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City Tech Humanities Professor Publishes Book Chronicling Career of Communication Studies Pioneer David Campbell

Brooklyn, NY—October 15, 2018—Julian Costa, adjunct lecturer of Humanities at the New York City College of Technology (City Tech), recently published a book titled *David Campbell: Story of a Career*.

The book is a biography that traces the teaching career of the late David Campbell, who taught communication in Ohio and Pennsylvania from 1964 until 2000. In telling the story of Campbell's career, the book also provides insight into the evolution of communication studies as an academic subject.

"In the 1960s, a student pursuing a degree in communication largely focused on performance skills," said Costa. "Public speaking, acting, and the physiology behind how we speak were the cornerstones of the curriculum. Today, these are separate curricula."

Costa added, "Mass communication was only just beginning to catch the attention of academia. It was during the '60s and '70s where coursework in media production became a popular area of study." What intrigued Costa to write this book was Campbell's professional record as a teacher and public servant. "In his thirty five years of teaching, David Campbell developed new majors and courses, he chaired his department through the integration of personal computing into the communication curriculum, developed scholarships, and so much more," said Costa. "What I respect about his career the most, however, was that he gave his students real-world learning experiences. He was a proponent of experiential education, internships, and working with clients." Campbell's teaching specialty was television production, and in this role, he and his students produced a variety of cablecasting, including live telethons and weekly talk shows for various clients.

As a supplement to the book, Costa has created an accompanying website that includes a number of restored telecasts from Campbell and his classes, viewable as YouTube videos. This can be accessed at www.professorcampbell.com.

At City Tech, Costa teaches public speaking for the Humanities Department. In addition to teaching, he serves as executive producer of "CCM: All Access," a weekly television show produced at the County College of Morris in New Jersey.

For more information about the book, please contact Professor Costa at jcosta@citytech.cuny.edu.

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About City Tech (New York City College of Technology) City Tech, of The City University of New York, is the largest four-year public college of technology in the Northeast and a national model for technological education. City Tech has an enrollment of more than 17,000 students in 29 baccalaureate and 27 associate degree programs and was recently ranked ninth among more than 2,000 U.S. institutions in overall economic mobility for its students (www.equality-fofopportunity.org). For more information, visit www.citytech.cuny.edu.

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