

**16<sup>th</sup> Annual Cal State L.A.**  
**Symposium on Research, Scholarship and Creative Activity**  
**Friday, February 29, 2008**

**SAMPLE ABSTRACTS**

**Student's Name [bolded]**

Certificate in Storytelling

*Dramatic Storytelling: A Strategy to Increase Student Comprehension and Recall [italics]*

Faculty Mentor: Faculty Member's Name

Based on our research and findings, dramatic storytelling improves student recall and comprehension skills. According to the scores, dramatic storytelling is the preferred strategy for storytelling. The children were observed to be more attentive and verbal during the dramatic storytelling. Even after the research, the students have been observed to be retelling the story and acting out the story. Another observation that was seen during the testing period was the excitement of the experimental group to take the test. Now the students from the experimental group are more motivated to hear more dramatic readings by the teacher. [97 words]

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**Student's Name [bolded]**

B.S. Electrical Engineering

*The Smart Vacuum [italics]*

Faculty Mentor: Faculty Member's Name

This talk describes the design of an intelligent vacuum capable of operating by itself. The vacuum can function indoors or outdoors. The device moves using stepper motors, and various sensors are used to detect obstacles. The design includes a microcontroller to provide for intelligent movement. Although the design will be of use to almost anyone, one of my design objectives was to produce a device that could be used by those with disabilities. [73 words]

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**Student's Name [bolded]**

MFA Studio Arts

*Of Sunsets & Palm Trees & Casting My Fate to the Winds [italics]*

Faculty Mentor: Faculty Member's Name

**Description of project:** Mural. Painted along the community side of the northbound Hollywood (101) Fwy. in the east Hollywood area between Melrose Ave. and Santa Monica Blvd. It covers approximately 12,000 sq. ft. on the undercrossing abutment wall. Medium: 85% acrylic paint applied by hand (no brushes) and 15% spray paint. Dates of execution: began on Jan. 14, 1993 and is still in progress. The purpose of this project was to beautify the surrounding community and discourage inner-city youth from placing graffiti on the wall. Negative imagery, such as graffiti, visually rapes the neighborhood and tends to proliferate low self-esteem and perpetuates low morale and destructive attitudes. The mural is like a symbol of peace and beauty, which the community can be proud of, and in fact, there has been no tagging on the mural since its placement 5 years ago. It has been registered as one of the landmark murals in Los Angeles, published in Street Gallery - Murals to See in L.A., by R.I. Dunitz. [167 words]

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**Student's Name [bolded]**

B.S. Business Administration, Option in Marketing Management

*A Business Plan: MCM Powersports [italics]*

Faculty Mentor: Faculty Member's Name

Three CSULA students created a business plan for a new business service venture. This is a start-up plan for a corporation in the personal watercraft industry. The company name will be MCM Powersports, which will be a promoter for a national offshore personal watercraft (PWC) endurance racing tour. Under the advisement of Dr. William Cohen, Misty Iwatsu, Ahmet Murat Mendi, and Caroline Yeung conducted extensive research and business plans for this new corporation. Primary as well as secondary research in the areas of promotion, PWC, and law/regulations was done. The primary included in-depth interviews with local promoters, the International Jet Sports Boating Association, (the sanctioning body for the PWC industry), racers, and PWC enthusiasts. Secondary research consisted of several industry research studies, in addition to magazines, newspapers, and Internet web sites. The result was a workable business plan in this field with several competitive advantages that were not being addressed by other promoters as well as the benefits of being a corporation. The plan will act as a roadmap in implementing this plan on a national level. A well researched and written business plan will aid in receiving funding and stimulate cooperative and integrated solutions to organizational problems. [200 words]

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**Student's Name [bolded]**

**Degree Objective & Major:** M.S. Nutritional Science

*Having Sex? Protect Yourself: Health Message and Poster Campaign [italics]*

Faculty Mentor: Faculty Member's Name

Developing a health message is usually part of a sustained media campaign addressing a particular health issue and targeting a specific audience. This message was designed to be part of a sustained media campaign addressing sexually transmitted diseases (STDs) and specifically targeting young women. The poster shows a female's hand opening her purse inside of which two blue condom packages can be seen. Accompanying this image is the text, "Having Sex? Protect Yourself " Using the word "sex" is intended to attract viewers. The grayscale photograph creates a fuzzier image, forcing the viewer to spend more time deciphering it. The image was designed so that the condoms are not immediately recognizable. This forces the observer to read the entire message before the image becomes clear. This message was designed to address risk assessment by communicating that having sex in itself is a risk for infection and to promote condom use as a means of mitigating that risk. Unlike many previous media campaigns addressing STDs, this message emphasizes a pro-active, positive behavior change, rather than fear. While the message would not be appropriate in some communities, this message has applications even beyond STDs. [192 words]

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**Student's Name [bolded]**

B.S. Chemistry

*Synthesis of (E) 2-(1-MethylEthyl)-1,3-Pentadiene [italics]*

Faculty Mentor: Faculty Member's Name

Synthesis of (E) 2-(1-methylethyl)-1,3-pentadiene has been accomplished by a three step synthetic route. The first step involves Grignard addition of isopropyl magnesium bromide. Oxidation of the alcohol by chromic acid affords the ketone, which is converted to the diene by Wittig reaction. The diene will be subjected to photochemical cis/trans isomerization as part of study of steric effect in the triplet excited state of dienes. [65 words]