

COLLEGE *of* CHARLESTON

SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

HSS Scholar

Genevieve Elaine di Leonardo

DEPARTMENT: Communication

MAJOR: Communication

MINOR: Business Administration

Educational Highlights: I have been a student in the Honors College since my enrollment at the College of Charleston, with a GPA above 3.8 during each semester. My academic memberships include the Phi Eta Sigma and Phi Kappa Phi National Honor Societies, and the National Society of Collegiate Scholars. I also had the pleasure of serving as vice president of the College of Charleston chapter of the Public Relations Student Society of America (PRSSA).

Research Focus or Project: During my undergraduate career at the College, I completed an internship in public relations at ByrdHouse Public Relations, LLC, in downtown Charleston, South Carolina. Following my internship experience, I decided to place my focus on advertising rather than the public relations field.

Continuing my advertising focus, I worked on completing my bachelor's essay which examined the effectiveness of advertising to tweens, comparing commercial advertising to public service announcements.

Future Plans: My future plans are to attend graduate school to study advertising at the University of Georgia's Grady College of Journalism and Mass Communication in Athens, Georgia.



This award presented by Cynthia Lowenthal, Dean of the School of Humanities and Social Sciences, and the Department of Communication at the College of Charleston on the 8th day of May 2009.