lifestyle meant to reduce society’s use of the Earth’s natural resources — isn’t easy for children to wrap their heads around. But these 35 Vermont Avenue Elementary School 4th and 5th graders get it.

“If you don’t recycle, trash will be all over the place,” said Vermont 4th grader Cindy Morales. “If the Earth isn’t clean, we could all get sick,” Morales said, “because of all the dust.”

In May, student teaching assistants in the Joint Educational Project (JEP) visited Vermont to teach Morales and other children about sustainability. As part of the USC Young Scientists Program (YSP), JEP students studying science educated the children about environmental stewardship and helped conduct a three-hour workshop.

Tammara Anderson, JEP executive director, stopped by the workshop to interact with the children. She was thrilled to see them working to build a new recycling center.

Students were encouraged to share their lessons with their families and friends.

“The children have become ‘green ambassadors,’” Anderson said. “They can now teach others.” —P.J.J.

Posse-ability
USC’s first Posse scholars — half of the dozen from USC Dornsife — together navigate the sometimes difficult transition from high school to college.

A few thousand miles from home, a dozen freshmen from New York City can’t picture themselves at USC without their posse.

“You don’t realize how vital it is to have a support system until you’re here,” said Jheanelle Garriques, a USC Posse scholar majoring in gender studies in USC Dornsife. “These are people I can really rely on.”

This posse is not exactly what you may expect. The students are members of the Posse Foundation, founded in 1989 by education strategist Deborah Bial after a student told her, “I never would have dropped out of college if I had my posse with me.” The foundation offers opportunities to public high school students from less advantaged, urban backgrounds who display extraordinary academic and leadership potential.

This Fall, USC became partners with the Posse Foundation, accepting 12 Posse scholars from New York public schools. Half are pursuing majors in USC Dornsife.

Through the partnership with Posse, USC is strengthening its mission to serve first-generation students, underrepresented minorities and build on programs such as the USC Norman Topping Student Aid Fund and USC Neighborhood Academic Initiative, said the Posse students’ mentor George Sanchez.

“This incredibly interesting and diverse set of students not only come here as individuals but as a close-knit group who will help each other through rough times,” said Sanchez, professor of American studies and ethnicity, and history, and vice dean for diversity and strategic initiatives in USC Dornsife. “This is a whole generation of new leaders who are going to have an impact.”

The Posse Foundation supports students from their senior year of high school, throughout college and into the workforce. It identifies and fosters talent of underrepresented students and gives them opportunities to pursue higher education. —A.V.B.
Our World

Clues from Ancient Antioch

Students look for castle ruins, gravestones and more in Turkey’s Hatay region.

Lynn Swartz Dodd and her students had heard rumblings of a 10th-century cemetery deep in the brush in the Hatay region of Turkey near Antakya, the ancient city of Antioch. But no one had ever translated the inscribed gravestones.

Carrying heavy high-tech imaging equipment and slashing through overgrown cotton fields in 90-degree heat, Dodd’s team became the first.

“Archaeology is strenuous work,” said Michelle Lim, a junior majoring in archaeology and narrative studies.

In Turkey, students searched for and studied still-undiscovered ancient sites. They found 14 in five days. The undergraduates were taking USC Dornsife’s Problems Without Passports’ (PWP) first “Field Methods in Archaeology” course in Turkey. Their month-long course also earned them four units.

“For one month we worked them from dawn to dusk,” said Dodd, lecturer in USC Dornsife and curator of the USC Archaeology Research Center.

“She’s not kidding,” said Sarah Butler, a senior majoring in East Asian area studies and archaeology.

“Even the littlest discovery is very exciting,” Lim said. “Even if it’s a small bead or a piece of a pottery jar, you are the one who uncovered it after it was buried in the ground for 3,000 years. That in itself is a victory.”

“The first training program took place this past summer with undergraduate and graduate students nationwide taking a one-week research workshop at USC taught by the country’s top Latino mental health researchers. The first phase was followed by a 10-week training program in Puebla, Mexico, where students were assigned to specific research projects headed by López or Carmen Lara at the Benemérita Universidad Autónoma de Puebla.”

“This may be nothing short of a miracle yet it’s the most simplistic regiment I could have imagined. And a true perspective on global health.”

Steven López, professor of psychology, has helped to launch a National Institutes of Health-funded summer research training program focusing on reducing disparities in mental health care to U.S. Latinos with serious mental illness.

This summer Nanda and 12 students participated in the Problems Without Passports program’s “Global Health.” The course, taught by Ryan and other Oxford University faculty, encompassed five themes: challenges in global health, health policy and public health, tropical medicine, vaccinology, and international development and health.

With weekly bathing of the feet and legs, light massage to move the lymphatic fluid, and short yoga sessions, all patients have seen dramatic reductions in their condition,” writes senior narrative studies and health and humanity major Tavish Nanda of professor and dermatologist Terrance Ryan’s lecture on African elephantiasis. “This may be nothing short of a miracle yet it’s the most simplistic regiment I could have imagined. And a true perspective on global health.”

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Nothing Fishy

Biologist David Caron knows exactly what caused the death of 2.5 million sardines in King Harbor.

The few million sardines that went belly up at Redondo Beach, Calif., have been removed and the rotten egg smell gone, but the fish kill story at King Harbor is not over. David Caron and his team are seeking the cause and prevention of the March 2011 phenomenon in which more than 2 million — 175 tons — of sardines swam into the marina and died.

“We’re going to have one of the best documented events of this kind that has ever been done,” said Caron, professor of biological sciences. “Our sensor equipment was in the water before, during and after.”

Instruments suspended in the harbor throughout the event revealed that the fish were killed by a lack of oxygen in the harbor water — not toxins from an algal bloom, a cause some news outlets had erroneously reported.

Abe Lowenthal, professor emeritus of international relations, has conducted 200 interviews in 15 Latin American countries for his forthcoming book with the working title, *Rethinking U.S.-Latin American Relations*. Lowenthal, an expert on United States foreign policy, sat down in February 2011 with Ecuador President Rafael Correa in Quito.

When Lowenthal asked about U.S. policies toward Latin America during the Obama administration, Correa said he had a positive experience in the U.S. while earning his Ph.D. at the University of Illinois at Urbana-Champaign.

“But U.S. foreign policy has historically been antagonistic to progressive change in Latin America and has been marked by attitudes of domination and arrogance,” Correa said. “The U.S. must learn to respect the autonomy and sovereignty of Latin American countries.”

ALUMNI Afghanistan

Outside Lashkar Gah, Afghanistan, Lt. Col. Russell Todd Zink sat with village elders in the hot desert sand for his first *shura* — a consultation meeting — with local leaders. “I sat on a rug across from these men eating lamb and rice with my fingers like they did,” Zink wrote from Camp Leatherneck, Afghanistan. “I listened carefully to what the villagers had to say.”

Zink is commanding officer of 800 soldiers in Houston’s 1st Battalion, 23rd Marines, the Lone Star Battalion. During their seven months outside Lashkar Gah, they have the harrowing task of building a credible government to replace Taliban rule.

Days before the *shura*, a roadside bomb killed a British soldier near their meeting spot. Zink, who earned his bachelor’s of political science and economics in 1991, wrote: “This is just one example of the daily complexities we face in this war.”

Top: The Lone Star Battalion trains in Camp Pendleton. Bottom: Lt. Col. Russell Zink (center) begins his first *shura* with the local village leaders outside Lashkar Gah, Afghanistan.

FROM THE HEART OF USC
So you’re undecided. That’s OK!

It’s more than OK. Alumni, you’ve been there and know how unsettling it can be to be undecided. And if you were like most, you also changed majors several times before selecting one or two.

Finding your place in the world has just become easier. Launched officially this Fall, First-Year Investigations (FYI) gives incoming freshmen and transfer students the tools and empowerment they need to discover all that USC Dornsife has to offer.

“Why not explore as many of your interests as you can?” said George Sanchez, professor of American studies and ethnicity, and history, and vice dean for diversity and strategic initiatives in USC Dornsife, who co-created the program with Donal Manahan, professor of biological sciences and vice dean for students, and Steven Lamy, professor of international relations and vice dean for academic programs.

“Take some time to figure out your major,” Sanchez said. “Take a little bit of this and a little bit of that. It’s what general education is all about.”

The 30 two-unit, credit-no credit FYI courses are taught by eminent faculty in small classroom settings on subjects from how to look at artwork to why people believe weird things. Humanities, social sciences and sciences are offered, but moreover, the professors — or Dornsife Faculty Fellows — point students toward research, overseas and internship opportunities. Then they lead them to the resources and programs — Student Opportunities for Academic Research (SOAR), Summer Undergraduate Research Fund (SURF) and Problems Without Passports (PWP) to name a few — to make it happen.

The professor-mentors help students with any obstacles they may face.

For example, Frank Manis, professor of psychology, who is teaching FYI course “The Origin of a 20-Something,” shows students how to start ongoing conversations with their professors. In an exercise, Manis plays the professor and has his students approach him as if visiting during office hours.

For the final project, Manis’ students are developing research proposals to bring to a professor who may sponsor them through the SOAR, SURF, PWP or other programs.
“Coming up with and refining a research idea is sometimes the hardest part about getting started,” Manis said. “Then students have to identify which faculty and programs might help them. I’m trying to get them to think about a project that’s feasible and get them into the spirit of research.”

The guidance doesn’t stop after the semester ends. The program is meant to establish long-lasting intellectual relationships and guidance throughout students’ academic careers and beyond.

It begins with helping students, who are also paired with FYI peer mentors, to transition and acclimate during their often-overwhelming first year. Finding one’s place at a liberal arts college offering more than 60 majors and 80 minors within a major research institution can be daunting for transfer students and freshmen.

“I feel privileged to have the first impact on incoming students,” said Margaret Rosenthal, professor and interim chair of Italian, whose FYI course is “Renaissance Man/Renaissance Woman in American Culture.”

“I have a feeling they won’t ever forget this small class setting and their fellow students,” Rosenthal said.

For students in scientific fields, where freshmen classes may number 250, it can prove challenging to have direct contact with the professor teaching the course.

Stephen Bradforth, professor of chemistry, is teaching the FYI seminar “The Global Energy Crisis — How to Make Sense of It All.”

“Being a mentor should be a natural part of being a faculty member,” Bradforth said. “Rather than being ‘the sage on the stage,’ the expectation should be that students meet with faculty members at least once a week. There should be a conversation ongoing between the professor and student. FYI gives students the framework to do that.”

USC’s largest academic hub, USC Dornsife enrolled about 40 percent of the entire incoming class in 2011. The admission target was surpassed this Fall with more than 1,200 freshmen and 625 transfer students — and counting.

The largest single gift in USC’s history — $200 million — was given by Dana and David Dornsife to USC’s liberal arts college. The Dornsifes believe that USC Dornsife has the power to effect change. When students ask, “How can my education change the world?” FYI shows them.
**Brendan Dugan**  
Summit, New Jersey  
Mathematics

**HOW TO LOOK AT A WORK OF ART**

"Whether the arts delight or infuriate students, the goal is to provide them with the skills to look at art analytically and critically, and to teach them to express their opinions about art."

**DANIELA BLEICHMAR,** assistant professor of art history and history

Throughout this FYI course, students explore art through readings, classroom discussions and trips to local museums. They look closely at a wide range of art from Europe to Latin America and meet with curators, conservators and educators.

As others may rush by abstract paintings, Brendan Dugan methodically observes the seemingly nonsensical swirling lines and bold dots on display.

Abstract art reminds the 18-year-old freshman of the beauty of a complex math equation.

A sculptor, math whiz and aspiring filmmaker, he hopes one day others stop to admire his artistic creations. He thinks about using mathematics to produce visually rich graphics — maybe he’ll invent the next famous character such as the cowhide-vest wearing Sheriff Woody Pride in Pixar’s *Toy Story* franchise.

One thing is certain, Dugan intends to create.

His fondness for art led him to USC Dornsife where he is contemplating an equation that would allow him to incorporate his passion for art, knack for math and love of film.

With plenty of math courses in his present and future, Dugan enthusiastically enrolled in Daniela Bleichmar’s FYI seminar to begin building his artistic repertoire.

“Having lived in England and near New York City, I’ve been to a lot of museums,” Dugan said, “but I never really figured out how to analyze each painting.”

He looks forward to honing those skills during trips to The J. Paul Getty Museum and the Los Angeles County Museum of Art.

But the course is doing more than introducing Dugan to the Los Angeles art scene. Early on Bleichmar encouraged students to visit the Helen Topping Architecture & Fine Arts Library where Dugan stumbled upon a computer animation book — and the serendipity changed his outlook.

“When I would work on graphs in math class, I always tried to make them artistic,” said Dugan, whose twin brother, Jon, also attends USC. “I’m interested in 3D animation as a way to combine math and art.”

He also started exploring the field with an October Vi- sions and Voices event focused on computational aesthetics.

The soft-spoken student visualizes working at Pixar or DreamWorks where he can combine his creative interests. But he is open to other fields merging math with art.

“I want to see what USC Dornsife has to offer and find what I like and what I’m good at,” he said. “That’s why FYI is so great; it will help me decide what I want to do.”
Why Do People Believe Weird Things ... And How Can Psychology Help Us Answer This Question?

“There are many biases in our thinking. We connect dots that aren’t connectable and connect things that are mere coincidences. In this class, we examine the root of superstitious and magical thinking.”

Jo Ann Farver
professor of psychology

It took nine hours of studying for an advanced placement biology exam and a touch of delirium for Tienju “Nikky” Wang to make up her mind.

At a young age she aspired to help others, but it really was that long night of studying that propelled Wang to realize her calling.

When she was still burning the midnight oil at 2 a.m., her mom checked in on her.

“I told her chloroplasts are cute,” Wang said. “My mom said I should major in biology.”

Now 1,440 miles away from her parents, Wang relishes the freedom to lay out her own academic path as she pinpoints an area of practice. Jo Ann Farver’s FYI seminar captivated her for the guidance it would offer and the opportunity to study psychology—a subject she’s always been intrigued by, but couldn’t take in high school because of her heavy workload.

Wang is driven to help others, but is worried her skin might be a bit thin to work directly with patients who are terminally ill. She is considering radiology and echocardiology, which will allow her to diagnose without having to deliver any bad news directly.

At the same time, she doesn’t want to cut herself short.

“I hope to get a better understanding of what I can do with a biology degree,” Wang said. “If I decide not to go to medical school what can I do then? I hope FYI will help answer that question.”

In the meantime, Wang is building friendships and getting to know her peers and professor-mentor through class discussions. She is also taking time to nurture her interests for music and martial arts by joining clubs on campus and seeking out information on additional volunteer and travel opportunities. The 18-year-old also has her eyes set on exploring a new country, possibly China or Spain.

In her free time, she is finding her way around Los Angeles with some help from family members who live close by.

And she is becoming more comfortable approaching faculty members for advice.

“If Professor Farver suggests something, it really helps because it’s coming from someone who really knows you,” she said. “I definitely want to build connections with professors. FYI is the way to do just that.”

Tienju Wang
Dallas, Texas
Biological Sciences

Is Elvis still alive? Will an athlete play better if he wears his lucky socks to the game? In this FYI seminar, students think critically about the world around them while considering what standards to apply to decipher fact from fiction. They employ psychology principles and research to examine how reasoning abilities work and learn to develop a more logical view of the world.
Katherine Montgomery
Montclair, New Jersey
Creative Writing

A woman walking briskly down the street. A man donning a fedora. These uncomplicated sights inspire Katherine Montgomery in her fiction writing.

Montgomery realized her passion for writing in high school after participating in a summer writing program at Brown University where she was introduced to the short story. Her desire to always be creating something led her to declare a major in creative writing. “I always liked books but I think that sometimes there’s a lot more to be said with fewer words,” she said. “There are so many things that one can do these days with a writing major because it makes you a really incredible communicator.”

As a writer, she will be sharing insights into many different aspects of humanity. Wanting to more deeply understand people from various backgrounds and ethnicities, Montgomery jumped at the chance to study creative writing with an emphasis on anthropological and African American studies in an FYI seminar under Lanita Jacobs. Students in Jacobs’ course are taking a critical look at authenticity and what forms people’s opinions about what is real, with a focus on African American culture. “I want to shake students’ understanding of the real. People are concerned about the genuine, the real deal, questions of sincerity and that’s what I want to steer students’ eyes toward with African American culture as the central context for exploration.”

Lanita Jacobs, associate professor of anthropology and American studies and ethnicity

In this FYI seminar, students probe what it means to be “real” and who decides what is genuine or “fake.” Through the analysis of literature and art as well as performances, including visits to comedy clubs and campus events, students gain deeper perspectives of the issues and stakes of authenticity.

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Montgomery, who hopes to mesh her photography and writing passions, is eager to learn from her professor-mentor and has been a frequent visitor to Jacobs’ office to discuss her writing.

Determined to get fully involved during her first year, the Presidential Scholar is tutoring children through USC Dornsife’s Joint Educational Project (JEP) and is a Daily Trojan photojournalist. As she considers writing a novella, short stories or a coffee table book, Montgomery knows she can approach Jacobs with queries. “It’s so incredible to be able to sit in a room and talk one-on-one with a published author,” she said of Jacobs, who wrote From the Kitchen to the Parlor: Language and Becoming in African American Women’s Hair Care (Oxford University Press, 2006). “I can’t believe I found someone like her my first semester here.”
Justin Farshidi openly admits he can’t envision himself in a specific career. With interests from biology to business, the incoming student is searching for his motivation.

Encouraged by his physician father, Dean, to follow fulfilling pursuits, the 18-year-old confidently entered USC Dornsife undeclared.

“I’ve been undecided since I was born,” he joked. “I want to be happy in whatever I do. When you enjoy what you do then you succeed in it, whatever it may be.”

Ready to dabble in many interests, Farshidi opted to take another look at biology; a subject he likes but wondered if he would be any good at it. The self-labeled “non-sciencey” guy decided to find out by taking Larry Swanson’s FYI seminar.

The opportunity to learn about the brain in a small class setting while building a scholarly relationship with a professor was ideal for this self-assured freshman. With a goal to get to know as many people as possible on campus, the class allows Farshidi to nurture friendships with classmates and his professor-mentor.

While admitting his major, or rather non-major, causes him some anxiety, he’s learning that being in academic limbo has its advantages.

“It can be nerve-racking,” Farshidi said. “On the other hand being undecided means you’re not choosing one certain path. You’re looking to explore and do many things and not just learn one field.”

So far, Farshidi is delighted to find he’s good at science. He’s comforted by the fact that he can knock on Swanson’s door when he has questions. He is eager to learn more about campus organizations committed to giving back to the community and chatting with FYI peer mentors who have spent time abroad.

At the semester’s end, Farshidi expects to not only have found his place on campus, but more importantly, have a clearer vision of where he sees himself in the future. The course is helping him narrow down his major.

“FYI is a class where I am meeting new people, including a professor, and getting familiar with campus,” Farshidi said. “This class may change my current interest and influence my path of study.”

“Thinking About the Brain

“This innovative FYI seminar examines how people have thought about brain function through the years. We begin with the ancient Egyptians and Greeks and end with recent studies that allow functional imaging of the living human brain.”

Larry Swanson

Milo Don and Lucille Appleman Professor of Biological Sciences and professor of biological sciences, neurology and psychology

Students investigate a range of theories about brain structure and function both inside and outside the classroom. They critically evaluate current trends in the brain sciences such as brain scans of people who are thinking and dreaming. Students in this FYI class brainstorm ideas that could lead to future revolutions in neuroscience.
Before Christina Zdawczyk heard about her grandfather slinging a medical bag over his shoulder and making house calls on his bicycle in a small Japanese village, she envisioned herself one day donning a white lab coat. Those family yarns only intensified her dream to practice medicine in Japan.

At USC Dornsife, Zdawczyk, whose mother is Japanese and father is American, is dedicated to learning Japanese, traveling to Japan and narrowing down a practice area. So, last year when she learned of Donal Manahan’s FYI course that focuses on the study of human health and provides each student with ongoing, current knowledge on the social implications of medicine, she quickly signed up.

“Other courses don’t offer close mentorship opportunities with such incredible teachers,” Zdawczyk said. “This is a great experience to really get to know renowned influential faculty.”

The intimate class setting allowed her to receive feedback from her professor on a level often unreachable in larger classes. Zdawczyk found comfort knowing she could approach her professor-mentor for guidance.

On the flipside, she wants to give back in the same way. As an FYI peer mentor, the Presidential Scholar is offering guidance to incoming students and directing them to clubs and activities aligned with their interests.

“USC Dornsife has so many unbelievable opportunities, but it can be overwhelming,” she said. “I got so much out of this experience and I want new students to as well.”
Francisco Rios Casas carefully removes the foot-long whale bone from its drawer. He runs his hand along the curved pelvic bone, feeling its smoothness and rough ridges before using calipers to measure it.

Working in the Natural History Museum of Los Angeles County, the sophomore was elated to be spending his summer among fossils. Evolution, he has found, is fascinating.

He made the discovery after parlaying a conversation with his anthropology professor Roberto Delgado into a summer research opportunity.

It began with a knock.

Rios Casas had taken George Sanchez’s FYI course last fall during which Sanchez introduced them to “office hours” and held mock visits. He encouraged students to initiate conversations with their professors — a step that can be intimidating.

“Being undeclared was scary; the thought of visiting professors during office hours was scary,” said the first-generation college student.

Sanchez’s assurances gave Rios Casas the confidence to rap on Delgado’s door and share how his “Origins of Humanity” course led him to major in anthropology.

An FYI peer mentor, Rios Casas often recounts with new students how he took that first step.

“FYI,” he said, “is about finding your inspiration and having the courage to follow it.”

Shamoiya Washington prides herself on taking chances, no matter how formidable. The affable Trojan welcomed new experiences her first year on campus across the gamut — from conducting self-directed research examining the comparative politics of genetically engineered food to traveling to Sacramento to lobby for a bill she helped write.

But when she learned about an opportunity to travel to a country more than 5,000 miles away, she cast it aside. The concept of studying in England through the Cambridge Summer Programme seemed implausible.

“I haven’t often traveled because my family never had the means,” said Washington, a first-generation college student. “I never considered leaving the country.”

Exploring countries she had only come to know through books, though, intrigued her.

In his FYI course last fall, George Sanchez encouraged Washington to immerse herself in different cultures and exposed her to available resources, such as SOAR and SURF funds. That guidance whetted the Norman Toppling scholar’s travel appetite.

Back from the University of Cambridge and an FYI peer mentor, Washington is eager to share stories of her time abroad and help new students take advantage of all USC Dornsife has to offer.

“With FYI, you gain a mentor,” she said, “someone who will guide you and expose you to the world of possibilities at USC.”

Video: Learn more about the First-Year Investigations program at dornsife.usc.edu/fyi-video.
by Laurie Moore

In 1993, in a small, dingy apartment in Berkeley, Calif., Warner Bros. Records producer Rob Cavallo sat on an overturned bucket. He listened, rapt, while a punk band of three scruffy 20-somethings belted out their latest songs.

"I watched these guys do their thing, and it was just amazing," Cavallo said, remembering his initial audience with Billie Joe Armstrong, Mike Dirnt and Tre Cool of Green Day.

Earlier that year, Cavallo had been mixing his first record with punk rockers The Muffs when colleagues slid a cassette tape over to him at the sound board. When he left the studio around 1 a.m., he grabbed the tape labeled "Green Day" and stuck it in his car stereo as he drove down the Ventura freeway.

"After the second or third song — one of them was 'Basket Case' — I remember thinking, oh my God, this is actually music that is near and dear to my heart. This is the kind of stuff I really like," Cavallo said. "They're singing great melodies, their lyrics are together and the band is making a new sound. They hit all the marks for me."

Cavallo signed Green Day to Warner Bros. Records label Reprise shortly after. Their first album together, Dookie, was released in 1994 and sold 15 million copies. Cavallo eventually worked on six other albums with Green Day, including Insomniac, Nimrod and American Idiot. To date, Green Day has sold more than 65 million records worldwide, and has won five Grammys.

Almost 20 years and hundreds of albums after his first meeting with Green Day, Cavallo is chairman of Warner Bros. Records, a position he was named to in 2010.

His discography is epic — the Goo Goo Dolls, Fleetwood Mac, Jewel, My Chemical Romance, Eric Clapton, David Cook, Shinedown, Paramore, Lindsey Buckingham and Dave Matthews Band. He has produced singles for movie soundtracks, including Alanis Morissette's "Uninvited" from City of Angels, and Phil Collins' Oscar-, Grammy- and Golden Globe-winning song "You'll Be in My Heart" from Tarzan. Cavallo won the "Producer of the Year" Grammy in 1998, and was nominated for the award in 1999, 2004 and 2010.

Cavallo received his first guitar at age 7 from Zal Yanovsky, former lead guitarist of The Lovin' Spoonful. His Hidden Hills, Calif., home now boasts a collection of dozens waiting to be used in his in-house recording studio. Cavallo has produced hundreds of records in the last two decades for artists from Green Day to Fleetwood Mac.

“Are the melodies valid? Do they carry weight and emotion? Are they hook-y? Are they deep?”

With Cavallo, everything in his life leads back to The Beatles. When he was 11 years old, he listened to a stack of their albums belonging to his father, former music manager and current Disney Music Group chairman, Bob Cavallo.

“Something just clicked in me, and I had to find out how this music could make me feel this way — it was happy, made you want to jump around the room. The art form was so powerful, I had to know how they did it.”

So Cavallo learned the vocal, guitar, drum and piano parts of every Beatles song he knew, recorded himself playing and then remixed the songs. He did the same with works from The Rolling Stones, The Who and any other hit records he could get his hands on.

When Cavallo came to USC in 1981, instead of taking the more traditional route of classical music training, he selected an English major, which he said “felt like the most natural major to take.”

“A WORLD VIEW
“Do they say something unique about the times, something original?”

In his literature classes, Cavallo learned to think of writing in its historical perspective. He compared William
Wordsworth, “the great pop poet,” to Bob Dylan, both writers who Cavallo recalled as encapsulating in their works the culture and mindset of their respective time periods. “When I look back at my training at USC, it was basically to help me understand on a grand scale how music and popular culture could be married.”

In addition to studying literary classics, he wrote constantly, sometimes pounding out 20 pages in one sitting that he would then read aloud to his classmates.

Cavallo studied the art of writing under novelist T.C. Boyle, whom he worked with on his undergraduate thesis. Boyle, Distinguished Professor of English and a former rock musician himself, “made it very cool to be an English major.”


Cavallo called Boyle soon after Green Day released Dookie, an album that Cavallo described as a snapshot of what it felt like to be a young American male in the early ’90s. “I told him, ‘This is so much like your class. We’d talk about issues of the day, and we’d put them in the form of short stories. Now, we’re putting them in the form of rock songs.’”

A GUT FEELING
“The most important element.”

“George Martin, when he signed The Beatles, said he just had a gut feeling about them,” Cavallo said. “That was brave, because there were no other bands like them at the time.”

This gut feeling extends beyond deciding which bands to sign. For Cavallo, it also means recognizing the true sound of an artist, and working to preserve that sound when recording in the studio.

Hayley Williams, lead singer of the rock band Paramore, recalled what it was like to work with Cavallo on the band’s third album, Brand New Eyes, released in 2009.

“He would sit back and listen to what we were doing, and if he thought it was great, he didn’t feel the need to put his hands all over it. Yet when we needed a push or something wasn’t coming across, he was honest and showed us where we were lacking,” she said. “I think just about any other producer would’ve tried to sugar coat it, shine it up, or make it something they thought was more understandable or accessible.

“Rob gets where music comes from. It all boils down to a human heart and he’s not afraid of that.”

After more than 15 years in the producer’s chair, Cavallo’s new role of chairman of Warner Bros. Records means he spends more time on the business side of making music than he used to. But he’s still able to leave the office behind to spend the afternoon — and often the rest of the night — in his studio, doing what he loves most.

“When the song starts to take shape, it gets really exciting,” Cavallo said. “You’re making something that’s moving you. I’m in my 40s, but I still get very excited by it, because I know it’s going to turn people on.”

Cavallo’s home is a visual history of his love for music. A mosaic of brightly colored guitars hangs outside his recording studio and a collection of awards, signed sheet music and photographs decorate the rooms.

In one image, Cavallo sits observing with a hand to his cheek as Dave Matthews strums an acoustic guitar during their work on the 2009 album Big Whiskey and the GrooGrux King.

“We went from nothing — an acoustic guitar, Dave, the band — to 15 months later, when I was in an arena with thousands of fans screaming over the songs we’d just produced,” Cavallo said. “And let me tell you, that feeling is just fantastic.”

Video: Rob Cavallo ’85 shares his path to becoming a Grammy award-winning music producer at dorsif.e.usc.edu/cavallo

Discography

Dookie
Green Day
Won 1995 Grammy for Best Alternative Music Album

American Idiot
Green Day
Won 2005 Grammy for Best Rock Album

Dizzy Up the Girl
Goo Goo Dolls
Certified triple platinum by the RIAA

Say You Will
Fleetwood Mac
Certified gold by the RIAA

The Black Parade
My Chemical Romance
Certified platinum by the RIAA
A newborn goat, umbilical cord still attached, stumbled across the dusty road, bleating in wonder. From the airplane window a day earlier, eight USC Dornsife undergraduates had watched the Los Angeles sprawl and jammed I-405 vanish before their eyes. Now they were in rural Ghana. On the dirt road where the bewildered kid zigzagged his way to a trip of goats, students were greeted by a coterie of children who hung on them, gleefully yelling, “Obruni! Obruni!,” the Twi word for white person, affectionately given to foreigners. The students took a tro-tro — or minibus — to a one-square-mile patch of farmland, where they would live for five weeks investigating agriculture, education and sustainable development in central Ghana. They were part of USC Dornsife’s first Summer Research Fellowship to Ghana held this year. Blue Kitabu, a nonprofit supporting sustainable education in developing nations, organized the program with the Summer Undergraduate Research Fund (SURF).

Blue Kitabu co-founder Elizabeth Barreras earned her bachelor’s degree in international relations from USC Dornsife in 2007. Wanting to involve her alma mater in the Ghana program her organization started two years earlier, she contacted her former professor, Steven Lamy, vice dean for academic programs in USC Dornsife.

“There are many fragile states in Africa, but health care and education options are improving in places like Ghana,” Lamy said. “Our students have an opportunity to really make a difference.”

Barreras accompanied the fellows on their journey, which resulted in research papers containing recommendations for the Ghanaian government. But before they could offer realistic advice, students had to walk the walk. Sometimes, literally.

“We climbed a mountain,” said Aron Theising, a junior majoring in economics, as if doing so was commonplace. After a tough hike to a waterfall, they felt a sense of accomplishment and closeness. “The world would be a better place if everyone was required to spend time in a radically different country than their own.”

—Robert Rosencrans ’13, research fellow in Ghana
“So we huddled together and flashed the Trojan victory sign.”

Climb a mountain they did. Theising could have been referring to what this group achieved in five short weeks with never-ending barricades.

“I was really impressed with their guerrilla-like tactics,” Barreras said of the fellows. “They had incredible obstacles when conducting their research. They had to be very persistent and knock on every door. Everyone adapted and rolled with the punches.”

**THE HIV/AIDS STIGMA**

Theising, for example, quickly hit a brick wall finding anyone with HIV/AIDS willing to talk. Of Ghana’s 24 million people, 1.8 percent reportedly has HIV/AIDS, but Theising believes the number is higher. He expanded his research analyzing the economic effects of HIV/AIDS in Ghana to include studying the stigma associated with the disease.

When those with HIV decide to tell their community, he said, many are fired from their jobs, beaten by community members and kicked out of their homes.

“Doctors usually spread the names of people who have HIV,” Theising said. “So someone from Cape Coast will go all the way to Accra, a three-hour drive, to get treatment.”

That is, if that person has travel money. The Ghanaian government subsidizes some HIV medicine, but not transportation costs or treatment for opportunistic infections such as pneumonia. Further, schools are forbidden to educate students about safe sex, but must teach abstinence.

With the help of the Abura-Asebu-Kwamankesie district youth leader, Elvis Donkoh, Theising was eventually able to interview HIV/AIDS patients. They were predominately female because when a woman becomes pregnant, doctors require she be HIV tested.

“Because of the stigma, men don’t get tested,” Theising said. “The stigma exists even for babies.

Theising recounted one heartbreaking sight. He and Donkoh found an emaciated toddler alone in a house lying on a cement floor, wailing. Neither his mother, nor anyone, could be found. Donkoh, who runs an orphanage, made plans to rescue the child, who was HIV-positive.

“These people don’t have anything,” Theising said. “Still, they have this disease and have to make decisions, or not, to deal with it.”

**HARASSMENT IN SCHOOLS**

Four fellows’ research focused on education. Megan Lambert, a psychology and neuroscience double major, studied the barriers to female education in Ghana. Lorenzo Tovar, a senior majoring in philosophy, politics and law, looked at education reform, while Elisabeth Wolfenden, a junior majoring in neuroscience, analyzed the impact of health education in rural Ghanaian schools. James Liu, a senior majoring in philosophy and business administration, researched the performance of Ghana’s business schools.

Lambert learned that most females never make it past junior high school. First there is the cost. Uniforms, textbooks, supplies, registration fees and transportation are too expensive for most families. Faced with educating their children, preference goes to boys.

Her interviews revealed rampant sexual harassment of girls by male students and teacher bias toward boys. By high school, when boys surpass girls 2 to 1, teasing escalates to threats, intimidation and harassment. Girls told Lambert they would rather not eat than face boys in the dining halls calling them “ugly, stupid and bad.”

If a girl refuses sexual advances from a boy, he taunts her in front of his friends and spreads false rumors, Lambert said. Reports to teachers are ignored.

“The students seem to accept harassment as part of life,” Lambert said.

The absence of separate bathrooms for females and males is a major issue. Many girls, especially during menstruation, stay home rather than share a bathroom with boys who will tease them harshly.

“One young woman looked at me incredulously after I asked her questions about sanitation, harassment and teacher bias in school,” Lambert said. “She told me no one had ever talked to her about any of this before.”

The USC Dornsife students sought permission from officials before visiting schools. That may not sound too difficult, but appointments usually involve a four-hour or so window in Ghana. Tovar recalled an official who told him to arrive on Monday morning.

“What time Monday morning?” Tovar asked.

“Just come on Monday morning,” the official replied.

“I would get there, wait and hope he showed,” Tovar said.

The school day, too, started when most of the children arrived. Some youngsters could not afford transportation and had to walk three hours to school. Other children worked mornings and went to school afterward.

In his research, Tovar found that many children whose families cannot afford supplies or the proper uniform skip school for fear of being hit by the teacher. When children are unprepared, the teacher punishes them with a small piece of wood or cane.

Lambert observed this.

“Several students gathered by the windows to see what I was doing in the classroom,” Lambert recalled. “A teacher came out with a stick and started hitting the children away from the windows. They went running trying to escape, and she smacked the slower children repeatedly, rounding them up.”

Upon his arrival, Tovar learned that government funds

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**GHANA MEMORIES**

From left to right: Elizabeth Barreras strategizes with farmers; fellow James Liu is greeted by a mona monkey; fellow Elisabeth Wolfenden leads the way on a narrow bridge; students climbed a mountain to a waterfall; fellows Casey Schmalacker (left) and Lorenzo Tovar sort more than 100 books Blue Kitabu donated to the Asuansi Farm Institute; market time; President Barack Obama’s image was displayed everywhere in Ghana, here cookies are named after him; crashed out after a long day; tro-tro breaks down; fellow Lane Johnston paddles the boat; Ghanaian students discuss a book; fellow Megan Lambert cooks with the locals.
for supplies often end up in teachers’ pockets. 

“After visiting schools, I would get so frustrated I would throw my notebook on the floor and go for a run,” Tovar said. “I didn’t want to deal with it anymore. There are so many obstacles, where do you begin to improve the educational system?”

Later, Tovar discovered that teachers, who earn a meager wage when they do get paid, keep some money because they bring in food for their students who arrive hungry. 

“I had to step back and look at the big picture,” Tovar said. 

In her research, Wolfenden found that the Ghana health administration has a good syllabus in place, but it cannot be implemented. Guidelines call for teaching aides to deliver health lessons and nurses to visit schools. But there are no teaching aides or nurses. Each school principal does appoint a health coordinator. 

“At some schools, the assigned health coordinator didn’t know he was the health coordinator,” Wolfenden said. 

Adding personnel seems an unrealistic luxury when students need soap to wash their hands, Wolfenden said. In addition to teaching aids like books and posters, instructors wished they had dust bins and washing bowls. They told Wolfenden they need computers, DVDs, videos, posters and projectors. But there were more immediate needs. Some rural schools lacked bathrooms and students instead used bushes. 

But as West Africa’s fastest growing country, Ghana could one day extricate itself from its status as a developing nation. 

“Within the country itself, a good place to begin understanding the Ghana of tomorrow is by studying its soon-to-be middle and upper class: the college-attending population,” Liu said. 

Looking at business schools within universities, Liu determined that neither the Kwame Nkrumah University of Science and Technology, nor the University of Cape Coast have experience, developed infrastructure or an established reputation. 

“The University of Ghana-Legon is the obvious 800-pound gorilla,” Liu wrote, “with a well-established brand and Ghana’s only experienced business school.”

**SLASH AND BURN**
Divya Rao, an environmental studies sophomore, and Lane Johnston, an international relations sophomore, researched sustainable farming. Staying at the Asuansi Farm Institute, which provides agricultural education, the fellows interviewed teachers and students of aquaculture. They also spoke to University of Cape Coast professors and to farmers. 

Rao studied sustainability of tilapia farming because
fish supplies about 70 percent of the protein in a coastal Ghanian diet. To interview farmers, she traveled solo by taxi and tro-tro to the Volta region in eastern Ghana. When the tro-tro driver dropped her off, she panicked. “It was the middle of nowhere,” Rao recalled. Finding her way to Lake Volta, the world’s largest artificial lake, she saw workers, young and old, on shore hustling to net fish. Others fished from canoes with treetops in the background poking up from shallower waters. Lugging a bag filled with books and notepads, she found a tilapia farm and sought out the owner. “It was a real confidence builder,” Rao said. “You don’t know what independence is until you go to a foreign country and travel by yourself.”

Discovering that subsistence farmers cannot afford to build ponds, Rao recommended that the government set up microfinance operations to provide the initial capital needed.

Johnston investigated deforestation and the hazards of slash and burn — or cutting down plants on a plot then burning it to clear the area for sowing. The practice depletes soil nutrients, threatens animal habitats and leaves the land susceptible to erosion and brushfires.

Climate change due to global warming also adversely affects farmers who rely on rainfall to water their crops, Johnston said. The language barrier made it difficult for Johnston to glean this information from farmers — the subject of one fellow’s research.

Robert Rosencrans, a junior majoring in comparative literature and psychology, had planned to study sustainable agriculture, but after interviewing farmers he focused on the language gap.

Take the term climate change.
“Even with a translator speaking in their native language all you can get is an approximation,” Rosencrans said.

Or organic farming.
“When I asked one citrus farmer of Asebu to define organic, he said simply, ‘We’re not spraying it,’” recalled Rosencrans.

In addition, Ghana has more than 50 languages with some overlap. The Fante and Twi can communicate, for example, because they are part of the Akan tribe. But the Ewe are not and their language differs.

“So how can a researcher, professional or volunteer overcome this challenge?” Rosencrans asked.

In his research, he listed several farming terms — including sustainability — and their meanings in English and various Ghanaian languages.

**ELEPHANTS, OBAMA BISCUITS AND FUFU**

At night, fellows gathered around a table and recapped their highs and lows of the day. They cherished their visits with villagers, who taught the female fellows how to cook *fufu* — a staple local food made by boiling cassava root and unripe plantain then pounding the mixture in a large mortar with a long, wooden spoon. Using their fingers, they would dip the *fufu* into palm nut oil and curries.

The taste?
“Like dough in a broth,” Theising said.
“It’s good with salt,” Rosencrans offered.

One unusual item was Obama Biscuits, a cookie named after Barack Obama, the first African-American United States president, whose image was displayed everywhere in Ghana.

An unexpected highlight was a walking safari. Unexpected because when they got to Mole National Park, Ghana’s largest wildlife refuge, it was closed. Discouraged, they headed back to the lodge. Then the minibus made an abrupt stop.

“Elephants walked across the road,” Tovar said. “We were feet away from these giant creatures grazing off the trees.”

The lows usually involved water, electricity and tro-tros breaking down. A few weeks into their trip, overgrown bamboo knocked down their power line. They ate dinner using flashlights and walked 15 minutes to gather buckets of cold water for sponge baths. The smallest one in the group, Wolfenden, tried mimicking the locals by balancing the heavy bucket on her head. “It worked,” she said. “Although I did have to hold it with my hands.”

Living for a short time with no electricity, running water, Internet or phones, the fellows learned something new about themselves.

“I was happy, really happy and fine without all of those things,” Wolfenden said.

They had wondered how Ghanaians can seem so content with so little. Now they had an inkling. Still, this wasn’t their greatest discovery.

**DO SOMETHING ABOUT IT**

Students grew most excited when talking about how their research may help the people of Ghana. Their recommendations were sent to Ghana’s Ministry of Education, Ministry of Agriculture, the Asuansi Farm Institute and the Kwame Nkrumah University of Science and Technology. Lambert created a detailed awareness campaign for parents, focusing on the practical benefits for educating their female daughters. Wolfenden called for a communitywide approach to teaching about health issues, including the involvement of local radio stations. Johnston recommended farmers start conserving water as a result of climate change.

Rosencrans’ study on overcoming language barriers can become a guidebook for researchers after him.

“At first I thought I should do something concrete in Ghana, like build a school or church,” Rosencrans said. “I felt kind of embarrassed thinking that my research could possibly help.”

He came to a different conclusion.  

*Video: Learn more about Elizabeth Barreras ’07 and the Blue Kitabu fellows’ work and experiences in Ghana at dorsif.se.usc.edu/ghana*
This summer, students in USC Dornsife’s Problems Without Passports and Maymester programs chronicled their adventures around the world while studying environmental issues in Guam and Palau, the Maya civilization in Belize, and poetry in Paris, France. Read these and other student blogs including those from Oxford, England, Catalina Island and Cambodia at dornsife.usc.edu/blogs.

Guam and Palau

**COURSE:** Integrated Ecosystem Management in Micronesia  
**INSTRUCTORS:** Jim Haw and David Ginsburg, Environmental Studies Program  
uscdiving.wordpress.com

“Even after the first two dives, I felt that my eyes had been opened to the importance of gathering data in the underwater environment. In order to truly learn and monitor the coral reef systems, it is crucial to understand why certain species flourish, such as the acropora in Tumon Bay, and how to gauge diversity and general ecosystem health by means of counts and observational records.”

**MICHELE FELBERG,** junior, environmental studies major, economics minor

Students also shared their experiences in the course on Scientific American’s “Expeditions” blog. Read their entries at the link above.
“A Deserted Paris”

I was sipping on a kir, in an already dusty café, when an armadillo walked in on his hind legs, wearing a spectacularly subtle green suit and tie, topped with a bowler hat (of all things). I couldn't see them from where I was sitting, in the back corner, but I imagine he took the time to wear cufflinks to match his ridiculous, beige briefcase. He was confused, naturally, as any armadillo would be in a Parisian café (suited up or not). Wide eyed, he held his metro map, grazing the floor, in one claw and desperately clutched his briefcase, in the other. Eyes still gaping, he cocked his head to the left and gazed at the sun for guidance. But alas, he was in the wrong climate. Sure, he attempted an air of belonging with his suit, tie, and hat, but the sand spilling from his briefcase wasn't fooling anyone. His mammoth, glossy eyes moved away from the sun and locked with mine (gawking). I simply shrugged a crooked smile, a sorry attempt at empathy. And with that, he rolled into a compact ball, ruining his suit, jutting over the cobblestones, artfully darting between the motorbikes, and leaving his sandy briefcase behind.

COREY ARTERIAN '11. English major
“We saw ancient Maya artifacts, tombs, and met some descendants of the civilization that collapsed over a thousand years ago. Some of us even tasted the allspice leaves that the Maya used to numb their teeth before dental procedures. It’s difficult to put into words how incredible it is to experience firsthand something that you’ve only heard about in the classroom.”

NOAH BUCON, junior, environmental studies major, Spanish minor

“The gratitude and openness of the Belizian students was incredible to behold and I’m so glad that we had the opportunity to work with these wonderful students.”

MAYA RAMAN, sophomore, health promotion and disease prevention major, natural science minor

COURSE: The Role of the Environment in the Collapse of Human Societies: The Ancient Maya Civilization
INSTRUCTOR: Lisa Collins, Environmental Studies Program
dornsife.usc.edu/pwp-belize
Neuroeconomics looks inside the brain with scanning tools to investigate patterns of motivation and decision-making. Some businesses are profiting. Individuals can, too.

by Pamela J. Johnson

You’re watching Steven Spielberg’s original *Jaws* for the first time.

At the sound of the two threatening cello notes — *dun dun* — and the sight of a dorsal fin, tension builds and your heart beats like a rabbit’s.

So what’s going on in your brain when the shark leaps on the boat carrying ill-fated Quint and your popcorn flies out of your hand?

Some filmmakers know. They’re using functional magnetic resonance imaging (fMRI) to measure activity in the viewer’s brain. By analyzing scans of the amygdala — the brain section linked to emotions including fear — they may know precisely at what point the viewer was most afraid. With this technology, filmmakers can identify which scenes are working and which fall flat.

The film industry is capitalizing on the relatively new field of neuroeconomics that in part measures consumers’ neuronal response to product and marketing stimuli. In a broader sense, the field seeks to explain why people make the decisions they do and how they process alternatives. It uses neuroscience and fMRI research as tools to create new economic models.

“Neuroeconomics is one of the newest and most exciting developments in economics right now,” said Simon Wilkie, professor and chair of USC Dornsife’s Department of Economics. “It is addressing some of the fundamental issues that economists have ignored for a long time. Economics has viewed the brain and decision-making as a black box. Our traditional assumption has been that people have well-behaved, stable preferences and they act in a systematic way consistent with those assumed preferences. Using neuroscience, we can dig deeper into how decisions are made.”

At the helm of neuroeconomics in USC Dornsife are Isabelle Brocas, Juan Carrillo and Giorgio Coricelli. Brocas, associate professor of economics, and Carrillo, professor of economics, direct Theoretical Research in Neuroeconomic Decision-making (TREND), the country’s first institute dedicated to the study of neuroeconomic theory.

In research often published in the *American Economic Review*, they use experimental neuroscience and neurobiology to gather detailed evidence of how the brain works during the decision-making process. What sets this institute apart from other neuroeconomic centers is its grounding in theory rather than experimental behavioral research alone.

“Rather than relying on stated preferences and observed behavior to understand the desires of individuals and predict their actions, neuroeconomics adds a third tool, the direct observation of the underlying mechanisms leading to choices,” Brocas said. “Neuroeconomic theory takes this a step further. It uses brain activity evidence to build models that can explain and predict behaviors.”

**HEALTH INSURANCE OR EARTHQUAKE INSURANCE?**
For example, people make choices that inadvertently affect their health.

“Sometimes you see people who can’t afford both health insurance and earthquake insurance, so they get earthquake insurance,” Brocas said. “But there’s a greater chance of being diagnosed with cancer than being in an earthquake, even in L.A. If you can figure out why this decision happens you can decipher what kind of correction to take.”

The recent subprime mortgage crisis in the United States demonstrates the crucial need to better understand
the underpinnings of decision-making.

“Individuals have systematically biased beliefs about the prospects of their entrepreneurial endeavors,” Carrillo said. “They under-save for retirement and subscribe to mortgages they cannot afford. These behaviors cannot be ignored since they may have disastrous consequences for the economy, as we recently witnessed. Knowing what types of mistakes and biases are prevalent is an important starting point. The main challenge is to understand why they emerge so they can be predicted and possibly avoided.”

In the long run, the research can affect policies.

For instance, research shows that when employees are given a choice to pick a savings or retirement plan, many do nothing. In a phenomenon economists call ambiguity aversion, they don’t invest or save because they must choose one of several plans. To skirt this bad financial move, some companies institute a default action. If employees choose nothing, their employer’s matching contributions automatically go into a plan.

But taking science through to policy-making is an extremely slow process.

“This research potentially has a very high payoff,” Wilkie said. “It’s one of the few areas in economics that has a potential to be revolutionary. An institution like USC, which aspires to be on the forefront of research, should have a diversified portfolio of research activities including some in which the impact is uncertain but the potential upside is very large.”

**PEER PRESSURE ALIVE AND WELL**

This Fall, Carrillo, Brocas and Coricelli, assistant professor of economics and psychology, have opened a new experimental economics laboratory in KAPrielian Hall. There, they are working with graduate students researching individual decision-making and game theory. They are recording behavior, but also measuring physiological responses, eye tracking and reaction times. Along with behavior, these measurements can help researchers understand motivations behind choices. These studies will provide hypotheses that will be analyzed using fMRI scans, which will help build new testable economic models.

At the University of Arizona, Tucson, Coricelli studied with Kevin McCabe and Vernon Smith, founders of the field of neuroeconomics. As a visiting predoctoral fellow in the late ’90s, his adviser was Smith, who in 2002 won the Nobel Prize in economic sciences.

Coricelli recently led a multi-national team of researchers in a study involving peer pressure. They measured activity in the regions of the brain associated with rewards and social reasoning while participants in the study played lotteries. In a paper published in the *Proceedings of the National Academy of Sciences*, Coricelli’s team found that the human brain places more value on winning in a social setting than it does on winning when alone.

The researchers found that the striatum, a part of the brain associated with rewards, showed higher activity when a participant beat a peer in the lottery, as opposed to when the participant won while alone. The medial prefrontal cortex, a part of the brain associated with social reasoning, was also more active. Participants who won in a social setting also tended to engage in more risky and competitive behavior in subsequent lotteries.

**THE$E BEHAV!OR$ CANNOT BE IGNORED SINCE THEY MAY HAVE DISASTROU$ CONSEQUENCES FOR THE ECONOMY....**

“These findings suggest that the brain is equipped with the ability to detect and encode social signals, make social signals salient, and then use these signals to optimize future behavior,” Coricelli said.

Coricelli has extensively studied the emotion of regret, research covered in several publications including *Nature Neuroscience*, *Scientific American*, *New Scientist* and *The New York Times*. He and his team identified the medial orbitofrontal cortex as the brain region that mediates the feeling of remorse, or regret.

In fMRI experiments, volunteers were given two choices, one having a higher risk and the potential for a greater reward. When volunteers chose the less lucrative option then learned the other was better, their medial orbitofrontal cortex, which sits in the brain’s frontal lobe, became activated.

When volunteers were not given a choice and had no control over the outcomes, that particular brain activity was absent, suggesting that personal responsibility prompts the orbitofrontal cortex response. The findings supported Coricelli’s previous research involving patients with damaged orbitofrontal areas who do not experience regret and are unable to change risky behavior to avoid scenarios that would induce that feeling, such as excessive gambling.

**FINDING A COMMON LANGUAGE**

Antoine Bechara, professor of psychology in USC Dornsife, has spent his 30-plus-year career researching the neurology of decision-making and addiction. At the University of Iowa, Bechara worked with neuroscientists Antonio and Hanna Damasio, who now head USC Dornsife’s Brain and Creativity Institute and are University Professors.

Bechara was among the first to use fMRI to study brain damaged patients. Working with the Damascos since 1991, he developed what is known as the Iowa Gambling Task, a process that enabled investigators for the first time to detect, measure and investigate in the laboratory patients with injuries to the ventromedial sector of the prefrontal cortex.
In one breakthrough, Bechara and Hanna Damasio were senior authors in a study published in Science showing that smokers with damaged insula quit smoking easily and immediately, suggesting that other addictive behaviors may also have a strong hold on neural circuits for pleasure.

Neuroeconomics, Coricelli said, was born from the need to understand basic human behavior and the impact of specific emotions.

“It was clear that there was something missing,” he said. “It was clear there was a need for researchers to interact with other disciplines. At some point it was understood it was time to put people together to try to answer the same question. I’m very excited about working with people from different disciplines. It’s an effort, but you have to find a common language.”

THE GHOST IN THE MACHINE
John Monterosso, associate professor of psychology, has fully embraced neuroeconomics — or the combined perspectives of behavioral economics and cognitive neuroscience.

“Each perspective has its own accumulation of insights and methodological tools,” he said. “The goal is to find sensible ways to integrate what each has to offer.”

His Self-Control Neuroscience Research Lab probes addictions such as smoking. His team uses fMRI scans to study the brain processes involving decision-making and self-control.

“There is a disparity between what people want to do and what they actually do,” Monterosso said. “In one example, I’m supposed to be writing, but I check e-mails or surf the Internet. Writing a paper is a slow process. Its rewards are big, but they’re not realized during the process. Getting an e-mail from a friend is a much smaller reward, but it’s immediate. There’s a natural tendency to pursue immediate rewards. Motivation prefers immediate over the delayed.”

His research published in international journals such as Drug and Alcohol Dependence is shedding light on the notion of overcoming addiction with will power or strong character.

“From a psychologist’s standpoint, willpower is a ghost in the machine,” Monterosso said. “Everything a person does is scientifically understandable, ultimately. I would like psychology to be able to give accounts of what willpower really is.”

“With a new set of scientific data, we can take on this issue that philosophers have struggled with forever. That couldn’t be more exciting. We’re on the verge of it and it’s a lucky place to be.”

EMOTIONALLY YOURS
In today’s world, think about online trading or investing, Coricelli said. With the Internet, people can invest and trade directly online without the help of a stockbroker. At the prospect of winning, your brain lights up like fireworks. But the fast-paced process doesn’t give the brain enough time to compute the risk of the trade or investment. Online shopping can have the same effect. The growing sophistication of the field has the potential to affect regulations, help businesses prosper and people make difficult financial choices.

Neuroeconomics is about showing you how to understand and perhaps control your emotions. Or, it’s said, they will control you.

CROSSING OVER
Economists knew that in order to fully understand the impact of specific emotions, researchers would need to interact with experts in other disciplines. “It’s an effort, but you have to find a common language,” said Giorgio Coricelli, assistant professor of economics and psychology.
Decisions, Decisions by Pamela J. Johnson

WHEN WE GO TO THE FAIR AND PICK A CORN ON THE CORM OVER THE DEEP-FRIED BUTTER, ARE WE EXERTING SELF-CONTROL — OR GETTING WHAT WE ALWAYS GET?

Everything in life requires making decisions. Even deciding when — or if — to get out of bed.

“Or choosing what to wear,” said Wendy Wood, Provost Professor of Psychology and Business. “How much effort did you put into that today?”

But are we really deciding or are we just creatures of habit? This Fall, Wood is leading a new USC Dornsife 2020 initiative, “Adapting to Downturn, Rising with Recovery: Multi-Method Training for Social, Behavioral and Brain Scientists.” As part of this initiative, she is co-teaching a course for graduate students linking neurological and social data to better understand self-control successes and failures involving obesity, addictions and other serious problems.

USC Dornsife 2020 brings together faculty from different departments or areas within departments to work on themes that will greatly impact society in years to come. The class is co-taught with John Monterosso, associate professor of psychology, who uses cognitive neuroscience and behavioral economics also called neuroeconomics, in his self-control and addiction research. Wood is a social psychologist.

“When we think people are exerting self-control by eating healthy and exercising, they may just be following habits,” Wood said. “Habits are automatic mental associations that involve the basal ganglia and associated parts of the brain. Bad habits conflict with goals, but good habits help us get through the day and meet our goals without much thought. So being able to test neuro-activation is very important for social psychological theories.”

In a recent paper about mindless eating published in the Personality and Social Psychology Bulletin that garnered much media attention, Wood revealed that moviegoers who indicated they typically munched on popcorn at the movies ate about the same amount of popcorn whether it was fresh or stale.

“Nobody likes cold, spongy, week-old popcorn,” said co-author Wood. “But once we’ve formed an eating habit, behavior is guided by mental associations — sitting in theater equals eating popcorn. We eat even if the food doesn’t taste good.”

Margaret Gatz, professor of psychology, gerontology and preventive medicine, and chair of the Department of Psychology, noted the extremely wide breadth and depth of decision-making research.

“There are really intriguing issues with aging,” said Gatz, an expert on Alzheimer’s disease and the overall mental health of elderly people. “When the brain changes with age, it affects the ways decisions are made; on health care, finances, one’s residence. Scams perpetrated on the elderly are in part due to how the decision-making process changes with age.”

Increasingly, psychologists are working with neuroscientists and neuroimaging to enhance their empirical research, Gatz said.

“Each group is contributing from their discipline’s perspectives to create progress,” Gatz said. “It’s useful not to forget the history. But it’s terrific that different fields are talking to one another.”

Richard John is one psychologist doing precisely this. The associate professor of psychology is a USC Dornsife faculty member involved in USC’s National Center for Risk and Economic Analysis of Terrorism Events (CREATE), funded by the U.S. Department of Homeland Security and housed at USC School of Policy, Planning, and Development and the USC Viterbi School of Engineering.

John is on CREATE’s risk assessment team and in part researches how terrorist leaders make decisions.

“They make decisions in much the same way a Fortune 500 company makes decisions,” John said. “They have a certain amount of opportunities in a year, they can invest resources and they come up with a portfolio of choices. So the work we’ve done is to try to quantify their objectives and motivations.”

John is also an expert in legal decision-making. There is much debate over mental health professionals’ methods in predicting a detainee’s danger to society. Historically, psychologists have used only their unaided judgment to conclude whether someone is sufficiently dangerous to be admitted.

More and more, psychologists are using actuarial tools — which mathematically assess the likelihood of events — to predict the risk of violence. Sometimes, however, the tools are not used correctly and consequently people who shouldn’t be locked up.

“Courts are slow to use these tools but professionals use them as an aid for making these judgments,” John said. “We look at whether these tools actually work. There’s a certain perception that people who suffer from mental illness tend to be violent. Turns out that’s a myth.”

Other faculty use social media methodologies in their research. Jesse Graham, assistant professor of psychology, co-created a Web site, YourMorals.org, with professors and graduate students of social psychology nationwide. The brainchild of Ravi Iyer, a social psychology postdoc in Graham’s lab, the site enables people to explore their morality while contributing to the group’s research.

One of Graham’s goals is to understand why people disagree so passionately about what is right and what morality even means. His research suggests that people decide on a political party not so much based on issues but based on their worldviews. Graham and his team created a scale to map the full range of human moral concerns by surveying 35,000 self-identified liberals and conservatives. Published in the Journal of Personality and Social Psychology, the study tested universal sets of moral intuitions, including care, fairness, loyalty, authority and sanctity.

Issues people often classify as political also become issues of morality, Graham said. For example, the recent debate over the debt ceiling involved more than different financial opinions. It touched on moral reactions to poverty and a sense of fairness to the next generation. The study found that liberals and conservatives value morals differently.

Liberals placed the individual as the focus of morality, with concerns prioritized around protecting people from harm or unfair treatment. Conservatives, the study found, center morality on the family unit and what they think as proper relationships between a person and his or her god, man and woman, parent and child.

While equal pay is a moral issue for liberals, conservatives would consider it immoral for a soldier to disagree with a commanding officer, Graham said.

“The most intractable political debates involve respect for tradition and authority, and physical and spiritual purity,” said Graham, citing gay marriage laws that pit tradition and purity against issues of fairness.

Strong morals, Graham said, can lead to righteous extremism.

“[Terrorists] make decisions in much the same way a Fortune 500 company makes decisions. They have a certain amount of opportunities in a year, they can invest resources and they come up with a portfolio of choices. So the work we’ve done is to try to quantify their objectives and motivations.”

Richard John, associate professor of psychology, is a member of the risk assessment team of USC’s National Center for Risk and Economic Analysis of Terrorism Events (CREATE).
In 1889, Southern California was in the midst of an economic boom as railroads opened up the American West. Los Angeles was home to 50,000 people, and the University of Southern California was only nine years old.

On a sunny spring day in May, a group of USC students packed their lunches; donned coats, gloves and hats; and posed for a picture before setting out on a picnic. These students in the then-College of Liberal Arts were introduced to what American educator and philosopher Nicholas Murray Butler (1862–1945) dubbed the “Great Tradition.” They read classic literature, acquired new languages, developed critical thinking skills and explored scientific methods knowing that these preparations would forever enrich their lives.

Nearly 125 years later, ankle-length skirts, bustles and pocket watches have been replaced by graphic-T’s, shorts and tennis shoes. The College of Liberal Arts has been known in turn as “LAS,” USC College and now has embraced a new name: the USC Dana and David Dornsife College of Letters, Arts and Sciences.

One thing, however, hasn’t changed. We are still the heart of the university.

As we welcomed the first group of freshmen under the USC Dornsife name this Fall with a picnic, L.A. has become the capital city of the 21st century and USC a world-class research university.

Yet the hopes and dreams of these newest students remain much the same as their Trojan ancestors’. They envision somehow making a difference in their communities, nation and world. And they know that the surest way to accomplish this is through a foundation in letters, arts and sciences.
Faculty News

TIM BIBLARZ, associate professor and chair of sociology, received the 2011 American Sociological Association Sex & Gender Section’s Distinguished Article Award.

JOHN BOWLT, professor of Slavic languages and literatures, and director of the Institute of Modern Russian Culture, received a grant from the Albert and Elaine Borchard Foundation for research on the writings of Boris Pasternak.

RICHARD BRUTCHEY, assistant professor of chemistry, was named an Emerging Investigator by the editors of the Royal Society of Chemistry’s Chemical Communications.

BILL DEVERELL, professor of history and director of the Huntington-USC Institute on California and the West, received a 2011 Gold Crown Award from the Pasadena Arts Council.

JANE JUNN, professor of political science, was selected as one of LA Weekly’s “Best of L.A. People 2011.”

MICHAEL MESSNER, professor of sociology and gender studies, received the California Women’s Law Center’s 2011 Abby J. Leibman Pursuit of Justice Award.

CAROL MUSKE-DUKES, professor of English and creative writing and California’s poet laureate, has been selected for the Barnes & Noble Writers for Writers Award.

MARK RICHARD of the Master of Professional Writing Program won a Pushcart Prize for his memoir House of Prayer No. 2: A Writer’s Journey Home (Nan A. Talese, 2011).

HUBERT SALEUR, professor of physics and astronomy, received a Journal of Physics Best Paper Prize 2011.

BRUCE SMITH, Dean’s Professor of English, received a grant from the National Endowment for the Humanities to support The Mobile Shakespeare Scripts project, which will allow theater professionals, scholars and students to study how a theatrical performance’s life cycle unfolds, from script to production.

PAMELA STARR, associate professor (teaching) of international relations, testified before the House Foreign Affairs Committee at a Joint Subcommittee Hearing for the Subcommittees on the Western Hemisphere and on International Organizations, Human Rights and Oversight titled “Has Mérida Evolved? Part One: The Evolution of Drug Cartels and the Threat to Mexico’s Governance.”

BOSCO TJAN, associate professor of psychology, was appointed to the National Eye Institute’s Low Vision and Blindness Rehabilitation planning panel.

MICHAEL WATERMAN, University Professor, USC Associates Chair in Natural Sciences, received an honorary doctorate from Tel Aviv University.

DUNCAN WILLIAMS, associate professor of religion and director of the School of Religion, was awarded a commendation from the Ministry of Foreign Affairs of Japan for deepening the bilateral U.S.-Japan relationship and mutual understanding between the people of Japan and the U.S.

ANTONIO DAMASIO, University Professor, David Dornsife Professor of Neuroscience and director of the USC Brain and Creativity Institute (BCI), and HANNA DAMASIO, University Professor, Dana Dornsife Professor of Neuroscience and co-director of the BCI, received honorary doctorates from the École Polytechnique Fédérale de Lausanne, Switzerland. In October, Antonio Damasio also received the Doctor Honoris Causa degree from the University of Coimbra in Portugal.

Professor of History DEBORAH HARKNESS won the Southern California Independent Booksellers Association’s 2011 Book Award in fiction for her novel A Discovery of Witches (Viking). Distinguished Professor of English T.C. BOYLE was also a finalist in the fiction category for When the Killing’s Done (Viking) as was Professor of History and Gender Studies LOIS BANNER in the art, architecture and photography category for MM — Personal: From the Private Archive of Marilyn Monroe (Abrams).

USC Dornsife welcomed 27 new faculty members in the 2011-12 academic year. Hailing from universities around the world, the scholars joined departments including American studies and ethnicity, biological sciences, economics, English, history, linguistics, mathematics, physics and astronomy, political science, psychology, and religion. With wide-ranging research interests, the group includes an award-winning writer; a world-renowned expert on the U.S. Supreme Court; a former USC Andrew Mellon Postdoctoral Teaching Fellow; and a social historian who will found the USC Center for Japanese Religions and Culture in USC Dornsife. Read more about USC Dornsife’s new faculty at dornsife.usc.edu/new-faculty-2011-12

Hungary Honors Native Son Olah

The USC Dornsife chemist and Nobel laureate received the highest prize in Hungary for academic achievement affecting all of humanity.

George Olah (right) accepts the Széchenyi-nagydíj Grand Prize award from József Pálinkás, president of the Hungarian Academy of Science.

George Olah was born May 22, 1927, in his parents’ apartment in the Pest part of Budapest, Hungary, off the iconic Andrassy Avenue and across from the magnificent state opera house. As a child, Olah often attended operas and rehearsals with neighbors.

“I myself, however, had no musical inclination or talent,” Olah wrote in his autobiography, A Life of Magic Chemistry (Wiley-Interscience, 2001). That has been a blessing for the world, since Olah turned his attention to the sciences and revolutionized the understanding of organic chemistry, leading to new discoveries, new fields of research and countless applications.

Distinguished Professor of Chemistry and Chemical Engineering and Materials Science, and Donald P. and Katherine B. Loker Chair in Organic Chemistry, Olah won the 1994 Nobel Prize for Chemistry for his crucial work on reactive intermediates in hydrocarbons.

On Sept. 8, Hungary honored its hero with the Széchenyi-nagydíj Grand Prize during a ceremony in Bel Air, Calif. Professor József Pálinkás, president of the Hungarian Academy of Science, presented the award to Olah for his outstanding contributions to academia worldwide. The award was presented on behalf of the prime minister of Hungary, Viktor Orbán.

“It’s a great pleasure to be able to do something in our very limited way to further the development of science and higher education,” said Olah who founded USC’s Loker Hydrocarbon Research Institute in 1977.

Olah’s research focuses on hydrocarbons, derived from petroleum, natural gas or coal, essential to modern life. He is working toward finding unlimited cheap energy storage materials with the promise of safer atomic energy and other alternate energy sources.
Alumni News

1950s

JERRY BUSS (Ph.D., chemistry, ’57), owner of the Los Angeles Lakers, was inducted into the Wyoming Sports Hall of Fame.

CARL R. TERZIAN (B.A., history, ’57), chairman of the public relations firm Carl Terzian Associates, received the Corporate Partnership Award from the Jewish Vocational Service. He was also honored as “Philanthropist of the Year” by the Entrepreneurs Organization’s Western Regional Conference.

WILLIAM VAN ALSTYNE (B.A., philosophy, ’59), Lee Professor of Law at the Marshall-Wythe Law School at the College of William and Mary, was one of three panelists who testified before the Senate Judiciary Committee on President Obama’s request to extend the service of Director Robert Mueller of the FBI until 2013.

1960s

ROBERT ADAMS (Ph.D., English, ’65) will have a collection of his photographs from his 45-year career shown at the Denver Art Museum. The collection, titled “Robert Adams: The Place We Live, A Retrospective Selection of Photographs,” will feature more than 200 of black-and-white images of the contemporary Western landscape.

LAWRENCE W. BASSETT (B.A., psychology, ’64), Lin Cantor Professor of Breast Imaging in the Department of Radiological Sciences at UCLA, was honored by the American College of Radiology with the 2011 ACR Gold Medal, the organization’s highest honor given for distinguished and extraordinary service in the field of radiology.

TAYLOR HACKFORD (B.A., international relations, ’68) was re-elected president of the Directors Guild of America at the union’s biennial convention in Los Angeles. Hackford, first elected president in 2009, is the director of films including Ray, An Officer and a Gentleman, Dolores Claiborne and Against All Odds.

DONNA LOPIANO (M.S., physical education, ’69; Ph.D., physical education, ’74), president of Sports Management Resources and former chief executive officer of the Women’s Sports Foundation, has been selected as a member of the 2011 class of “Elm City Legends” as announced by the March of Dimes. This honor recognizes leaders in sports and community dedication in New Haven, Conn.

1970s

JIM BARKER (B.A., physical education, ’78) received the Annie Stukus Trophy as one of three finalists for the Canadian Football League’s coach of the year award.

REVEREND JOSEPH CHEAH (B.A., computer science, ’77) has been promoted to associate professor of religious studies with tenure at Saint Joseph College in West Hartford, Conn.

JUDGE MAUREEN DUFFY-LEWIS (B.A., speech communications, ’79) has been a judge on the Los Angeles Superior Court for more than 23 years, was awarded a Fulbright Scholar Award for 2009-10; named a visiting fellow at the Bulgarian Institute for Legal Initiatives; and named the initial Chair of the Judicial Mentoring Initiative (2009-10) for Bulgaria.

KATHERINE KANTARDJEFF (B.S., chemistry, ’79), former chair of the chemistry department at Cal Poly Pomona, was named dean of the College of Science and Mathematics at California State University San Marcos.

Continued on page 50.

FACULTY CANON

A Soul Divided

Carol Muske-Dukes’ Twin Cities is an emotionally rich collection of poems about how things double — by reflection, by reproduction, by severance.

In an excerpt from her poem “Twin Cities II,” Carol Muske-Dukes writes:

A single
Mind, forever unable to refuse its overstatement: blood
On snow, the gnawed bars of the trap, crack after crack
In the courthouse floor. And one irrefutable truth after another
— Obliterated by the irrefutable dual: City and City and River and river of this, my Ever-Dividing Reflection.

Muske-Dukes was born in St. Paul, Minn. Across the Mississippi River is Minneapolis, and together they are known as Twin Cities. The poet’s birthplace provides the trope developed throughout her new book of poetry, Twin Cities (Penguin, 2011).

Her collection of poems in Twin Cities is not to be confused with exploring yin and yang, when contrary forces become interconnected.

“It’s more yin/yin or yang/yang,” Muske-Dukes, professor of English and creative writing, and California’s poet laureate, said. “The idea of the two, the twins, the doubling of the self — the divided soul — two coasts, two minds, two souls. Yet linked.”

Twin Cities, Muske-Dukes’ eighth book of poetry, was selected as a June pick for Midwest Connection, part of the Midwest Booksellers Association. She also read selections during the Los Angeles Times Festival of Books held at USC in April.

Some poems in Twin Cities are markedly different from her other work, for example, “Hate Mail,” published in the Boston Review, which begins:

You are a whore. You are an old whore.
Everyone hates you. God hates you.
He pretty much has had it with all women—

The title poem published in The New Yorker and “Boy” published in The Atlantic are closer to her narrative style. So are some of the vivid poems in Twin Cities that evoke memories of her late husband, David Dukes. “The Invention of Your Face,” begins:

I was waiting when you came back from Argentina—the summer you smuggled Dulce de leche in your luggage.

The poem later recalls a captivating moment with the couple’s then 6-year-old daughter:

You spooned sweet milk paste from the tin into
Her cereal bowl—then let image after image
Appear for her through a camera lens you made
Of your hands, held like half-opened wings in the air.

“The lighter voice in this collection is sometimes heartbreakingly lovely, while the darker voice is bold and edgy,” writes Elizabeth Lund in her Washington Post review. “The strongest [poems], which make up most of this book, combine an adult’s clear sight and a young girl’s honesty.”

In September, Muske-Dukes read from Twin Cities and Crossing State Lines: An American Renga (Farrar, Straus and Giroux, 2011), which she coedited with Bob Holman, at the 11th annual National Book Festival, organized and sponsored by the Library of Congress, and held on the National Mall in Washington, D.C. —P.J.J.
gender studies and history, captures the felt experience of the Disco Years — on dance floors both fabulous and tacky, at the movies, in the streets and beneath the sheets.

**RELOCATIONS: Queer Suburban Imaginaries** NYU Press / Karen Tongson, associate professor of English and gender studies, offers the first major queer cultural study of sexuality, race and representation in the suburbs.

**THE MAKING OF A MEDITERRANEAN EMIRATE: Ifriqiya and Its Andalusia, 1200–1400** University of Pennsylvania Press / Ramzi Roughi, associate professor of history, examines an array of documentary, literary and legal sources to argue that Ifriqiya in northern Africa was integrated neither politically nor economically and that, consequently, it was not a region in a meaningful sense.

**HOT STUFF:** Disco and the Remaking of American Culture W. W. Norton & Company / Alice Echols, Barbra Streisand Professor of Contemporary Gender Studies and professor of English, studies, offers the first major queer studies, offers the first major queer

**AND FORTUNE FLED: David Lloyd George, the First Democratic Statesman, 1916–1922** Peter Lang Publishing / Michael Graham Fry, professor emeritus of international relations, contends that Lloyd George, prime minister of Britain from 1916 to 1922, was the equal of Winston Churchill as a war leader and indisputably superior as a creative, ingenious and visionary statesman.

**CONGRESS IN BLACK AND WHITE: Race and Representation in Washington and at Home** Cambridge University Press / In this first systematic examination of the effect of a legislator’s race above and beyond the effect of constituency racial characteristics, Christian Grose, assistant professor of political science, offers policy prescriptions.

**ASSUMPTION: A Novel** Graywolf Press / Percival Everett, Distinguished Professor of English, offers a baffling triptych of murder mysteries.

**ATTEMPTS: In the Philosophy of Action and the Criminal Law** Oxford University Press / Gideon Yaffe, professor of philosophy and law, presents a groundbreaking work, which demonstrates the importance of philosophy of action for the law.

**HOUSE OF PRAYER NO. 2: A Writer’s Journey Home** Nan A. Talese / In the fascinating memoir, Mark Richard of the Master of Professional Writing Program details a life that led him from a lurid South to the gray streets of New York City.

**SURVIVING NIRVANA: Death of the Buddha in Chinese Visual Culture** University of Washington Press / Sonya Lee, associate professor of art history and East Asian languages and cultures, examines how this historic moment of the Buddha’s nirvana was represented and received in the visual culture of China.

**BETWEEN RAPHAEL AND GALILEO: Mutio Oddi and the Mathematical Culture of Late Renaissance Italy** University of Chicago Press / Alexander Marr, associate professor of art history, resurrects the career and achievements of Mutio Oddi of Urbino (1569–1639) in order to examine the ways in which mathematics, material culture and the book shaped knowledge, society and the visual arts in late Renaissance Italy.

**MEXICO: Political, Social and Economic Evolution** Oxford University Press / Nora Hamilton, professor of political science, provides a compelling overview of the profound changes that have taken place within Mexico over the past 25 years.

**KING OF THE WILD SUBURB: A Memoir of Fathers, Sons and Guns** Plain View Press / In this candid memoir, Michael Messner, professor of sociology and gender studies, explores the evolving, often confusing dynamics of masculinities between three generations of boys and men.

**HOLLYWOOD LEFT AND RIGHT: How Movie Stars Shaped American Politics** Oxford University Press / Steven Ross, professor of history, tells a story that has escaped public attention: the emergence of Hollywood as a vital center of political life and the important role that movie stars have played in shaping the course of American politics.
Slam Dunk
Adam Goldston ’09 and his twin brother Ryan shake up basketball with revolutionary technology.

Standing at 5-feet, 11-inches, Adam Goldston (B.A., sociology, ’09) knew he had his work cut out for him. His goal to sink a free throw line dunk resulted in an obsession to jump higher.

Goldston’s dream of increasing his vertical jump was realized while at USC Dornsife. As entrepreneurs-in-the-making, Adam and his twin brother Ryan Goldston (B.A., business, ’09), recognized what dedicated players and street warriors want from a shoe: more bounce.

By 2007, they were working to design Athletic Propulsion Labs (APL), a company that would provide exclusive, high-performance footwear. They relied on their individual areas of expertise — sociology for Adam and business for Ryan.

“For those who say a sociology degree can’t make you successful in business I beg to differ,” Adam said. “Sociology let me learn a lot more about people, which is really important in order to stay up to date in this enterprise.”

After working with industry veterans, the brothers founded the company in 2009, and unveiled the Concept 1 basketball line. Using APL’s Load ‘N Launch technology, the shoemakers promise an instant increase in a wearer’s vertical leap of up to 3.5 inches.

“USC Dornsife prepares you for success,” Adam said. “We want to be the top-market product.”

For more information, visit athleticpropulsionlabs.com

ANDREW KAUFFMAN (B.A., psychology, ’72), a Los Angeles Superior Court Judge, has retired after serving as a judicial officer for more than 25 years. He will join Alternative Resolution Centers as a private judge.

MICHAEL D. MCKEE (M.A., religion/social ethics, ’76) was appointed to First American Financial Corporation’s board of directors.

NANCY E. NISHIMURA (B.A., psychology, ’75; M.A., international relations, ’81), a principal at Cotchet, Pitre & McCarthy LLP, was appointed to the Commission on Judicial Performance by California Gov. Jerry Brown.

DANIEL PUTMAN (Ph.D., religion/social ethics, ’74) professor of philosophy at University of Wisconsin-Fox Valley, retired with the title of emeritus professor in May after teaching since 1976.

JAMES G. WETRICH (B.S., biological sciences, ’79) was promoted to president and general manager of The Americas for Mölnlycke Health Care.

CLAIRE WILSON (B.S., biological sciences, ’75; M.D., ’80) has joined the Providence Pediatric Gastroenterology Clinic as Alaska’s second pediatric gastroenterologist.

1980s
LAMBERT L. DING (M.S., engineering, ’85; Ph.D., chemistry, ’89), the president and chief executive officer of Union Environmental Engineering Services in Taiwan, was appointed to the board of directors of Asia Pacific Wire & Cable Corporation.

RABBI DENISE L. EGER (B.A., religion, ’82) was elected vice president of the Central Conference of American Rabbis, the international organization of Reform Rabbis. She was also honored by the Human Rights Campaign with its 2011 Community Equality Award for her efforts to advance LGBT rights within the religious community.

PAM McGEE (B.A., social sciences and communication/economics, ’84) was named to the Women’s Basketball Hall of Fame Class of 2012.

GEORGE MILSTEIN (B.S., biological sciences, ’89) has joined Cowen Group, Inc.’s Health Care Investment Banking group as managing director.

STEVE PINKERTON (M.A., economics, ’88; MPL, planning, ’88), the city manager of Manteo, Calif., has been chosen to be the new city manager of Davis, Calif.

ELIZABETH PLUMLEIGH (MLA, liberal arts, ’84) and her husband Robert Plumleigh, dedicated supporters of several USC schools and organizations, received a USC Alumni Service Award in recognition of their volunteer efforts on behalf of the university.

DOROTHY D. SEARS (B.S., biological sciences, ’88) was promoted to associate professor of medicine at the University of California, San Diego, where she is involved in obesity and type 2 diabetes research. She is also president of the Association for Women in Science San Diego Chapter and president of the American Diabetes Association San Diego Area Community Leadership Board.

1990s
CRIS COHEN (B.A., creative writing and broadcast journalism, ’93) and his wife Michele have launched Tyrannosaurus Max Press, LLC, to publish a collection of Cohen’s humor columns titled Staying Crazy To Keep From Going Insane.

JEFF FAIRLEY (B.S., exercise science, ’97; DPT, physical therapy, ’00), owner and principal treating therapist at The Body Center Physical Therapy in Claremont, Calif., has been named to the Los Angeles County Fair Association.

JEFF HULL (B.A., creative writing, ’94), an artist based in Oakland, was profiled in The New York Times for creating an interactive alternative reality game in San Francisco called the Jeene Institute, which concluded in April 2011.

JENNIFER JACOBS (B.A., creative writing, ’97), who works for consulting firm Abonmarche, has been promoted and joined the firm’s Business Development Group as a marketing and information specialist.

SAMMY KNIGHT (B.A., social sciences and communication, ’99), a former safety for the New Orleans Saints, has been elected to the Saints Hall of Fame.

CHRISTINA MARSDEN (B.A., history, ’94) was appointed to the Board of Directors for the Ventura County Sheriff’s Foundation.

SCOTT B. RAE (M.A., religion/social ethics, ’91; Ph.D., religion, ’92), professor of biblical studies and Christian ethics at Biola University’s Talbot School of Theology, was a speaker at the first-ever Faith and Science Conference, sponsored by the Office of the General Secretary of the Assemblies of God.

JULIE HANLON RUBIO (Ph.D., religion/social ethics, ’95), associate professor at Saint Louis University, presented the event “Families on the Edge — The Personal and Social Dimensions of Christian Marriage” in Waterloo, Iowa.

Continued on page 52.
Téa Obreht ’06 wins Britain’s Orange Prize for fiction for her debut novel.

The past year has been a whirlwind for Téa Obreht (B.A., creative writing and art history, ’06). This spring, Random House published her first book, The Tiger’s Wife, and she embarked on a six-month worldwide book tour. She was named a finalist for the National Book Award in fiction, and won Britain’s prestigious Orange Prize for fiction, making her the youngest winner in the award’s 16-year history.

Set in an unnamed, war-torn Balkan country, Obreht’s novel focuses on young doctor Natalia who confronts the mystery surrounding her grandfather’s recent death. As she revisits the stories he told her as a child, including one about an abused deaf-mute woman who befriends a tiger, the lives of Natalia and her grandfather are woven together with the tales they shared.

Obreht’s talent for folding stories within stories and mixing themes and genres came from her undergraduate education in USC Dornsife. “Learning about art and how the different kinds of mythologies mesh was especially helpful for me in writing The Tiger’s Wife. It was this combination of creative writing and art history that really formed the way I think as a writer,” she said.

At a ceremony in London, Obreht exuberantly accepted the Orange Prize, which since 1996 has annually recognized the best women’s fiction throughout the world. After all the excitement, she has finally settled back into her writing life in New York, working on her second novel. While she wouldn’t divulge details, she did say the book is taking her for a mystery ride.

THE LITTLE BLACK BOOK OF BIG RED FLAGS: Relationship Warning Signs You Totally Spotted... But Chose to Ignore

Adams Media / Natasha Burton (MPW ’09) and Meagan McCrory (MPW ’09) compile cringe-worthy dating anecdotes in the book based on their blog BigRedFlags.com, which they began while students in the MPW program.

DIGGING DEEP: A Writer Uncovers His Marriages

Outskirts Press / Boyd Lemon (B.A., political science, ’62), a former attorney, reveals the personal journey to understand his role in the destruction of his three marriages.

FADE TO BLACK

Red Hen Press / Josh Pryor (Ph.D., literature and creative writing, ’09) tells the story of a scientist’s attempts to solve the mystery of a destroyed Antarctic biological research station.
For more information, visit marxzav.com

RODNEY SWAIN (Ph.D., psychology, ’02) associate professor of psychology and interim dean of the College of Letters and Science at the University of Wisconsin-Milwaukee, has been named dean of the college.

JOE WAGNER (B.A., social sciences, communication/psychology and broadcast journalism, ’91) has joined public relations firm Ketchum as vice president and group manager.

2000s

CHRIS ABANI (M.A., English, ’05; Ph.D., literature and creative writing, ’06) an award-winning novelist and poet, delivered the concluding talk in the 2010-2011 BABEL Lecture Series in Buffalo, N.Y.

DREW BORDAGES (B.A., political science, ’01) has joined media platform company Specific Media as its senior vice president, general counsel.

PAUL CHEN (Ph.D., political science, ’02) associate professor of political science at Western Washington University, hosted the university event “Mixing Religion and Politics: Recent Developments in Political Science Research.”

BRIAN K. DENNEHY (Ph.D., international relations, ’08) was hired as the chief marketing officer of Silicon Valley Bank.

BARBARA DUFFEY (B.A., English, ’02) will be a 2011-12 graduate research fellow at the Tanner Humanities Center at the University of Utah, where she is earning a Ph.D. in literature and creative writing.

DANIEL MARTINEZ HOSANG (Ph.D., American studies and ethnicity, ’07) was selected by the Organization of American Historians to receive the 2011 James A. Rawley Prize for his book Racial Propositions: Ballot Initiatives and the Making of Postwar California (University of California Press, 2010). The award is given annually for the best book dealing with the history of race relations in the U.S.

ELLIE S. KHABAZIAN (B.A./B.S., French and business administration, ’04) has joined full-service litigation firm Bassford Remele as an associate.

MEGHAN KLARIC (M.A., chemistry, ’07) has joined the firm Horngman Miller Schwartz and Cohn LLP as an attorney in the intellectual property practice group of its corporate and securities department.

MATT LEINART (B.A., sociology, ’05), former USC and Mater Dei quarterback, re-signed with the Houston Texans.

SAM LUNDQUIST (B.A., political science and broadcast journalism, ’07) founded The Hope Chronicles, an organization and movement based in Los Angeles whose volunteers pose the question “What is your hope?” to everyone they meet and post their answers on thehopechronicles.org.

KRISTY MCCRAY (B.A., political science, ’02) was named executive director of the Sexual Assault Recovery & Prevention Center of San Luis Obispo County.

BEAUMONT SHAPIRO (B.A., religion, ’05) was ordained as a rabbi by the Hebrew Union College - Jewish Institute of Religion in Los Angeles on May 13, 2011, and is a rabbi at Wilshire Boulevard Temple in L.A.

JON VIDAR (B.A., history, ’04) is the executive director of The Tiziano Project, which won a Knight News Challenge grant to redefine how community journalism is reported. The project, which is also staffed and directed by several USC alumni and students, provides community members in conflict and post-conflict, and under-reported regions around the world with the equipment, training and affiliations necessary to report their stories and improve their lives.

2010s

JESSE WILLIAMS (B.A., economics, ’07), a 2008 track and field Olympian high jumper, placed first at the 2011 USA Outdoor Track and Field Championships and won the gold medal in high jump at the 13th IAAF World Outdoor Track and Field Championships held in Daegu, South Korea.

ALANNA CHATFIELD (B.A., sociology, ’10) was hired as an online public relations associate by PENSRUS, a provider of custom pens, personalized pencils and original engraved products.

CLARE DOODY (B.A., American studies and ethnicity, ’10) joined the district office of Assemblyman Mike Feuer as an office assistant.

LIZETTE SALAS (B.A., sociology, ’11) tied for 13th place at the U.S. Women’s Open golf tournament.
Engagements, Weddings, Anniversaries and Births

MARIANA JOY GANTUS (B.A., art history and communication, ’06) married Christopher Todd Joseph on June 18 at St. Nicholas Antiochian Orthodox Cathedral of Los Angeles. Gantus is the business coordinator for Christie’s Impressionist and Modern Art Department in New York.

ANGELICA MORALES (B.A., English, ’02) and her husband Miguel Resendez are the parents of twin girls, Rio and Zoey, born July 1, joining brother Hunter, 5.

LAURA NASTASE (B.A., economics and international relations, ’06) married Cpt. Alexander Najemy of the U.S. Army on July 30 at St. Mary’s Romanian Orthodox Church in Anaheim, Calif.

BEAUMONT SHAPIRO (B.A., religion, ’05) is engaged to Ashley Feinstein, an educational therapist in private practice in Brentwood, Calif.

ORRIN “SUD” SHELDAHL (B.A., political science, ’50, M.A., political science, ’60) and his wife Phyllis of Redlands, Calif., celebrated their 60th wedding anniversary on Jan. 27 with their two daughters, six grandchildren and one great-grandchild.

KATRINA AMITY VICKERMAN (Ph.D., psychology, ’10) and Daniel (Dino) Marshallons were married July 3, 2010, at DeLille Winery in Woodinville, Wash.

SEND ALUMNI NEWS TO Dornsife Life, Citigroup Group Center 8206, 41st Floor, Los Angeles, CA 90089-8206 or magazine@dornsife.usc.edu. Information may be edited for space.

In Memoriam

BEN H. ADELSON (B.A., English, ’49; M.S., education, ’52) Los Angeles, CA (6/9/2011) at age 90; taught journalism for 10 years before retiring from Pierce College in Woodland Hills, CA, where he headed the English department; served in WWII as first lt. and earned the Air Force Distinguished Flying Cross and five Air Medals.

JOHN SCUDDER BAILEY (B.A., zoology, ’40) Sacramento, CA (7/20/2011) at age 92; taught science, math and coached soccer at Sacramento High School for 35 years; upon his retirement in 1981, the school’s science lecture hall and a scholarship were named for him; was a staff sergeant in the U.S. Army Air Corps.

GUS G. BESKOS (B.A., political science, ’62) Rancho Palos Verdes, CA (6/22/2011) at age 72; practiced law for more than 40 years and worked for the law firm Kegal, Tobin & Truce for 10 years; had a passion for jazz.

PATRICIA ANN ZEISER BRENNAN (B.A., sociology, ’52) Indian Wells, CA (3/10/2011) at age 82; was a director and secretary of Santa Maria Valley Railroad and involved with the La Brea Land Company; the Los Angeles native was a member of Kappa Kappa Gamma at USC and president of the house.

WARREN CHRISTOPHER (B.A., international relations, ’49) Los Angeles, CA (3/18/2011) at age 85; served as secretary of state for former Governor Bill Clinton and deputy secretary of state during former President Jimmy Carter’s administration; was deputy attorney general during former President Lyndon Johnson’s administration and served as former Vice President Al Gore’s emissary in 2000.

HARRY L. COOK JR. (B.A., economics, ’48) Ashland, OR (6/3/2011) at age 91; retired in 1986 as emeritus professor of economics at Southern Oregon University; served in WWII as sgt. in the 79th Infantry Division and later in the Office of the Theater Chief of Claims in France and Germany.

JOHN DAVIES (B.A., international relations, ’56) San Diego, CA (5/20/2011) at age 76; partner in the law firm Davies and Burch practicing real estate and probate law; former University of California regent and served as a UC San Diego Foundation trustee for nearly two decades; in 2004, former Gov. Arnold Schwarzenegger appointed him judicial adviser.

ROY DOKKA (Ph.D., geological sciences, ’80) New Orleans, LA (8/1/2011) at age 59; director of the Center for Geoinformatics and the Louisiana Spatial Reference Center at Louisiana State University; geologist who worked with federal officials after Hurricane Katrina to develop a network of benchmarks to measure the height of structures using global positioning system technology.

EDWIN WALLACE FLANAGAN (B.A., ’48) San Diego, CA (8/2/2011) at age 88; had a career in financial services from which he retired in 1990 as vice chairman of Guaranty Trust Company Canada; served in the U.S. Marine Corps in WWII; a member of Sigma Chi.

KURT LANG FRANKEL (Ph.D., geological sciences, ’07) Walton County, FL (7/2/2011) at age 33; an assistant professor of earth and atmospheric sciences at Georgia Institute of Technology; earned his bachelor’s degree in geological sciences from the University of North Carolina in 2000 and a master’s degree in geological sciences from Lehigh University in 2002.

LOUIS WILLARD FUTRELL (B.S., physical education, ’49; M.S., education, ’49) Fresno, CA (8/6/2010) at age 88; coached football and taught physical education with the Fresno Unified School District for 36 years before his retirement; served in the U.S. Marine Corps Reserve, retiring as colonel in 1976.

RICHARD STEADMAN HAMBLETON (B.A., political science, ’70) Ventura, CA (7/20/2011) at the age of 63; joined Hoffman, Vance & Worthington in 1976 and became a partner of the firm in 1979; worked for W.E. Hutton & Co. graduated from Colorado College and New York Institute of Finance.

GENEVIEVE KRATKA MAGRUDER HART (B.A., history, ’36) Santa Barbara, CA (4/15/2011) at age 95; served as Dean of Girls at West High School from 1965 until her retirement in 1971; began her career in education teaching at Bakersfield High School; member of Alpha Gamma Delta, California Teachers Association, and Alpha Delta Kappa.

HARRY HASEKIAN (B.A., history, ’50) Los Angeles, CA (6/11/2011) at age 88; served with the U.S. Marine Corps during WWII in the South Pacific and was awarded the Bronze Star, two Purple Hearts and three Presidential Unit Citations.

EDWIN HARRY HOFFMAN (B.A., zoology, ’46) San Diego, CA (4/15/2011) at age 89; he and his brother-in-law owned Howard’s Men Shop in El Cajon, CA, was a real estate and investment broker; was a first lt. in the U.S. Army Air Corps and was awarded two Purple Hearts.

JOHN C. IMEL (M.A., linguistics, ’72) San Diego, CA (6/8/2011) at age 65; spent time in Afghanistan where he served in the Peace Corps; taught English as a second language at the university level, held the post of director of communications at First United Methodist Church in San Diego.

CARROLL WAYLAND JAMES (Ph.D., religion and social ethics, ’55) Verona, PA (3/26/2011) at age 91; was an associate professor of religion at Lafayette College in Easton, PA, for six years and assistant dean of students; was pastor of First Presbyterian Church of Easton and co-owner of Morris Hill Travel; served in the U.S. Army.

CHARLES L. JANISON (B.A., biology, ’50) Mira Mesa, CA (3/22/2011) at age 85; retired from education in 1983; taught junior high and high school level math and science in Barstow, CA, O’Farrell Junior High and Woodrow Wilson Jr. High in San Diego, CA; served in the U.S. Navy.

PHILIP F. JONES (B.A., social studies and political science, ’41, LL.B., ’49) Edmonds, WA (4/22/2011) at age 91; retired Los Angeles Superior Court Judge, had a career in law at a private practice in the San Fernando Valley, CA; served in the U.S. Marine Corps and was awarded a Purple Heart.

JOHN ROBERT LENZ (B.A., ’51) Huntington Beach, CA (3/22/2011) at age 84; worked for the County of Los Angeles for more than 25 years before his retirement; served in the U.S. Navy during WWII.

CHARLES BRUCE LILLY (B.A., dentistry, ’59; DDS, ’61) Los Angeles, CA (3/24/2011) at age 74; practiced dentistry in Burbank, CA; before his retirement in 2005; active member of the Glendale Four-Cylinder Club, Burbank Kiwanis, Burbank City Planning Board, YMCA, the San Fernando Valley Dental Society and Burbank First United Methodist Church.
Legendary Leader

USC President Emeritus John Randolph “Jack” Hubbard laid the foundation for USC’s gains as a research institution.

John Randolph “Jack” Hubbard, U.S. ambassador to India from 1988 to 1989 and the eighth president of USC, died Aug. 21 at his home in Rancho Mirage, Calif., following an extended illness. He was 92.

Hubbard, who came to USC as vice president and provost in 1969, was named the eighth president of USC in 1970. Achievements under his leadership include building on the university’s burgeoning academic strength, increasing rankings for federally sponsored research, and recruiting many transformative faculty members, including USC Dornsife Professor George Olah, who joined the university in 1977 and went on to win the 1994 Nobel Prize in Chemistry.

After resigning the presidency in 1980, he held the John R. Hubbard Chair in History. The Student Administrative Services Building was rededicated as John R. Hubbard Hall in 2003, and the USC Mexican American Alumni Association named its highest honor the John R. Hubbard Award.
Senator Calif., home on He was 57.

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Dornsife alumnus and political

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He retired and became professor

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Hospers served as chair of USC

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He retired and became professor

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nition. Several of Hospers' books

on aesthetics have been widely

used in universities.

**John Hospers**

emeritus pro-

fessor of philosophy and the Lib-

ertarian Party's first presidential

nominee, has died. He was 93.

Hospers died in Los Angeles,

Calif., on June 12.

He joined USC Dornsife in 1968

after earning a bachelor's degree

from Central College of Iowa, a

master's degree from the State

University of Iowa and a Ph.D.

from Columbia University.

Hospers served as chair of USC

Dornsife's School of Philosophy.

He retired and became professor


He was instrumental in helping

the department to achieve

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nization. Several of Hospers' books

on aesthetics have been widely

used in universities.

**Marilyn MacDonald '66**

a

USC Dornsife alumna and philan-

thropist, has died. She was 67.

MacDonald died Aug. 20 in

Santa Monica, Calif.

After earning a bachelor's
degree in sociology in 1966 from

USC Dornsife, she worked in the

private sector before returning
to USC where she earned a law
degree in 1972.

The lifelong Trojan made sev-

eral contributions to USC as well

as served eight years on the Hu-

manities Committee. MacDonald

endowed two chairs under the

MacDonald Family Foundation:

the Linda MacDonald Hilf Chair in

Philosophy, held by James Hig-

ginbotham, Distinguished Profes-

sor of Philosophy and Linguistics;

and the Gordon L. MacDonald

Chair in History, held by Joan R.

Pigott, professor of history.

MacDonald received a doctor-

ate in archaeology from the

University of Oxford's Somer-

ville College. Prior to her re-

tirement, MacDonald was ap-

pointed clerk for Charles Hardy

Carr, federal judge for the U.S.

District Court for the Central Dis-

trict of California.

**Kam Kuwata '75**

a USC

Dornsife alumnus and political

strategist who worked for Sena-

tor Diane Feinstein and late

Senator Alan Cranston, has died.

He was 57.

Kuwata died in his Venice,

Calif., home on April 11.

After graduating from USC

Dornsife in 1975 with a degree in

political science, Kuwata began

his career as a mail clerk for

Senator Cranston, and became

the senator's spokesperson for his

presidential campaign in 1984.

In 1992, Kuwata managed

Senator Feinstein's campaign for

the U.S. Senate. In 2008, Ku-

wata assisted President Barack

Obama's campaign team with the

Democratic National Convention.

**Carol Nagy**

formerly Carol

Jacklin, the first female dean of

the Division of Social Sciences

and Communication in USC

Dornsife, died at her home in

Julian, Calif., on August 8, after a

bout with cancer. She was 72.

Nagy arrived at USC Dornsife in

1982 as professor of psychol-

ogy and head of the Program for

the Study of Women and Men in

Society (SWMS), since named

the Gender Studies Program.

She earned her bachelor's in

psychology and master's in

experimental psychology from

the University of Connecticut and

a Ph.D. in experimental child

psychology from Brown Univer-

sity in 1972.

Before being appointed dean,

Nagy chaired USC Dornsife's De-

partment of Psychology in 1990

and in 1992. She left USC in 1995

to lead the Creative Arts Pro-

gram at the University of Cal-

ifornia at Los Angeles and re-

tired from her position in 2005.

**Gunnar Nielsson**, retired

professor of international rela-

tions and expert in European

integration, has died. He was 77.

Nielsson died July 10 at a nurs-

ing facility in Seal Beach, Calif.,

after heart complications.

He joined USC Dornsife in 1968

as professor of interna-

tional relations after receiving

his bachelor’s degree and Ph.D.

from UCLA. Nielsson taught for

37 years until his retirement in

2005. During the ’70s he served

as director of the USC graduate

programs abroad in London and

West Germany.

Nielsson’s research focused on

nationalism and nationalism in

world politics. He participated in

professional conferences and

seminars worldwide dealing with

the European Union.

**James Rosenau**, professor

emeritus of international rela-

tions, a founder of foreign policy

as an academic field and pioneer

in the study of globalization, died

Sept. 9. He was 86.

Rosenau died in an assisted-

living facility in Louisville, Colo.,
after suffering a stroke.

Arriving at USC Dornsife in 1973,

Rosenau served as director of

the USC School of International

Relations from 1976 to 1979. He

left USC Dornsife in 1992 and was

appointed University Professor of

International Affairs at George

Washington University. He retired

in 2009.

Rosenau authored or edited

more than 40 books, including

Turbulence in World Politics: A

Theory of Change and Continu-

ity (Princeton University Press,

1990), which investigates the

new forces shaping world politics

beyond the nation-states. After

that he wrote several books focusing

on the dynamics and conse-

quences of globalization.
Gary Lee ’07 contemplates his American dream.

Is there a general fatigue from an oversaturation of American dream stories? I can’t say (because I don’t know), but I do think we take our parents’ sacrifices and uniquely American opportunities and experiences for granted.

There I was, standing in Alumni Park in front of Doheny Memorial Library. I had just shaken hands with Senator Barack Obama. Earlier, I was determined to tell him that if he decided to run for President, I would do everything I could to work on his campaign. When he shook my hand, I opened my mouth but nothing came out. I froze. I had never been so awestruck by someone.

A few months later he announced he was running. I mailed a manila envelope containing my cover note and resume to the headquarters in Chicago hoping for the best. If they had any skepticism, my parents hid it beneath a steady stream of supportive yet practical comments. They didn’t know how campaigns worked any more than I did, but they felt it was important to keep supporting me and what I felt was important. Two weeks before graduation, I got a call to move to Chicago to work for Obama for America.

There I was, walking back to my apartment in Chicago in the early hours of the morning. We had just won the election. It was a perfect and historic night in Grant Park. My voice hurt from the cheering, but I really wanted to talk with my parents.

Just a few days earlier they sent me a picture of the two of them with “I Voted” stickers. It wasn’t just the first time they had voted early, it was the first time they had ever voted. They were excited and proud to be a part of the process. That night they told me how proud they were of me, to enjoy the night, and to not be concerned with next steps. I told them I wanted to work at the White House. I had no idea how I would get there but that was what I wanted to do. They were supportive and simply said, “so, go do it.”

There I was, in the West Wing lobby, having just shook hands with President Obama. A few moments earlier, as I entered the outer Oval Office, the president said “hello” to me. Not in English, but in Korean. The president greeted me, on my last day of work after two and a half years at the White House, in my parents’ native language, knowing that I was leaving to go to Korea on a Fulbright scholarship.

Here I am, in Korea, learning more about my family, my culture and myself. I hope to discover ideas to bring home to help make government more representative and more efficient for the people it represents. I want to wake up early (or stay out all night) so I can attend USC football watch parties. In the short time that I have lived, I have already traveled to amazing destinations; made important, intelligent and incredible friends; and had countless once-in-a-lifetime experiences: all at the age of 26. The same age my father was when he came to America.

Wait. My Korean-born-and-raised parents both came to America as young adults, knowing a bare minimum of English, having a handful of family to rely on, and coping with a true culture shock. They knew what it felt like more than I did. They endured feeling like that so that I could feel that way 25 years later in the lobby of Marks Tower at USC.

An Uplifting Tale

Gary Lee (B.A., political science, ’07) is examining the Korean legislature’s role in the Korea-U.S. Free Trade Agreement.
Countless Lives Changed

In 2012, the Joint Educational Project (JEP) will celebrate its 40th anniversary. Mark this historic event by visiting dornsife.usc.edu/jep-alumni and sharing your JEP story.

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1,000,000+ SERVICE HOURS

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Life Moment

SEND YOURS TO MAGAZINE@DORNSIFE.USC.EDU