

# Wednesday

8:00 a.m.

0501  
1:00 – 4:00 pm  
Humphrey (3rd Floor)

## PRE-CONFERENCE

### Connecting to Millennials with Engaged Teaching

Sponsor: Second Vice President Chad Edwards, Western Michigan University  
Presenters: **Kristopher Copeland**, Northeastern State University  
**Katherine J. Denker**, Ball State University  
**Chad Edwards**, Western Michigan University  
**Kathryn B. Golsan**, Southern Illinois University, Carbondale  
**Jimmie Manning**, Northern Kentucky University  
**Stephanie S. Rollie**, Texas A & M University, Corpus Christi  
**Amy Aldridge Sanford**, Northeastern State University  
**Danielle M. Stern**, Christopher Newport University  
**Adam W. Tyma**, University of Nebraska at Omaha  
**Shawn Wahl**, Angelo State University

While the exact definitions of Millennials vary, most scholars agree that this large generation represents those born in the late 70s to around 2001. This generation has received much negative attention in recent years ranging from news stories to educational/generational consultants. As a result, Millennial “bashing” has almost become a sport on some campuses. The purpose of this preconference is to start a balanced conversation of both opportunities and challenges about these students and offer ways to connect with them in pedagogically sound ways. The preconference will be led by scholars who are from this generation (or identify with this generation) and will offer unique insights from a variety of perspectives in our discipline. Specifically, we will (1) consider the key differences of Millennial students from other generations, (2) explore how Millennial students respond to challenges related to their continued growth and development in and out of the classroom, (3) examine the assessment of Millennial students using course objectives, (4) discuss ways to train Millennial graduate teaching assistants, and (5) demonstrate various technological and social media integration in the classroom.

0502  
4:00 – 7:00 pm  
Carnegie Boardroom (4th Floor)

## Central States Communication Association Executive Committee Meeting

Participants: **Scott A. Myers**, President, West Virginia University  
**Mitchell S. McKinney**, First Vice President, University of Missouri-Columbia  
**Chad Edwards**, Second Vice President, Western Michigan University  
**Stephen K. Hunt**, Past President, Illinois State University  
**Nancy J. Brule**, Executive Director, Bethel University  
**Kimberly Powell**, Journal Editor, Luther College  
**John Heineman**, Finance Committee Chair, Lincoln High School  
**Amy Aldridge Sanford**, Member at Large, Northeastern State University  
**David L. Bodary**, Member at Large, Sinclair Community College  
**Randy K. Dillon**, States Advisory Council Chair, Missouri State University

Wednesday

# Thursday

8:00 a.m.

1101 George Bush (3<sup>rd</sup> floor)

## Connecting in the Twenty-First Century Mediated Communication from the Classroom to the Streets

Sponsors: Media Studies Interest Group  
Communication Education Interest Group  
Chair: **Kathleen German**, Miami University-Oxford, Ohio

"From Entertainment to Crisis: Flash Mobs, Political Protests, and New Media Technology"

**Kathleen German**, Miami University-Oxford, Ohio

"Many a True Word is Spoken in Jest: Applying the Law of Defamation to *The Daily Show*"

**Howard Kleiman**, Miami University-Oxford, OH

"Contemporary Shifts in Education: Adjusting to New Media"

**Leigh Makay**, Walden University

"The Rhetoric of 9:11 Education: Communicating the Crisis in the Classroom"

**Jeffrey Brand**, Millikin University

**Bobbi Gentry**, Millikin University

This interactive panel examines popular impacts of media on various segments of American society from education to politics. Presenters employ a variety of theoretical approaches including empirical, case studies, and rhetorical methods, to explore how we connect in an evolving media landscape. Audience members will also be asked to engage in dialogue to expand the reflections of the presenters.

1102 Wade (3<sup>rd</sup> floor)

## Bridging the Communication Discipline and Increasing Diversity in the World through Research

Sponsor: Graduate Student Caucus  
Chair: **Joy Chao**, University of Nebraska at Omaha  
Respondent: **Pam Killeen**, University of Nebraska at Omaha

Presenters: **Pamm Killeen**, University of Nebraska at Omaha  
**Jennifer Rome**, University of Nebraska at Omaha  
**Nick Klotz**, University of Nebraska at Omaha  
**Alex Vogt**, University of Nebraska at Omaha

Intercultural communication is just one example of an area which permeates the Communication discipline, often overlapping its inquiries between the realms of both mass and speech communication. Whether conversing about the dynamics of communication among intercultural couples, examining the intercultural effects of advertising, studying intercultural issues affecting instructional communication, or illustrating the use of social media among Lesbian, Gay, Bisexual, Transgender (LGBT) populations, all these seemingly different topics can be shown to be intrinsically and inextricably related. This panel will demonstrate how studies about intercultural influences on communication can and do affect these four separate communication disciplines and indeed all communication. The combined research demonstrates how students collaborate across disciplines and share related research among the broader mass and speech communication field. Perspectives will be shared from different theoretical and methodological approaches including critical analysis, quantitative studies, surveys, experiments and media studies. All together the panelists will reflect on how collaboration across their various disciplines addresses the intercultural thread across the communication field and how knowledge gained and lessons learned apply in most every communication settings.

1104 Blossom (4<sup>th</sup> floor)

### **Global Understanding through Theatre: Enhancing Second Language Acquisition and Cultural Competence with Interdisciplinary Research Bridging Theatre Arts and Behavior Analysis (State of Missouri Showcase)**

Sponsor: States Advisory Council  
Chair: **Randy K. Dillon**, Missouri State University

Presenters: **Christopher J. Stephens**, St. Louis Community College at Florissant Valley  
**Traci M. Cihon**, University of North Texas

A series of three studies will be presented highlighting the presenters' current interdisciplinary research collaboration combining theatre, foreign language instruction and behavior analysis. The presenters will feature the use of behavior analysis to understand and enhance the effects of a bilingual theatre production; the strengths and limitations of behavior analytic approaches to quantifying learning outcomes in learning community androgogy; and the use of theatre rehearsal techniques to enhance language acquisition.

1108 Garfield (4<sup>th</sup> floor)

### **Counter-Propositions and Contrasts: Exploring the Rhetorical Tradition**

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Meredith Neville-Shepard**, University of Kansas  
Respondent: **Dacia Charlesworth**, Indiana University-Purdue University Fort Wayne

"Hunting, Values, and Tradition: The Epideictic Role of the Narrative and Rituals Within the Rural Hunting Community"

**Craig A. Casetta**, University of Wisconsin-Milwaukee

"Connecting Dialogic Theories in Rhetoric"

**Laurie J. Moroco**, Thiel College

"Augustine's Use of Hermeneutics Concerning Sin and Free Will in *City of God*"

**Lisa A. Davis**, Duquesne University

"Two Presidents, One War: The War on Terror from Bush to Obama"

**Brion White**, Bowling Green State University

1109 Halle (4<sup>th</sup> floor)

### **Contact Cultures: Postcolonial Investigations of Identity**

Sponsor: Intercultural Communication Interest Group  
Chair: **Joseph Zompetti**, Illinois State University  
Respondent: **Bryan McCann**, Wayne State University

"Opening Our Eyes: A Postcolonial Analysis of *Avatar*"

**Marcus Hill**, Illinois State University

"A Woman's Place in the Colonized East"

**Jennifer Dozier Ritter**, Illinois State University

"How 'Four Women' represents post-colonialism in today's world"

**Nija Givens**, Illinois State University

"Caribbean Cowboy": A postcolonial analysis of *The Harder They Come*"

**Mike Firmand**, Illinois State University

This panel will draw on the themes of cultural and individual identity and how identity can be constructed, deconstructed, performed and negotiated within post-colonial contexts. Specifically, the papers take critical approach to identities as it moves through theses dimensions, highlighting the effects of colonialism in contact cultures. The colonial 'gaze' is called into question, and through postcolonial theory application, implications of this colonial 'gaze' are proposed and discussed.

# Thursday

8:00 a.m.

1110 Hopkins (4<sup>th</sup> floor)

## Merging the Basic Course with the First Year Seminar: Progressive or Problematic?

Sponsor: Basic Course Interest Group  
Chair: **Joy L. Daggs**, Culver-Stockton College

Presenters: **Amanda Brown**, University of Wisconsin-Stout  
**Heather Nesemeier**, Minnesota State University-Moorhead  
**Leah Bryant**, DePaul University  
**Katherine J. Denker**, Ball State University  
**Melissa L. Beall**, University of Northern Iowa  
**Kristopher Copeland**, Northeastern State University  
**Shannon Carton**, DePaul University

An emerging trend in freshman retention courses is to incorporate elements of basic communication courses, such as public speaking. However, opinions differ regarding this trend. Some believe this is an important step to give students the best chance for college success. Others believe it is a step backward to a time when the basic course was trivialized. Participants on this panel will discuss this trend and the implications for the basic course.

1114 Van Aken (4<sup>th</sup> floor)

## Communicating Emotions and Identity

Sponsor: Interpersonal and Small Group Communication Interest Group  
Chair: **Kelly G. Odenweller**, West Virginia University  
Respondent: **Andrea Lambert-South**, Northern Kentucky University

“Relational Maintenance Strategies in the Stepmother-Stepdaughter Dyad”

**Melissa A. Maier**, University of Wisconsin-Milwaukee  
**Katie L. Turkiewicz**, University of Wisconsin-Milwaukee  
**Philip Rippke**, University of Wisconsin-Milwaukee

“The Way We Think is How We Ink: Using the Reasoned Action Approach to Examine Tattooing as a Communicative Behavior”

**Sarah Hill**, Western Illinois University  
**Bree McEwan**, Western Illinois University

“Connecting Theory and Context: The Development of a Politeness Strategy Coding Framework for Studying Stepsibling Emotional Communication”

**Emily Lamb Normand**, Olivet Nazarene University

“Perceptions of the Appropriateness of Jealousy and Attachment in Romantic Relationships: An Empirical Study”

**Matthew C. J. Donovan**, Illinois State University  
**Sandra Metts**, Illinois State University

1115 Willey (4<sup>th</sup> floor)

### Connecting Across the Field: Analysis and Synthesis of Communication Theory in Multiple Contexts

Sponsor: Communication Theory Interest Group  
Chair: **Katherine Reno**, University of Tennessee  
Respondent: **Michelle Millard**, Wayne State University

“Testing Thomas Kuhn’s *Structures of Scientific Revolutions* in the Context of Communication Studies: A Citation Analysis”  
**Mark Wonnacott**, University of Kansas

“History and Theory Building in Communication”  
**Erich M. Hayes**, University of Oklahoma

“Connecting Communication Theory of Identity: Practical research applications of identity gaps on the learning experience in the classroom”  
**Ashley Joiner George**, University of Alabama  
**Dana M. Rizor**, University of Alabama

1116 Superior (Lower Level)

### Connecting Gender and Leadership: Critiques of Popular Leadership Books

Sponsor: Women’s Caucus  
Chair: **Jennifer V. Martin**, Texas Women’s University  
Respondent: **Melanie Mills**, Eastern Illinois University

“Enhancing Higher Education Leadership Skills: A critique of Reframing Academic Leadership”  
**Steven D. Akins**, Northeastern State University

“Mankiller’s Election: An Issue of Sexual Prejudice”  
**Emma L. Allen**, Northeastern State University

“‘Being present at the power tables’: Malcolm Gladwell’s argument for equality in the workplace”  
**Elaina M. Ross**, Northeastern State University

People often turn to leadership books in hopes of gaining pointers for self-improvement and better personal leadership. Unfortunately, bestselling leadership authors often ignore gender within their pages. This is a damaging omission. The participants on this panel critically reviewed leadership books and will share their thoughts on a recent higher education leadership book, an autobiography of a female Indian chief, and Gladwell’s pop culture phenomenon *Outliers* and the interaction between gender and leadership.

# Thursday

9:30 a.m.

1201 George Bush (3<sup>rd</sup> floor)

## **\*Breaking\* Connections: Discourses of “Racial” Identity**

Sponsor: Intercultural Communication Interest Group  
Chair: **Melissa Beall**, University of Northern Iowa  
Respondent: **Satoshi Toyosaki**, Southern Illinois University

“Joking with an Agenda: Racial Disparagement Humor Appreciation and Social Power Value Motivation”

**Aaron T. Johnson**, Cleveland State University  
**Kimberly A. Neuendorf**, Cleveland State University  
**Paul D. Skalski**, Cleveland State University

“Analyzing Documented Racetalk in a Small Midwestern College Town: Developing In-Group and Out-Group Categorization Through the Use of Chosen Vocabulary”

**Katie Sroufe**, Ball State University

“Rhetoric, Identity and the Obama Racial Phenomenon: Exploring Obama’s Title as the ‘First Black President’”

**Krystal Cole-Winn**, Southwestern College

“‘Who is *We*?’ Almost Dialoguing about Racial Inclusivity”

**Katie Margavio Striley**, Ohio University  
**Shannon Lawson**, Ohio University

1202 Wade (3<sup>rd</sup> floor)

## **People, Places, Sites, and Spaces: Extending Rhetorical Boundaries**

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Donald P. Jones**, Trine University  
Respondent: **Kristi Scholten**, Truman State University

“Beware the Witching Hour: ‘Dark Times’ & Rhetoric as Magic”

**Andrew William Cole**, University of Wisconsin-Milwaukee

“The Mass Effects of *Mass Effect*: A Fantasy Theme Analysis of the Video Game Community Amidst Controversy”

**Leland Fecher**, Ball State University

“Rhetorical Approaches to Humor Studies: The State of the Field and its Potential”

**Matthew R. Meier**, Bowling Green State University

“International Airport as a Rhetorical Place Embodying Socially Constructed Knowledge”

**Eun Young Lee**, Bowling Green State University

1204 Blossom (4<sup>th</sup> floor)

## **#OccupyCSCA: The Political Implications of the Occupy Wall Street Movement**

Sponsor: Political Communication Interest Group  
Chair: **Benjamin R. Warner**, University of Missouri - Columbia

Presenters: **Jay Self**, Truman State University  
**Mike Milford**, Auburn University  
**Ryan Neville-Shepard**, Indiana University – Purdue University Columbus  
**Jay Childers**, University of Kansas

The Occupy Wall Street protests have spread to major cities across the globe and generated a great deal of media attention. However, their ultimate influence as a social movement remains to be seen. This panel will discuss what influence they may exert on politics and society, both formally and informally.

1205 Brush (4<sup>th</sup> floor)

### Sexual Orientation, Identity, and Health

Sponsor: Sexual Orientation and Gender Identity Caucus  
Chair: **Andrea M. Davis**, University of South Carolina Upstate  
Respondent: **Dacia Charlesworth**, Indiana University-Purdue University Fort Wayne

“Sexual Health Information and Women Who Have Sex with Women: Access, Use, and Perceived Needs”

**Andrea M. Davis**, University of South Carolina Upstate  
**Sandra L. Faulkner**, Bowling Green State University  
**Pamela J. Lanutti**, Boston College

“Connecting On YouTube: Turning Up the Volume On LGBT Health Conversations”

**Brett N. Billman**, University of Dayton

“Exploring the Role of Sexual Orientation in a Partner’s Illness and Death: An Auto-Ethnographic Approach”

**Nancy J. Curtin**, Milikin University

1206 Case (4<sup>th</sup> floor)

### Conversations about the Complexities of Convergence Theorizing and Contemporary Media Studies

Sponsor: Media Studies Interest Group  
Chair: **Jennifer L. Walton**, Ohio Northern University  
Respondent: **Aaron V. Burton**, Bowling Green State University

“Rhetorics of Convergence: Feminist Considerations for a Masculine Frame”

**Jimmie Manning**, Northern Kentucky University

“Feminizing and Feministing the Hollywood Blockbuster: *Bridesmaids* and the Blogosphere”

**Danielle M. Stern**, Christopher Newport University

“Keeping the Light Ablaze: Daytime Drama Fans as Co-Participants in “Our” Stories”

**Christina S. Beck**, Ohio University

“Convergence with Oprah and Gendered Self-Reflexivity”

**Lisa Marshall**, Muskingum College

“Media Convergence and the “Prospect” of Saving the Daytime Drama”

**Jennifer L. Walton**, Ohio Northern University

This panel problematizes theoretical conversations about media convergence and considers implications for members of participatory communities of media stakeholders. We extend scholarly discussions and offer empirical examinations of the ways people move beyond passive consumption to active engagement with diverse forms of media and with others who share similar passions, preferences, and pastimes. This panel features a theoretical reconceptualization of media convergence from a feminist lens and exemplars of participatory culture as enacted through media convergence.



# Thursday

9:30 a.m.

1208 Garfield (4<sup>th</sup> floor)

## Suicide, Babies, and Other Aspects of Connecting Organizational Conflict and Rhetoric

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Heather Lund**, University of Northern Iowa

Respondent: **Laura Terlip**, University of Northern Iowa

"The Foxconn Suicides: Can a Culture of Workplace Indignity Be to Blame?"

**Dongjing Kang**, Ohio University

**Zhou Li**, Ohio University

**Kristen Lucas**, University of Nebraska-Lincoln

"Oh Baby: An Analysis of OSF St. Joseph Birthing Center Campaign"

**Kathren Sammis**, Illinois State University

"It is not just about Millionaires versus Billionaires: A Case Study of the 2011 NFL Lockout"

**Chad Wertley**, University of Nebraska-Lincoln

**Sara Baker**, University of Nebraska-Lincoln

"You Have Pipe Bombed our Community': Clashing Metaphors and the Closing of a Social Network Site"

**Andrew Herrmann**, East Tennessee State University

1209 Halle (4<sup>th</sup> floor)

## Connecting Students, Learning, and Pedagogy

Sponsor: Communication Education Interest Group

Chair: **Gabriela Sa Teles**, Park University

"Lessons about Teaching and Learning from Rafe Esquith"

**Allison B. DeStefano**, Waubensee Community College

"Real-Time Technology: Connecting People in the Online Class"

**Michael McDonald**, University of Missouri Kansas City

"Understanding the Impact of Class in the Classroom"

**David L. Bodary**, Sinclair Community College

"Connecting Research and Learning in the College Classroom"

**Lora Cohn**, Park University

"Becoming Learner-Centered in the College Classroom"

**Virgil Rusty Norris**, Park University

"Applying 'Backward Design' to the College Classroom"

**Kathleen Edelmayer**, Madonna University

"Collaborate, Connect, Learn"

**Ashley Vasquez**, Johnson County Community College

After graduate school, faculty often get so caught up in classes, service, and research, that there is little time to reflect on or update their teaching methods and assignments. With technological and educational reforms sweeps through academia, however, it is vital that faculty refresh their pedagogical practices. Attendees will learn how to better engage the student/learner and how to manage challenges encountered in the classroom through short reviews of a number of education books on the shelf.



1210 Hopkins (4<sup>th</sup> floor)

### **Research in Vulnerable Situations: Coping with the Complexities of Interpretive Work in Health Communication**

Sponsor: Health Communication  
Chair: **Jennifer Bute**, Indiana University-Purdue University Indianapolis  
Respondent: **Jennifer Bute**, Indiana University-Purdue University Indianapolis  
  
Presenters: **Anne Gerbensky-Kerber**, Winona State University  
**Marie Thompson**, Wright State University  
**Laura Dawn Russell**, Denison University  
**Lindsey M. Rose**, Ohio University

When conducting research in health communication, protecting potentially vulnerable participants is critical, especially as we encounter individuals coping with life-altering challenges. We as scholars also make ourselves vulnerable as we bear witness to heartbreaking circumstances and perhaps question our own viewpoints on ethical issues surrounding health and healing. In this discussion-based session, panelists will reflect on their own experiences encountering and coping with difficult situations and engage with the audience to contemplate such issues.

Panelists will discuss the demands of fieldwork in the following areas:

- Healing in the aftermath of war
- Addiction and workaholism
- Poverty and food insecurity
- Pregnancy loss and infertility

1211 Owens (4<sup>th</sup> floor)

### **The Pedagogy Behind the Practice: Uniting Competitive Forensics Norms with Public Speaking Curriculum**

Sponsors: Argumentation and Forensics Interest Group  
Basic Course Interest Group  
Chair: **Justin J. Rudnick**, Minnesota State University, Mankato  
  
Presenters: **Jessica Samens**, Bethel University  
**Ian Hopkins**, Miami University  
**Christopher Outzen**, Minnesota State University, Mankato

Collegiate forensics provides a unique laboratory for students to engage in the theory and practice of effective public speaking. However, the subjective nature of the activity has resulted in “unwritten norms” that students are encouraged to adhere to in order to be competitively successful. This panel seeks to critique some of the predominant norms of forensic competition in order to examine just how well we “unite” the practice of competitive forensics with public speaking pedagogy.

# Thursday

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## 9:30 a.m.

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1215 Willey (4<sup>th</sup> floor)

**Making Connections with Kenneth Burke:  
Student Papers from the Kenneth Burke Society**

Sponsor: Kenneth Burke Society

“What is Technologism?: Kenneth Burke, Watson, and a Game of Jeopardy!”

**Spencer Harris**, The University of Kansas

“Connecting in Qumran”

**Jeff Lohr**, Duquense University

“The Lion and The Pentad: A Pentadic Critique of Winston Churchill’s “Sinews of Peace”

**David Morin**, Bowling Green State University

“Burke-ing Fanon: Decolonization, Indigenization, and Transcendence”

**Eddie Glenn**, University of Kansas

1301 George Bush (3<sup>rd</sup> floor)

### **Connecting through Mentoring: Advising, Teaching, and Caring for Interpersonal and Group Communication Students In and Out of the Classroom**

Sponsors: Interpersonal and Small Group Communication Interest Group  
Communication Education Interest Group  
Chair: **Jimmie Manning**, Northern Kentucky University

Panelists: **Jessica Eckstein**, Western Connecticut State University  
**Michaela D.E. Meyer**, Christopher Newport University  
**Katherine J. Denker**, Ball State University  
**Jordan Soliz**, University of Nebraska-Lincoln  
**Sarah Wilder**, University of Nebraska-Lincoln

Mentoring students is one of the most rewarding aspects of collegiate teaching. In this highly interactive panel, mentors and their students from four different kinds of teaching institutions have been invited to share their wisdom, insights, and experiences. After a brief question-and-answer session for the panel, the discussion moves to the audience who will offer their own questions, insights, and challenges to ideas of practices of mentoring. Participants should walk away with a fuller understanding of just how valuable mentoring can be.

1302 Wade (3<sup>rd</sup> floor)

### **Mediated Sporting Bodies: An Analysis of the Construction of “Appropriate” Male and Female Athletes across Media Genres**

Sponsor: Graduate Student Caucus  
Chair: **Janelle Briggs**, Southern Illinois University-Carbondale

Presenters: **Pete Knutson**, University of Kansas  
**Kris Grill**, University of Kansas  
**Joshua Daniel Phillips**, Southern Illinois University-Carbondale  
**Janelle Briggs**, Southern Illinois University-Carbondale

This panel discusses the mediated construction of male and female athletes across various media. These papers examine sports websites, Twitter, a documentary, and various online news sources to critique how athletes' bodies are disciplined, sexualized, and sometimes vilified. Each member isolates a particular athlete or sports-related artifact for analysis; these authors collectively illustrate the need for dialogue surrounding the iconic notion of “athlete” and also the necessity of sports research from a Communication perspective.

1304 Blossom (4<sup>th</sup> floor)

### **Iowa 2012: Connecting Social Media, Caucus-Goers and Candidates**

Sponsor: Political Communication Interest Group  
Chair: **Marilyn Yaquinto**, Truman State University  
Respondent: **Phil J. Chidester**, Illinois State University

“Stories in 140 characters? Comparing narrative construction in social media during the 2012 Iowa Caucus”

**Caitlin Blandt**, Truman State University  
**Calli Price**, Truman State University

“Do polls lag behind Twitter in reporting public opinion? A content analysis”

**Alex Witt**, Truman State University  
**Alec Syndlow**, Truman State University

“Buzz on the blogosphere: A study of bloggers and online punditry”

**Jared McNett**, Truman State University

“God terms in God’s country: The rhetoric of the Iowa Caucuses”

**George Allan**, Truman State University

These papers will focus on what goes on in the Iowa Caucuses to better understand what happens in this Midwestern state every four years. Authors will be doing research in Iowa before and during the caucuses. Topics include the evolving role of social media in campaigns, media coverage of them, the rhetoric of blogs, as well as a focus on traditional forms of political rhetoric aimed at an Iowa caucus-going audience.

1306 Case (4<sup>th</sup> floor)

### **Behind the Curtain and on Stage: Making the Most out of Convention Panel Presentations**

Sponsor: President Scott A. Myers, West Virginia University  
Chair: **Sara La Belle**, West Virginia University

Presenters: **Dennis S. Gouran**, Pennsylvania State University  
**Scott A. Myers**, West Virginia University  
**Donna R. Pawlowski**, Creighton University  
**Amy Aldridge Sanford**, Northeastern State University

Ever wonder why you wasted time at a panel because the chair barely introduced the speakers or the speakers just read their papers? How about that job of reviewing or being an effective respondent? Or maybe you are not even sure how to put a panel together? Many times people make assumptions that we have all been “taught” these panelist roles. This presentation will answer those questions and many more about the spectrum of creating panels.

1308 Garfield (4<sup>th</sup> floor)

### **The Power of Narrative: The Implications of Political and Cultural Stories and the Human Condition**

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Kathleen M. Edelmayer**, Madonna University  
Respondent: **Cecil Blake**, University of Pittsburgh

“Are Republican Women Electable? A Narrative Analysis of Media Coverage Involving Michele Bachmann and Sarah Palin”  
**Rachel B. Friedman**, Embry-Riddle Aeronautical University

“Political Games or Video Games?: A Narrative Analysis of the Political and Cultural Implications of Gaming”  
**Kristi Scholten**, Truman State University

“Trusted Mentor or Villain: Demonizing Teachers in Collective Bargaining Rhetoric”  
**Nichelle D. McNabb**, Otterbein University

“African Literature from a Western Perspective”

**Manal Farah**, Otterbein University

“The Use of Narrative by President Barack Obama Concerning the Death of Osama bin Laden”  
**John L. Price**, Central Michigan University

Political science scholar Murray Edelman notes, “Far from being stable the social world is...a kaleidoscope of potential realities, any of which can be readily evoked by altering the ways in which observations are framed” (1995, p. 110). While the social world is tenuous, there are forces that act to streamline meaning. This panel attempts to uncover trends in western, political narrativity, asking: what colors and shapes are popular?

1309 Halle (4<sup>th</sup> floor)

### **Communication Labs: Connecting Students to their Coursework, Universities, and One Another**

Sponsor: Instructional Resources Interest Group  
Chair: **C. Kyle Rudick**, Southern Illinois University-Carbondale

Presenters: **Kathryn Golsan**, Southern Illinois University-Carbondale  
**Sarah Turner McGowen**, University of Missouri  
**Bill Wallace**, Northeastern State University  
**Dustin Woods**, Northeastern State University  
**Thomas P. Crowley**, Northeastern State University

At an increasing number of universities, communication labs are becoming a fixture in communication programs. This roundtable discussion seeks to examine new innovations in communication lab practices and will focus on new directions in the connection of theory and practice, basic course enrichment, interdisciplinary lab use, ESL discussion groups, peer mentoring opportunities, community connections and interview rehearsals.

1310 Hopkins (4<sup>th</sup> floor)

### Converged Media Ethics Case Studies

Sponsor: Communication Ethics & Freedom of Expression

Chairs: **Maria A. Moore**, Illinois State University

**Laura Brebner**, Illinois State University

Presenters: **Maria A. Moore**, Illinois State University

**Laura Brebner**, Illinois State University

**Kathryn Bundy**, Illinois State University

**Colette E. Kuk**, Illinois State University

**Jasmin A. Mejia**, Illinois State University

**Melissa M. Reiss**, Illinois State University

**Kimberly Stagg**, Illinois State University

This roundtable will explore case studies involving topics of truth, democracy, temptation, manipulation, fairness, and power. These case studies are a blueprint for how individuals have communicated using converged media, ethically or unethically, while highlighting the potential consequences of those actions. Conversing with other individuals from diverse backgrounds on these topics will allow us to develop a well-rounded perspective on converged media ethics.

1312 Severance (4<sup>th</sup> floor)

### Using Metaphors to Connect Communication Theory, Understanding, and Practice

Sponsor: Communication Theory Interest Group

Chair: **Melanie Mills**, Eastern Illinois University

Respondent: **Andrew M. Ledbetter**, Texas Christian University

“Invitational Rhetoric, The Other Road in a Yellowed Wood”

**Brendan Hughes**, Eastern Illinois University

“Gallery in a Field: A Walk with Postcolonial Feminist Theory and Vernacular Rhetoric”

**Saunnie E. Knotts**, Eastern Illinois University

“Framing Checkpoints: Birthing New Ways of Understanding Others in the Middle East”

**Christopher T. Wagner**, Eastern Illinois University

“Crisis Communication as a Recipe for Maintaining Corporate Image”

**Catherine Bocke**, Eastern Illinois University

“Food For Thought: Eating Food Communication Practices”

**Daniel A. Douglas**, Eastern Illinois University

“Building Knowledge: A Work in Progress.”

**Pauline Matthey**, Eastern Illinois University

Littlejohn and Foss (2005) write “...any time you think about communication, you must have a perspective, which will be influenced, in part, by the kinds of questions you are asking and the traditions that frame those questions, your academic aptitudes, your life experiences, and your goals” (p. 348). These theoretical position papers explore using metaphors as a way of thinking about and connecting communication theories toward a goal of improved communication practices.

# Thursday

11:00 a.m.

1314 Van Aken (4<sup>th</sup> floor)

## Connecting with Slam Stars through Performance

Sponsor: Performance Studies and Theatre Interest Group  
Chair: **Joe Hassert**, Southern Illinois University  
Respondent: **Jennifer L. Tudor**, St Cloud State University

Presenters: **Kyle Cheeseright**, Southern Illinois University  
**Charlie Hope Dorsey**, Southern Illinois University  
**David Hanley-Tejeda**, Southern Illinois University  
**Joe Hassert**, Southern Illinois University

In this performance, four performance studies graduate students and poet performers of the “Transpoetic Playground Open Mic” in Carbondale, IL, will perform the works of popular Slam poets interwoven with their own poetry and performance work. The goal is to connect the performers’ experiences with the experience of these Slam stars, and to connect the discourse of performance scholarship to the discourse of the slam/spoken word scene.

1315 Willey (4<sup>th</sup> floor)

## Building Bridges: Faculty Engagement Outside the Classroom for Institutional Success

Sponsor: Community College Interest Group  
Chair: **Jacob Isaacs**, Ivy Tech Community College

Presenters: **Jeff Mendenhall**, Vincennes University  
**David L. Bodary**, Sinclair Community College

This roundtable discussion seeks to introduce methods where the gap can be bridged between traditional faculty roles and other parts of institutions to aid the success of students and the institution. Learning objectives of this session include a review of the literature that advocates for the involvement and engagement of faculty outside the classroom, understanding examples of faculty involvement across the institution, and exploring pathways of involvement for faculty to use their skills and expertise to aid institutional needs and student success.

1316 Superior (Lower Level)

## Where Do You “Stand?” Negotiating and Taking Sides on Sex, Masculinity and Music

Sponsor: Women’s Caucus  
Chair: **Jacki Brucher Moore**, Kirkwood Community College  
Respondent: **Joy L. Daggs**, Culver-Stockton College

“Gender and Power: An Analysis of Senior Citizen Sexual Communication using Women’s Standpoint”

**Jessica M. W. Kratzer**, Middle Tennessee State University

“Negotiating White Masculinity in Transition: Performing Civilization and Primitivity”

**Tracy Marafiote**, SUNY-Fredonia

“Taking Sides and Bridging Identities: “Which Side Are You On” and the Feminist Reclamation of Labor Music”

**Amanda Edgar**, University of Missouri

“Clearing the Confusion and Repairing the Relationship: Constructing a Feminist Standpoint Method for the Communication Field”

**Melissa Kaminski**, Virginia Polytechnic Institute and State University

Thursday



1401 George Bush (3<sup>rd</sup> floor)

### **Connecting through Lambda Pi Eta: Exploring Opportunities at the Community, University and Departmental Levels**

Sponsor: Undergraduate Programs  
Chair: **Taryn Gatcomb**, Western Connecticut State University

Participants: **Elizabeth N. Ribarsky**, University of Illinois Springfield  
**Kathleen Camarano**, University of Illinois Springfield  
**Maria Brann**, West Virginia University  
**Rebecca DiClemente**, West Virginia University  
**Katie Warber**, Wittenberg University  
**Jenny Schaafsma**, Wittenberg University  
**Emily Lamb Normand**, Olivet Nazarene University  
**Allison McGuire**, Olivet Nazarene University

This panel will include faculty advisors and student representatives from several LPH chapters who will briefly share ways in which their respective chapters have successfully (and sometimes not) used LPH to make connections and establish a presence at their universities and within their communities. In this roundtable format, audience members are encouraged to interact with panel participants and other attendees to generate insightful dialogue regarding ways in which LPH chapters can make more effective connections.

1402 Wade (3<sup>rd</sup> floor)

### **Helping Interviewing Students Connect the Dots . . .**

Sponsor: Organizational and Professional Communication Interest Group  
Chair: **Kevin Menken**, Western Illinois University

Presenters: **Stacey Macchi**, Western Illinois University  
**Cynthia Ridle**, Western Illinois University  
**Kevin Menken**, Western Illinois University

This panel is designed to facilitate an understanding of various pedagogical tools, which could help instructors demonstrate the vital role interviewing concepts have in the future success of undergraduate communication students and their entrance into workplaces.

1403 Humphrey (3<sup>rd</sup> floor)

### **Short Course #1 Social Media in the Classroom: The Bootcamp**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Presenters: **Ben Eveloff**, Lewis University  
**Renee Robinson**, Saint Xavier University  
**Danielle M. Stern**, Christopher Newport University  
**Adam W. Tyma**, University of Nebraska, Omaha  
**Michael Willits**, Old Dominion University

This short course will showcase the creation and implementation of social media platforms in course design. Facilitators will briefly introduce various platforms, account design, rationales, and philosophies behind each. Attendees will learn how to navigate applications such as Twitter, Facebook groups, Skype, and Wordpress, and incorporate these platforms into an inspired, interactive pedagogy. Short course presenters and attendees will participate in a hands-on workshop format to better grasp the benefits of social media in course design.

1404 Blossom (4<sup>th</sup> floor)

### **We're all in this Together: Civility in the Workplace (State of Iowa Showcase)**

Sponsor: States Advisory Council  
Chair: **Marilyn Shaw**, University of Northern Iowa

"Accountability: How to Achieve a Bully-free Workplace "

**Melissa Beall**, University of Northern Iowa

"Surviving Workplace Bullying: The Rea Story"

**Nanette Johnson-Curiskis**, Minnesota State University at Mankato

"Civility and Education: Recognizing Bullying in the Workplace"

**Marilyn Shaw**, University of Northern Iowa

"Bullying in the Workplace: Cancerous Public Relations"

**Gayle Pohl**, University of Northern Iowa

A major portion our time is spent in the workplace environment. Sometimes though, our workplace satisfaction is hampered by the effects of others and how their actions and behaviors impact us. This panel will look at what creates workplace bullying and how we can become better equipped to nurture a bully-free environment.

1406 Case (4<sup>th</sup> floor)

### **Connecting Across Disciplines: The Burgeoning Relationship of Communication Scholarship and Documentary Media**

Sponsor: Media Studies Interest Group  
Chair: **Sara Drabik**, Northern Kentucky University  
Respondent: **Jimmie Manning**, Northern Kentucky University

Presenters: **Brian Graves**, Georgia Southern University  
**Art Herbig**, Indiana University-Purdue University Fort Wayne  
**Aaron Hess**, Indiana University-Purdue University Fort Wayne  
**Elizabeth G. Tolman**, South Dakota State University

The focus of the panel is to explore how documentary media can be used to further communication scholarship, enhance students understanding of complex issues and concepts, unite scholars across disciplines, and aid in translation to those outside of academia. It is hoped that through the discussion and presentations we can find new ways to make connections and create new opportunities for communication scholars and media creators.

1408 Garfield (4<sup>th</sup> floor)

### **2011 Federation Prize Research Report Communication at the End-of-Life: The Role of the Chaplain**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia  
Chair: **Lynn Harter**, Ohio University

Presenters: **Mike Allen**, University of Wisconsin-Milwaukee  
**Emily Cramer**, University of Wisconsin-Milwaukee  
**Kelly E. Tenzek**, University of Wisconsin-Milwaukee

The panelists, recipients of the 2011 Central States Communication Association's Federation Prize, will present findings from their in-depth interviews conducted with chaplains nation-wide who provide care for diverse populations, including veteran, rural/urban, African American, and Native American patients. Chaplains shared their communication experiences with education and training, defining their role in end-of-life care, identifying challenges, and explaining what it means to deliver spiritual care successfully.

1409 Halle (4<sup>th</sup> floor)

### Connecting to the Next Generation of Communication Educators: Bridging Historical Foundations with New Directions

Sponsor: Communication Education Interest Group  
Chair: **Jayne Henson**, University of Dayton  
Respondent: **John F. Hooker**, Illinois State University

“Bridging Entertainment and Instruction: Connecting Video Games and Higher Education”

**Leland Fecher**, Ball State University

“The Absent Minded, Washed Up Professor: Archetypes in Academia and their Effect on Expectations of Effective Instructors”

**Meg Tully**, Ball State University

“Connecting Formative Assessment to our Students: A Look at Where We’ve Been and Where We’re Headed”

**Morgan Summers**, Ball State University

“How’s This Relevant to Me?: A Study of Student Motivation in the Classroom”

**Michael Catlos**, Ball State University

“Smart and Attractive?: The Effect of Biological Makeup on Success in Collegiate Settings”

**Kenny Saalman**, Ball State University

“Instructional Technology and Teacher Credibility: Is There a Connection?”

**Robin J. Phelps**, Ball State University

“Understanding Academic Freedom: An Analysis of the University of New Mexico’s Sex Phone Scandal”

**Jessica Choquette**, Ball State University

As the next generation of communication educators, we are building on the work done by the communication educators who have influenced our lives. In doing so, we explore connections and topics that continue to propel communication education into this phase of the 21st century and beyond. These approaches provide ways to connect with our current undergraduate students, explore emergent issues in communication education, as well as further study on instructional strategies in the classroom.

1410 Hopkins (4<sup>th</sup> floor)

### Connections to Developing Communities and Countries: Creating Sustainable Aid through Health Communication

Sponsor: Health Communication Interest Group  
Chair: **Christine North**, Ohio Northern University

Presenters: **Christine North**, Ohio Northern University  
**Jessica Eckstein**, Western Connecticut University  
**Lindsey M. Rose**, Ohio University  
**Anne Gerbensky-Kerber**, Winona State University  
**Karen Braselton**, Vincennes University

This panel is an opportunity for those involved or interested in becoming involved in creating sustainable health promotion initiatives in local or international communities. The goal is to discuss the types of health communication and relationship development necessary to create programs and to have those programs become self-sufficient, such that the outside agency or assistance is no longer responsible to keeping the initiative functioning. A focus on how we as health communication scholars can help create lasting change in communities and adoption of healthy lifestyles is key. Panelists and audience members will discuss programs they have done, in which they are currently involved, or which they hope to implement. Successes and limitations of these types of efforts will be shared in an effort to collaborate and connect ideas across scholars and programs.

1412 Severance (4<sup>th</sup> floor)

### Envisioning the Future: Ohioans Argue for a Brighter Tomorrow

Sponsors: Argumentation and Forensics Interest Group  
Rhetorical Criticism and Theory Interest Group  
Chair: **Allison B. DeStefano**, Waubensee Community College  
Respondent: **Kathleen Edelmayer**, Madonna University

“John Boehner’s balancing act: Identification and framing for the future”

**Gabriela Sa Teles**, Park University

“Toni Morrison: From Lorain Ohio to the Pulitzer Prize, Voice for Young Americans in Rutgers’s Commencement Address”

**Michael McDonald**, University of Missouri Kansas City

““The Editor’s Study”: William Dean Howell’s perspective on the future”

**Ashley Vasquez**, Johnson County Community College

“From Domination to Cooperation: Gloria Steinem’s vision for 2057”

**Lora Cohn**, Park University

“Roger Ailes’ reality show: Fox and the future”

**Virgil Rusty Norris**, Park University

Ohio has contributed a number of stars to the national stage—politicians, writers, media personalities. One thing they have in common is their ability to look to the future and create a vision of a better tomorrow. This panel focuses on those Ohioans, exploring how they create and justify their visions.

1415 Willey (4<sup>th</sup> floor)

### A Proud History and a Threatened Future: An Intra-Disciplinary Examination of the Cultural Articulations of the United States Postal Service

Sponsor: Public Relations  
Chair: **Brian C. Sowa**, Eastern Illinois University

“Hey Wait a Minute Mr. Postman: Popular Mediated Culture’s Changing Articulations of the Postal Carrier and the Purpose of the USPS”

**Scott Walus**, Eastern Illinois University

“Public Relations and History: The Strategic Use Of USPS’s Past within Present Discourses about its Default”

**Claudia I. Janssen**, Eastern Illinois University

“The Rhetoric of USPS: Examining the Discourse of Information Exchange through Citizens’ Social Networking”

**Jeff Delbert**, University of Missouri

“Unmailable Materials: Privacy, Morality, and Postal Legislation”

**Carrie Wilson-Brown**, Eastern Illinois University

“Stamping Populations: Postage and the Construction of Otherness”

**Samantha Szczur**, Eastern Illinois University

Currently, the United States Postal Service is facing both financial default and an identity crisis. This intra-disciplinary panel embraces the theme of the convention by utilizing multiple approaches within the Communication discipline to study the shared cultural memories of this single organization. The USPS has a rich history emanating from both within the organization as well as throughout popular culture. Each source provides an additional vantage point for understanding its past, its potential, and its threatened futures.

1416 Superior (Lower Level)

**Re-“Connecting in Cleveland”:  
Former Graduate Colleagues Connect on Women’s Issues in New Jobs**

Sponsor: Women’s Caucus  
Chair: **Jessica M. W. Kratzer**, Middle Tennessee State University

Participants: **Anji Phillips**, Bradley University  
**Katherine J. Denker**, Ball State University  
**Megan Hopper**, Illinois State University  
**Rebekah Watson**, Grace College and Seminary  
**Elizabeth A. Baiocchi-Wagner**, University of Missouri  
**Jenny Dixon**, Marymount Manhattan College

Academic women from one graduate institution “Connecting in Cleveland” to show the many diverse experiences they have had in their recent careers by discussing challenges and changes that occur from being a graduate student through the first few years of starting jobs. The panelists will discuss challenges and offer tips for success as women with academic jobs, as well as the importance of maintaining graduate school connections while making new connections as we move forward.

1501 George Bush (3<sup>rd</sup> floor)

### **Roundtable Discussion: Connecting the Campus and the Community through Internships**

Sponsor: Instructional Resources Interest Group  
Chair: **Peggy B. Fisher**, Ball State University

Presenters: **Peggy B. Fisher**, Ball State University  
**Lance Lippert**, Illinois State University  
**Donna R. Pawlowski**, Creighton University  
**Robin Jones**, Southwestern Oklahoma State University  
**Tushar Raman Oza**, Oakland University  
**Marie Hoffman**, Ball State University

This roundtable discussion addresses specific internship concerns and will discuss how to help students reflect upon and learn from their experiences. Placement and assessment suggestions for meeting the unique needs of both traditional and non-traditional students will also be addressed. Resources for placing students with the right organization so they can capitalize and gain multiple skills, and using adjunct faculty as a resource with their non-academic network will also be provided.

1502 Wade (3<sup>rd</sup> floor)

### **It's Our Workplace and We Can Cry if We Want to: Negotiating Boundaries and Connecting Through Emotions, Power, Dialogue and Relationships**

Sponsor: Organizational and Professional Communication Interest Group  
Chair: **Seth S. Frei**, Texas State University  
Respondent: **Sarah J. Steimel**, Weber State University

"Emotion Paradox: At the intersection of discourse, power and emotion"

**Tessa Pfafman**, Western Illinois University

"Permeable Boundaries: The Influence of Everyday Talk on Internal and External Stakeholders"

**Leah M. Omilion-Hodges**, Western Michigan University

**Colin R. Baker**, Wayne State University

"Crystallizing Communication: Breaking our Intradisciplinary Regime"

**Angela M. Gist**, University of Missouri

"An Exploration of Family Business Employees: How Perceptions of Family Communication Influence their Workplace Experiences"

**Anna F. Carmon**, Indiana University-Purdue University Columbus

**Judy C. Pearson**, North Dakota State University

# Thursday

2:00 p.m.

1504 Blossom (4<sup>th</sup> floor)

## Who Are We and How Did We Get Here?: U.S. Collective Identity in a Post 9-11 World

Sponsor: Political Communication Interest Group  
Chair: **Linda Czuba Brigrance**, State University of New York – Fredonia

“Winning the Hearts and Minds: U.S. Cultural Capital in the Post-9/11 Era”  
**Bond Benton**, State University of New York – Fredonia  
“Structuring National Identity: The Search for a Post 9-11 Collective Metaphor”  
**Linda Czuba Brigrance**, State University of New York – Fredonia  
“Travel in a post 9-11 America: Coming Home”  
**Ann Carden**, State University of New York – Fredonia  
“The First Amendment and American Religious Identity”  
**Laura Deen Johnson**, State University of New York – Fredonia

Issues related to American collective identity have been widely. Questions include: How has American collective identity been constructed, maintained and communicated? How has it been used to further political and social agenda? Is the very concept outdated? What are the benefits and costs of perpetuating a collective identity? Because the nature of the topic lends itself to lively group discussions, this panel is designed to engage the audience in an interactive discussion.

1506 Case (4<sup>th</sup> floor)

## The Intersection of High School and College: How Dual Enrollment Programs Work or Don't Work as a Student's First Step into College

Sponsor: Community College Interest Group  
Chair: **Marcia Moore**, Delta College  
Presenters: **Katie Beckman**, Delta College  
**Becky L. Belter**, Jackson Community College  
**Jacob Issacs**, Ivy Tech Community College

Communication courses are often used in dual enrollment programs. Institutions that offer these programs do so at varying levels of effectiveness. This panel will look at what works and what does not work in these programs.

1508 Garfield (4<sup>th</sup> floor)

## The Rhetorical Impact of Dr. John J. Makay

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Aaron V. Burton**, Bowling Green State University  
Presenters: **Alberto Gonzalez**, Bowling Green State University  
**Becky A. McDonald**, Ball State University  
**Jennifer L. Walton**, Ohio Northern University  
**Kate Simcox**, Messiah College  
**Brett A. Barnett**, Slippery Rock University

John J. Makay is a Professor Emeritus in Communication at Bowling Green State University. His career spans six decades and has included publications in state, regional and national journals, with more than a half dozen textbooks. In addition, he has advised 45 doctoral students to degree completion (26 at Ohio State, 19 at BGSU). Dr. Makay's former advisees will discuss the impact he has had on their careers as rhetorical scholars.



# Thursday

2:00 p.m.

1509 Halle (4<sup>th</sup> floor)

## Mediating “Culture”: Images of Identity and Diversity in Mass Media

Sponsor: Intercultural Communication Interest Group  
Chair: **Rachel Alicia Griffin**, Southern Illinois University, Carbondale  
Respondent: **John R. Baldwin**, Illinois State University

“Modernizing the Family Portrait: Blending Traditional Gendered Family Roles and Homosexual Relationships in *Modern Family*.”

**Matthew C. J. Donovan**, Illinois State University

**Jasmin A. Mejia**, Illinois State University

**Melissa M. Reiss**, Illinois State University

“The Intercultural Parody of Mel Brooks: Jewish Humor and Parodic Tourism” (Top Student Paper—tie)

**Matthew R. Meier**, Bowling Green State University

“‘The Shame Games’: Projections of Power, News Framing, and India’s 2010 Commonwealth Games”

**Suman Mishra**, Southern Illinois University Edwardsville

“Beauty Ideals in Magazines: Cultural Differences between Japanese Citizens and US Citizens in the U.S.”

**Kikuko Omori**, University of Wisconsin-Milwaukee

**Anna Herrman**, University of Wisconsin-Milwaukee

**Jenna McNallie**, University of Wisconsin-Milwaukee

**Mike Allen**, University of Wisconsin-Milwaukee

1510 Hopkins (4<sup>th</sup> floor)

## Connecting Students to the Communication Major Using the Basic Course

Sponsor: Basic Course Interest Group  
Chair: **Kevin Stoller**, Indiana University-Purdue University Fort Wayne

Presenters: **Irwin Mallin**, Indiana University-Purdue University Fort Wayne  
**Kristina Horn Sheeler**, Indiana University-Purdue University Indianapolis  
**David McMahan**, Missouri Western State University

The basic course represents an opportunity to attract students into the communication major. This panel will explore different perspectives on how the basic course can serve to “connect” students into the major. This connection can benefit both departmental and overall campus retention efforts. This roundtable discussion will feature the perspective of Basic Course Director, Department Chair, Lead Advisor, and Textbook Author on the factors that influence basic course students to consider the major.

1511 Owens (4<sup>th</sup> floor)

## Language of Qualitative Research

Sponsor: Communication Theory Interest Group  
Chair: **Derek Bolen**, Wayne State University

Presenters: **Sherri Ter Molen**, Wayne State University  
**Michelle Millard**, Wayne State University  
**Lynn Hartshorn**, Wayne State University  
**Raechel Tiffe**, University of Minnesota

The language frequently used in qualitative methodology is exploratory and enhances the emergent and inductive discussions of the human experience. Qualitative language provides rich and vivid word descriptions about the interplay of interpersonal communication and culture. The rich detail that emerges from qualitative studies helps increase understandings of various phenomena. The roundtable will provide an open discussion for how qualitative inquiry brings to light enhanced understanding of complex and sensitive issues.

Thursday

# Thursday

2:00 p.m.

1512 Severance (4<sup>th</sup> floor)

## Feminist Concepts in the Classroom

Sponsors: Women's Caucus  
G.I.F.T.

Chairs: **Heather Nesemeier**, Minnesota State University Moorhead  
**Melanie Mills**, Eastern Illinois University

Presenters: **Amy Aldridge Sanford**, Northeastern State University  
**Jacki Brucher Moore**, Kirkwood Community College  
**Jennifer J. Bute**, Indiana University-Purdue University Indianapolis  
**Stevie M. Munz**, Illinois State University  
**Abbey E. Wojno**, Columbus State University  
**Kirsten Manthei**, Lyons Township High School  
**Matthew Spialek**, Illinois State University  
**Chad Woolard**, Illinois State University  
**Lindsey Dixon**, Illinois State University  
**Elizabeth G. Tolman**, South Dakota State University  
**Heather Ehrichs Angell**, Independent Scholar

This panel discussion is a space for faculty to share projects and activities from an array of different Women's & Gender Studies/ WGS-friendly courses that embody feminist scholarship. Examples range from long-term projects that create community connections, service learning opportunities, and action research, as well as short in-class activities that illustrate feminist concepts. Each person who attends will walk away with a small handbook with all of these assignments being presented and more.

1514 Van Aken (4<sup>th</sup> floor)

## Social Support on Social Network Sites

Sponsors: Interpersonal and Small Group Communication Interest Group  
Media Studies Interest Group

Chair: **Adrianne Kunkel**, University of Kansas

"With a Little Help From My Facebook Friends: An Analysis of Support-Seeking Processes on Facebook"

**Heather Attig**, University of Kansas

**Natalie Pennington**, University of Kansas

"Examining Social Support Messages Chinese International Students Share on the Social Network Website Renren.com"

**Erika Junhui Yi**, University of Kansas

"Wall of Me: Facebook Self-disclosure and Partner Responsiveness"

**Linda Freeman**, University of Minnesota-Twin Cities

"Balancingbooksandbabies.com: A Social Network Site Project for Single Parents in Higher Education"

**Onyx Taylor**, California State University, San Bernardino

"Compliments and Facebook: A Study of Women's Responses to Virtually Delivered Compliments"

**Valarie Bell Wright**, College of Charleston

"Finding Voice Together: Exploring the Intersection of Social Networking, an Activist Community, and Social Support."

**Christine M. Spinetta**, Purdue University

This panel will be a paper discussion format exploring different ways in which social support messages and interactions are enacted via social network sites. Panelists will present original research projects that look at various social network sites, through a variety of methods, covering a diverse mix of populations, issues, and life stressors.

# Thursday

2:00 p.m.

1515 Willey (4<sup>th</sup> floor)

## *Suicide Punchline: Ghostly Connections*

Sponsor: Performance Studies and Theatre Interest Group  
Chair: **Patrick Santoro**, Lake Superior State University  
Respondent: **Patrick Santoro**, Lake Superior State University  
  
Presenter: **Jennifer L. Tudor**, St. Cloud State University

In this solo performance, I embody three characters that represent different aspects of my experience with surviving my father's suicide. These characters are in search of a connection with grief, which is often repressed in our death-denying culture. They are also in search of a connection with my father, who in his absence is ever-present to me. Through Derrida's notion of "the ghost," I find a way to make those connections with my grief and my father.

1516 Superior (Lower Level)

## **Competitive Papers in Communication Education**

Sponsor: Communication Education Interest Group  
Chair: **John F. Hooker**, Illinois State University  
Respondent: **Katherine J. Denker**, Ball State University

"The Validity of the Student Academic Support Scale: Associations with Social Support and Relational Closeness"

**Blair Thompson**, Western Kentucky University

**Joseph P. Mazer**, Clemson University

"Emotional Momentum in the Teacher-Student Relationship: A Rationale for Expanding Emotional Response Theory"

**Scott Titsworth**, Ohio University

**Moyi Jia**, Ohio University

**Li Li**, Ohio University

"Teacher Use of Prosocial and Antisocial Power Bases and Students' Perceived Instructor Understanding/Misunderstanding"

**Amber N. Finn**, Texas Christian University

"He's Really Setting an Example': Student Contributions to the Learning Environment"

**Gloria J. Galanes**, Missouri State University

**Heather J. Carmack**, Missouri State University

Thursday

# Thursday

3:30 p.m.

1601 George Bush (3<sup>rd</sup> floor)

## ***“Disconnect those bastards!”: People we *should* stigmatize***

Sponsor: Interpersonal and Small Group Communication Interest Group

Chair: **Jessica J. Eckstein**, Western Connecticut State University

Presenters: **Tony E. Adams**, Northeastern Illinois University  
**Mike Allen**, University of Wisconsin-Milwaukee  
**Jessica J. Eckstein**, Western Connecticut State University  
**Lawrence R. Frey**, University of Colorado-Boulder  
**Rachel B. Friedman**, Embry-Riddle Aeronautical University  
**John A. Jones**, University of Illinois at Chicago  
**Cassandra LeClair-Underberg**, Texas State University-San Marcos  
**Jimmie Manning**, Northern Kentucky University  
**Nichelle D. McNabb**, Otterbein University  
**Brittany L. Peterson**, Ohio University  
**Kristi Scholten**, Truman State University  
**Lynn H. Turner**, Marquette University

In this high-density discussion panel, diverse scholars connect to provoke a radical premise – maybe some identities should be stigmatized (e.g., Homophobes? Misogynists? Abusers? KKK?). Perhaps stigma is desirable – both interpersonally and culturally. As an arbitrary decision with extremely serious consequences (e.g., social exclusion, discrimination, punishment), who or what should determine which stigmas a culture should enforce? Come join a heated discussion of who deserves our stigma!

1602 Wade (3<sup>rd</sup> floor)

## ***“Teaching Gay”: Hearing LGBTQI Voices in the Communication Classroom***

Sponsor: Sexual Orientation and Gender Identity Caucus

Chair: **Michelle Millard**, Wayne State University

Participants: **Michelle Millard**, Wayne State University  
**Derek Bolen**, Wayne State University  
**Sherri L. Ter Molen**, Wayne State University  
**Lynn Hartshorn**, Wayne State University

Voices of LGBTQI students too often remain excluded from the constructions of knowledge that are part of communication curriculum. As an often invisible social inequality that doesn't usually get discussed in the communication classroom, students are left wondering if they are “allowed” to or if it's “appropriate” to include their LGBTQI voices or experiences in the classroom. The panelists will explore the tensions, connections, and contentions of integrating LGBTQI existence into communication courses.

1603 Humphrey (3<sup>rd</sup> floor)

### Short Course #2

#### Cross-Cultural Communication Three Ways: Approaches and Tactics for Teaching the Intercultural Communication Course

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Presenters: **Neil A. Patten**, Ferris State University  
**Elizabeth Wilson**, Ferris State University  
**Donna A. Smith**, Ferris State University

The facilitators of this short course have all taught the cross-cultural communication course for many years at multiple universities, yet all three have different approaches and have served different student constituencies: Neil Patten teaches the course at both the undergraduate and graduate levels as a survey class focusing on both International and American sub-cultural issues; Elizabeth Wilson has formatted the course to focus on three particular cultures for more in-depth examination; and Donna Smith has developed the course as an interactive on-line class. Syllabi, paper assignments, activities and bibliographies, lists of suggested films and television programs will be distributed along with additional materials to all participants. The course will also feature a question and answer and networking session to allow participants to share ideas as well. The primary goal of this course is to empower participants with a variety of choices in approach that will hopefully assist their students in achieving inter-cultural competence.

1604 Blossom (4<sup>th</sup> floor)

#### Building Familial, Caregiver, and Public Health Relationships

Sponsor: Health Communication Interest Group  
Chair: **Donna Pawlowski**, Creighton University

"Mother-Daughter Communication and Women's Health Issues: The Effects on the Health-Seeking Behaviors of the Female College Student"

**Shireen Bedi**, Missouri State University  
**Erin Wehrman**, Missouri State University

"Bitter(Sweet) Controversy: Public Perceptions of the Corn Refiners Association and High Fructose Corn Syrup"  
**Susan LoRusso**, University of Wisconsin-Stout

"Understanding Issues of Communication, Information Access, and Provider-Patient Relationship: A Qualitative Study of Deaf Patients' Experience of Healthcare Interactions"

**Valarie K. Shaw**, Southern Illinois University- Edwardsville

"Talking About Natural Family Planning and Marital Satisfaction"

**Ashleigh L. Wisslead**, Southern Illinois University- Edwardsville

# Thursday

3:30 p.m.

1606 Case (4<sup>th</sup> floor)

## In Memory of Prof. Wangari Maathai

Sponsor: Intercultural Communication Interest Group  
Performance Studies Interest Group  
Chair: **Alberto Gonzalez**, Bowling Green State University  
Respondent: **Eddah Mutua-Kombo**, St. Cloud State University

☐ Taking Root and Growing Strong: Continuing the Work of Wangari Maathai ☐

**Tami Spry**, St. Cloud State University

“Toward a Diunital Vision of the Environment: African Cosmology in Wangari Maathai’s Nobel Peace Prize Lecture”

**Kundai V. Chirindo**, University of Kansas

“Dr. Wangari Maathai: Communication, Social Justice, and the Offerings of African Feminisms”

**Rachel Alicia Griffin**, Southern Illinois University-Carbondale

“Regreening the Next Generation: The Legacy of Wangari Maathai’s Environmental Rhetoric”

**Ellen W. Gorsevski**, Bowling Green State University

“The Red Black & Greening of Environmental Communication: The Green Belt movement and Climate Change”

**Reynaldo Anderson**, Harris-Stowe State University

“Trees as Symbol of Peace and Sustenance: Dr. Wangari Maathai’s Legacy”

**Eddah Mutua-Kombo**, St. Cloud State University

This panel will bring together communication scholars to honor the scholarly, political, and activism work and life of the late Prof. Wangari Maathai, a Kenyan environmental and political activist and 2004 Nobel Peace Prize winner. Panelists attest to the importance and potential of Maathai’s work in the world and the communication discipline by addressing the following: What is the impact and potential of Wangari Maathai’s scholarly, political and activist activities to communication studies? How should we remember her? How do we use her work to expand our students diverse worldviews/forms of meaning-making to enrich and diversify our discipline?

1608 Garfield (4<sup>th</sup> floor)

## Rhetorical Reconstructions of Women: Feminism, Prostitution, Sex Crimes, and Corporate Marketing

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Lora Cohn**, Park University  
Respondent: **Nichole Kathol**, University of Wisconsin, Barron County

“Betraying Feminism: A Cluster Analysis Examining Margaret Sanger’s Shift in Ideals”

**Alicia Alabbas**, Indiana University-Purdue University Fort Wayne

“She Had it Coming: Testimonial Analysis of the Texas Gang Rape”

**Jessica Choquette**, Ball State University

“Cathouse and Reality TV: An Authentic Counter-Narrative of Legal Prostitution”

**Jennifer C. Dunn**, Dominican University

“Empowerment, Commodification or Both: A Rhetorical Analysis of the Nike Women Facebook ‘Make Yourself \_\_\_\_\_’ Campaign”

**Janelle Briggs**, Southern Illinois University, Carbondale

1609 Halle (4<sup>th</sup> floor)

### **Connecting Communication and Leadership: Empowering Student Voices through Communication and Leadership Pedagogies**

Sponsor: Communication Education Interest Group  
Chair: **Debra J. Ford**, University of Kansas Medical Center

“Connecting Communication and Leadership through Leadership-as-a-Process”

**Mary C. Banwart**, University of Kansas

**Tracy Russo**, University of Kansas

“Connecting Communication and Leadership within Organizational Communication”

**Ryan S. Bisel**, University of Oklahoma

“Connecting Personal and Spiritual Dimensions of Leadership through Communication Narratives”

**Mary Ann Danielson**, Creighton University

“Connecting Theoretical Foundations for Leading and Communicating in Organizations”

**Debra J. Ford**, University of Kansas Medical Center

Empowering students to adapt to a complex, ever-emerging society requires they develop a broad understanding of how context influences the process of leadership *and* develop skills to communicate effectively with others. This roundtable presents four case studies surrounding varied approaches to communication and leadership pedagogy. These include an analysis of courses taught at the undergraduate and graduate levels, analysis of outcomes from multiple systems levels, and a discussion of implications for a variety of institution types.

1610 Hopkins (4<sup>th</sup> floor)

### **But Lecture is SOOOO Boring! Engaging Student Attention and Retention in Large Lectures**

Sponsor: Basic Course Interest Group  
Chair: **Amy Slagell**, Iowa State University

“Honey, I Shrunk the Lecture Hall: Using Learning Groups to Make Large Rooms Feel Smaller”

**Christopher Anderson**, Iowa State University

“Live from the Lecture Hall: Better Student Engagement Through the Performance of Sample Speeches”

**Ben Crosby**, Iowa State University

“Dynamic Data Display: Using Visuals to Connect with Students in the Classroom”

**Julia Wieggers**, Iowa State University

“It’s Just as Important to be Seen as it is to be Heard: The Role of the Teaching Assistant in Lecture”

**Chris Wiewiora**, Iowa State University

The lecture presents a wide variety of issues both to the student and instructor. During this session each panelist will share a different strategy for keeping students engaged in large lectures. We’ll consider ways to present material in lecture, retain student attention throughout, and show students that large lectures can still be excellent learning environments. This panel will allow ample time for attendees to respond to these strategies and share the ways they starting their own classes each semester.



# Thursday

3:30 p.m.

1612 Severance (4<sup>th</sup> floor)

## Connecting Modern Technology and the Classroom: Best Practices for Online Tools

Sponsor: Instructional Resources Interest Group  
Chair: **Heather Nesemeier**, Minnesota State University Moorhead

Presenters: **Amanda Brown**, University of Wisconsin - Stout  
**Kimberly Weismann**, Williston State College  
**Deneen Gilmour**, Minnesota State University Moorhead  
**Kristen L. McCauliff**, Ball State University  
**Heather Nesemeier**, Minnesota State University Moorhead

Online tools and resources have increasingly become part of classroom environments. However, there is always the question of whether to use the materials and how to do so effectively. This panel explores the pros and cons of several modern technology tools along with basic how-tos and best practices. Tools discussed include Facebook, Twitter, Skype, YouTube Channels, and Delicious and will relate to face-to-face classes, hybrid classes, and online classroom environments incorporating social media.

1614 Van Aken (4<sup>th</sup> floor)

## Sharing Tools of the Organization: Roundtable on Sharing the Best Organizational Communication Teaching Practices

Sponsor: Organizational and Professional Communication Interest Group  
Chair: **Matthew S. Vorell**, St. Cloud State University

Presenters: **Matthew S. Vorell**, St. Cloud University  
**Jennifer Waldeck**, Chapman University  
**Heather Walter**, The University of Akron  
**Sarah J. Steimel**, Weber State University  
**Karen Krupar**, Metropolitan State College of Denver  
**Susan Cook**, Metropolitan State College of Denver  
**David Weber**, University of North Carolina-Wilmington  
**Irwin Mallin**, Indiana University-Purdue University Fort Wayne

This is the fourth installment of this roundtable at CSCA. A number of academic divisions have been quite successful in furthering their pedagogical development through the simple sharing of effective activities among faculty. As a topic of instruction, organizational communication relies on projects rich in real world exposure to provide students a bridge between scholarship and practice. Audience participation is invited.

1615 Willey (4<sup>th</sup> floor)

### Using Social Media to “Connect” in PR Campaigns: Using Social Media to “Unite” our Clients with Target Publics

Sponsor: Public Relations  
Chair: **Alisa Agozzino**, Ohio Northern University

Participants: **Alisa Agozzino**, Ohio Northern University  
**Bill Baldrez**, Webbed Marketing  
**Madison Bender**, Lake County Visitors Bureau  
**Kelsey Giesler**, Ohio Hi-Point Career Center  
**Bill Sledzik**, Kent State University

Social media has come to the forefront of public relations research within the past few years. As an umbrella term that encompasses a variety of social interaction technologies, social media depends on the communication exchange between people (two-way communication) as the discussion and integration of words build shared meaning. From research to measurement and evaluation, panelists from a variety of industries will cover best practices of incorporating social media tools into public relations campaigns.

1616 Superior (Lower Level)

### “I’m Not Taken Seriously”: Common Problems Female Graduate Instructors Encounter in the Classroom

Sponsors: Women’s Caucus  
Graduate Student Caucus  
Chair: **Sarah Turner McGowen**, University of Missouri  
Respondent: **Kathryn B. Golsan**, Southern Illinois University, Carbondale

Participants: **Ashton Gerding**, University of Missouri  
**Jen Owlett**, Purdue University  
**Jessica Plassman**, Indiana University  
**Danielle Poynter**, University of Missouri  
**Sara Trask**, University of Missouri

There are particular issues that concern graduate instructors in the classroom: being viewed as the peer of one’s students, managing interactions with students outside the classroom, handling challenging students, and setting a professional tone on the first day, among others. Female graduate instructors may face even more challenging obstacles, including gender bias from students, fellow instructors, and supervisors. In order to make the basic communication course as effective as possible, it is of vital importance for these graduate instructors to have the support and resources necessary to conduct their jobs well. This roundtable discussion will feature the perspectives of female graduate instructors with various amounts of teaching experience, followed with a question and answer session from the audience. It is hoped that this panel will provide the opportunity for collaboration and creativity, enabling attendees to leave the panel with ideas for how to combat some of these specific problems.

1701 George Bush (3<sup>rd</sup> floor)

### **Your Teacher Can't Be Your (Facebook) Friend: A Discussion of Missouri Senate Bill 54 and the Implications for Teacher-Student Connections**

Sponsor: Communication Ethics and Freedom of Expression

Chair: **Joy L. Daggs**, Culver-Stockton College

Participants: **Melissa L. Beall**, University of Northern Iowa

**Katherine J. Denker**, Ball State University

**David A. Wendt**, Keokuk Senior High School

The Missouri General Assembly sent shockwaves through the education world with the passage of Senate Bill 54 in 2011. This bill prohibits private student-teacher interactions and has been most closely connected with students and teachers being Facebook "friends." This roundtable discussion will examine the language of the bill, the implications for high school teachers in other states, and the impact the bill could potentially have on higher education.

1702 Wade (3<sup>rd</sup> floor)

### **From Modern Family to the Twilight Zone: Exploring Time, Truth, and Relationships in the Media**

Sponsor: Graduate Student Caucus

Chair: **Seth S. Frei**, Texas State University-San Marcos

Respondent: **Amanda Torrens**, Ohio University

"'I'm Surprised You Had Time for the 'Schoolin'": The Representation of Economic Class on *Modern Family*"

**Nancy Bressler**, Bowling Green State University

"Travel Show as Spectacle: Othering People in *Destination Truth*"

**Cameron Walker**, University of Southern Indiana

"The Shrimpy Kid and the Model: Traditional Relationships in Japanese Yaoi and Yuri Manga"

**Alison Rapp**, University of Minnesota-Twin Cities

"Prejudice can Kill and Suspicion can Destroy': Timeless Ideologies from *The Twilight Zone*"

**Nancy Bressler**, Bowling Green State University

1704 Blossom (4<sup>th</sup> floor)

### Connecting Candidates to Caucus-Goers: The Rhetoric of the 2012 Iowa Caucuses

Sponsor: Political Communication Interest Group

Chair: **Jay Self**, Truman State University

Respondent: **Mike Milford**, Auburn University

"Oh Say, Can You See? The Visual Rhetoric of Campaigns"

**Carrie Nelson**, Truman State University

**Tim Holmes**, Truman State University

"The Whole World is Watching! Getting American Candidates in Iowa to Talk Foreign Policy"

**Tawanda Kanhema**, Truman State University

"Separating the Kernels from the Corny: What Candidate Rhetoric Worked in Iowa?"

**Catherine Jones**, Truman State University

**Isaac Straub**, Truman State University

These papers come out of rhetorical research done in Iowa during the 2012 caucuses and focus on what candidates do rhetorically to persuade caucus-goers to stump and vote for them. The research is more focused on tracking the effect of rhetorical appeals. Topics include the visual rhetoric campaigns use, international issues and media coverage of them, as well as a focus on traditional forms of political rhetoric aimed at an Iowa caucus-going audience.

1706 Case (4<sup>th</sup> floor)

### Convergence: Journalism, Politics and Interactivity

Sponsor: Media Studies Interest Group

Chair: **Lora Cohn**, Park University

Respondent: **Robert Gobetz**, University of Indianapolis

"Connections through Social Networking: Presidential Elections and Blogs"

**Sean Baker**, Central Michigan University

**Jessica Nastelli**, Central Michigan University

"An assessment of risk communication practice in Ethiopia: Vehicle Accidents at the Metropolitan"

**Hailemichael Tesfaye**, Addis Ababa University

"Ethnic Names and Credibility of Journalists and Newspaper Reports"

**Alexis Tan**, Washington State University

**Francis Dalisay**, Cleveland State University

**Yunying Zhang**, Austin Peay State University

**Lincoln James**, Washington State University

**Eun-Jeong Han**, Washington State University

**Mariyah Merchant**, Washington State University

**Marie Louise Radanielina-Hita**, Washington State University

"The Transmedia Impulse: A Look at Convergence Culture, Social Media, and Television Studies"

**Megan Wood**, University of South Florida

# Thursday

5:00 p.m.

1708 Garfield (4<sup>th</sup> floor)

## Great Ideas for Coaching Forensics

Sponsors: Argumentation and Forensics Interest Group  
Chair: **Nicole L. Johnson**, Ball State University

Presenters: **Scott Jensen**, Webster University  
**Mary Moore**, Ball State University  
**Donny Peters**, Illinois State University  
**Gina Jensen**, Webster University  
**Ian Sheeler**, Indiana University-Purdue University Indianapolis

Join us in a conversation with panelists who will share unique ideas about their approach to Forensic events, their students and other coaches during this roundtable discussion. These great ideas can be adapted and used in a variety of team formats.

1709 Halle (4<sup>th</sup> floor)

## Newspaper Coverage of Chinese Culture: Do Confucius Institutes Provide a Communication Link?

Sponsor: Intercultural Communication Interest Group  
Chair: **Val PIPPS**, The University of Akron

Presenters: **Tom Fladung**, Managing Editor, Cleveland Plain Dealer  
**Bruce Wings**, Vice President and Editor, Akron Beacon Journal  
**Lih-Ching Chen Wang**, Director of the Confucius Institute and Director of the Chinese Language Teaching Licensure Program, Cleveland State University

**Yang Lin**, Past Director of the Confucius Institute at The University of Akron and Professor in the School of Communication, The University of Akron

The Chinese government has established Confucius Institutes as a platform to help the world better understand Chinese culture and Chinese perspectives and policy stands towards its domestic and foreign affairs. With two of those organizations residing in the greater Cleveland area, this panel will focus on the bridge between the Confucius Institutes and the media, especially newspapers, for better communication in the understanding the Chinese culture.

1710 Hopkins (4<sup>th</sup> floor)

## John Carroll University Panel

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

1711 Owens (4<sup>th</sup> floor)

### **“Connecting through a New Pedagogy: Sports Communication**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Chair: **Sandy Alspach**, Ferris State University

Respondent: **Sandy Alspach**, Ferris State University

“Connecting Academics and Careers in the Sports Communication Course”

**Brett Monroe**, Ferris State University

“Connecting with Allied Health: The Sports Head Injuries Project”

**Keisha Reynolds**, Ferris State University

“Connecting Research with ‘Real Life Experience’: Feminist Critique of a Roller Derby Ad”

**Dawn Corwin**, Ferris State University

“Connecting with the Community: Collaborating with the Arts and Lectures Series to Host a Program Featuring Professional Football Player Bo Eason”

**Breanna Alexander**, Ferris State University

**Sadie Welch**, Ferris State University

**Christie Bender**, Ferris State University

“Connecting ‘Real Life Experience’ with Academics: Broadcasting Live Sports Events”

**Katie Nichols**, Ferris State University

**Dominic Hennig**, Ferris State University

“Connecting Athletics with Academics: Division I Ice Hockey and the Communication Major”

**Simon Denis**, Ferris State University

Undergraduate students representing three different colleges and four different academic majors share their experience, projects and research in the new Sports Communication program at Ferris State University.

1712 Severance (4<sup>th</sup> floor)

### Great Ideas for Teaching: Online G.I.F.T. Activities

Sponsor: G.I.F.T.  
Chair: **Nancy J. Curtin**, Millikin University

“Connecting Through Innovative Ideas”

**Daria Heinemann**, Wayne State University

“Media Messages and Public Discourse”

**Nora Drust**, Northern Kentucky University

“Screencast Tutorial Demonstration Speeches”

**Ashley Tremble**, Western Michigan University

**Jordan Tyler**, Western Michigan University

“Using Creative Artifacts and Empathy to Explore Cultural Differences”

**Dacia Charlesworth**, Indiana University-Purdue University Fort Wayne

“Utilizing Online Capabilities: An Introduction to the Importance of Out of Class Communication”

**Brittany Pfeiffer**, Southern Illinois University Edwardsville

“Exploring Intersections: Connecting Organizations and Key Publics Through Twitter Best Practices”

**Alisa Agozzino**, Ohio Northern University

“Intercultural Challenges Working Overseas”

**Kim Omachinski**, University of Wisconsin-Milwaukee

“Mass Communication Current Issue Update”

**Jerralyn Moudry**, Wisconsin Lutheran College

“Building #Classroom Community Through @Twitter”

**Angela Beck**, Western Michigan University

**Christina Gentile**, Western Michigan University

**Stephen Spates**, Western Michigan University

“Expanding the Communication Process From the Classroom to Online Participation: Using a Class Blog for Multiple Purposes in a Technical Communication Class”

**Rebecca K. Ivic**, Purdue University

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. Every ten minutes audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.



1714 Van Aken (4<sup>th</sup> floor)

### **The Pedagogical Considerations of a Service-Learning Project to Deliver Assigned Health Speeches in Junior and Senior High School Classrooms: Interpersonal Communication Students Outside of the Classroom**

Sponsors: Interpersonal and Small Group Communication Interest Group  
Communication Education Interest Group

Chair: **Alice L. Crume**, Kent State University at Tuscarawas

Presenters: **Alice L. Crume**, Kent State University at Tuscarawas  
**Alex Ballentine**, Kent State University at Tuscarawas  
**Marcus Battista**, Kent State University at Tuscarawas  
**Doug Hanna**, Kent State University at Tuscarawas  
**Ashley Henry**, Kent State University at Tuscarawas  
**Jon Miday**, Kent State University at Tuscarawas  
**Tara Sanders**, Kent State University at Tuscarawas

Participants will explain the different pedagogical steps of presenting a series of speeches to junior high and high school students in health classes on an aspect of Domestic Violence. A brief handout of the process will be given to each attendee that summarizes the presentation. In addition, the chair's paper on this experience will be distributed.

1715 Willey (4<sup>th</sup> floor)

### **Polishing Service Learning: An Often Overlooked Aspect of Communication (State of North Dakota Showcase)**

Sponsor: States Advisory Council

Chair: **Eric Grabowsky**, Dickinson State University

Presenters: **Jonna Ziniel**, Valley City State University  
**Kimberly Weismann**, Williston State College  
**Shannon Vanhorn**, Valley City State University  
**Jennifer Jenness**, Valley City State University  
**Rob Walsh**, Valley City State University

Informed by pedagogical experience and academic research, this panel provides presentations that are both reflective and practical regarding the important topic of effective service learning.

# Thursday

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5:00 p.m.

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1716 Superior (Lower Level)

## **Connecting and Collaborating *A/Cross the Divide*: Devising Performance Auto/Ethnography in Performance**

Sponsor: Performance Studies and Theatre Interest Group  
Chair: **Heather Carver**, University of Missouri  
Respondent: **Amy Pinney**, Georgia College and State University

Presenters: **Noah Lelek**, University of Missouri  
**Sally Foster**, University of Missouri  
**Brian Scanlan**, University of Missouri  
**Brynne Whittaker**, University of Missouri  
**Mark Walsh**, University of Missouri

*A/Cross the Divide* is a world-premiere performance auto/ethnographic piece that investigates how families construct coming-out narratives. This devised theatre piece, created in collaboration by the cast and director through Image Theatre work and Viewpoints, has been adapted from multiple sources including interviews, ethnographic fieldwork, statistics, quotes, and articles. *A/Cross the Divide* utilizes dance, movement, song, and text to examine coming-out narratives and the experiences of people who identify as lesbian, gay and bisexual.

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1801 Gold Room (3<sup>rd</sup> floor)  
6:30 - 8:30 pm

## **Welcome Reception**

Sponsors: President Scott A. Myers, West Virginia University  
First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Join us as we celebrate the beginning of the 2012 convention!

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1901  
7:00 - 10:00 pm

## **Past Presidents' Dinner**

Sponsor: Past President Stephen K. Hunt, Illinois State University

This year's dinner will be held at \_\_\_\_\_ located at \_\_\_\_\_. Attendees should meet in the hotel lobby at 6:45 pm for the short walk to the restaurant.

2101 George Bush (3<sup>rd</sup> floor)

### **Spotlight Panel: Communication Issues at the Intersection of Health and Organizational Communication**

Sponsor: Health Communication Interest Group  
Chair: **Heather J. Carmack**, Missouri State University

Presenters: **Julie Apker**, Western Michigan University  
**Lynn Harter**, Ohio University  
**Kevin Real**, University of Kentucky  
**Stephanie Ruhl**, Ohio University  
**Jennifer Moreland**, Ohio State University

Health interactions and experiences often take place in health institutions; patients and families visit traditional and non-traditional health organizations in order to make sense of illness, diagnosis, and treatments. With providers, patients, administrators, legislation, and organizational policy all influencing communication within health organizations, it is important for health communication scholars to begin to explore the complex web of interaction that takes place in these organizations. This panel brings together senior and new scholars interested in the intersections of health and organizational communication, focusing on how we make these connections, what kinds of topics we can study, and how an organizational focus to health communication adds to the discipline

2103 Humphrey (3<sup>rd</sup> floor)

### **Short Course #3 Communication Internships: The Good, the Bad, and the Not So Pretty!**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia  
Presenter: **Randy K. Dillon**, Missouri State University

You've heard that internships can be good for students? Internships occur in the "real world" and along with the good, there are sometimes some bad, and even downright ugly things about internships. Utilizing the Scholarship of Teaching and Learning, this short course will emphasize what can be done to help students transform internships into more positive experiences. Topics covered include developing internship objectives, approaches to planning and implementing internship assignments, and considerations about interventions. This course is designed for those who currently direct internships, and also those who may be considering developing an internship program.

2104 Blossom (4<sup>th</sup> floor)

### **What's so Political about Performance? Bridging Discussions of Political Communication and Performance Studies**

Sponsors: Performance Studies and Theatre Interest Group  
Political Communication Interest Group  
Chair: **Diana Woodhouse**, Southern Illinois University-Carbondale  
Panelists: **Meggie Mapes**, Southern Illinois University-Carbondale  
**Tami Spry**, St. Cloud State University  
**Elyse Pineau**, Southern Illinois University-Carbondale  
**James Schnoebelen**, Washburn University  
**Lars J. Kristiansen**, University of Missouri

This panel works to uncover connections between method, theory, and practice inhabited in Performance Studies and Political Communication. By using a solo performance as both example and starting point for discussion, this panel asks scholars in both fields to converse and speak to each others contributions to communication and one another.

2105 Brush (4<sup>th</sup> floor)

### **A Glimpse into the Breadth of Communication Research: Examining Scholarship from Several Different Communication Perspectives**

Sponsor: Graduate Student Caucus  
Chair: **Timothy P. McKenna**, Ohio University  
Respondent: **Janelle Briggs**, Southern Illinois University-Carbondale

"Teenage Pharmapocalypse?: An Exploratory Examination of Prescription Drug Abuse"

**Lorin Brooke Friley**, Purdue University

"Understanding the Challenges of an Emerging Nonprofit Organization"

**Terri Lynne Johnson**, Cleveland State University

"Understanding Organization Rhetoric"

**Eric Mishler**, Indiana University Purdue University-Fort Wayne

"Wall of Me: Facebook Self-disclosure Status Update, Partner Responses, Perceived Partner Responsiveness, and Intimacy"

**Linda K. Freeman**, University of Minnesota

2106 Case (4<sup>th</sup> floor)

### **Program Planners' Meeting 2013**

Sponsor: Second Vice President Chad Edwards

2107 Doan (4<sup>th</sup> floor)

### Communicating and Empowering Voices of Diversity (State of Oklahoma Showcase)

Sponsor: States Advisory Council  
Chair: **Sheryl Lidzy**, Emporia State University

"A Feminine Apology: Attorney General Janet Reno's 1993 Press Conference as Feminine Apologetic Discourse"

**Tracy Frederick**, Southwestern College

"Cyberfeminism and Online Practice,"

**Holly Kruse**, Rogers State University

"Assessing Different Voices: Ensuring Learning in the Basic Speech Course"

**Kristopher Copeland**, Northeastern State University

2108 Garfield (4<sup>th</sup> floor)

### Leading Rhetorically: Competitive Papers in American Political Rhetoric

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Matthew Doggett**, Hillsdale College  
Respondent: **Mike Milford**, Auburn University

"Tracking Rhetorical Tacks: Obama's Artistic Use of the Journey and Family Metaphors in the 'On the Way Forward in Afghanistan' Speech"

**Christopher J. Oldenburg**, Illinois College

"Losing Christina: Tragedy, Rhetoric, and the Politics of Theodicy"

**Jeffrey B. Kurtz**, Denison University

"Gendered Public Advocacy: Hillary Rodham Clinton at the 1996 Democratic National Convention"

**Justin Killian**, Hamline University

"An Epideictic Approach to Johnson's 'We Shall Overcome' Address"

**Cassandra C. Bird**, Central Michigan University

2109 Halle (4<sup>th</sup> floor)

### Critical Connections between Neoliberalism and Education

Sponsor: Communication Education Interest Group  
Chair: **Sandra Pensoneau-Conway**, Wayne State University  
Respondent: **Jay Brower**, Western Connecticut State University

“Connecting Neoliberalism to Higher Education: Clark Kerr’s 1963 Articulation of Market Ideologies to Educational Philosophies in *The Uses of the University*”

**David Deifell**, Ashford University

“Exploring Pragmatic Connections between Traditional and Critical Forms of Assessment”

**David H. Kahl, Jr.**, Penn State Erie, The Behrend College

“Who We are Under Neoliberal Education: Reviewing the Relationship between Neoliberal Education and Identity using Critical Communication Pedagogy”

**JiangBo HuangFu**, Southern Illinois University-Carbondale

“When Students become a Trojan Horse: Examining how the *Education Manifesto* Frames the Struggle for Better Public Education”

**C. Kyle Rudick**, Southern Illinois University-Carbondale

This panel features critical views on connections between neoliberal ideology and education. Panelists offer critical perspectives on the historical connections between neoliberalism and education, pragmatic connections between traditional and critical forms of assessment, philosophical connections between neoliberalism and identity, and rhetorical connections between proponents of neoliberal educative practices and teachers/students. By utilizing various methods for analysis at macro and micro levels, we hope to offer ways to further a critical communication pedagogy.

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2110 Hopkins (4<sup>th</sup> floor)

### Using Tablet Computers in the Classroom for Pedagogical Purposes

Sponsor: Basic Course Interest Group  
Chair: **Julie Allee**, Tech Community College – South Bend  
  
Presenters: **Lori Volheim**, Ivy Tech Community College – South Bend  
**Alec Hosterman**, Indiana University – South Bend  
**Jim Noland**, Tech Community College – Elkhart

This panel will discuss implementation of tablet computers in the classroom for instruction, communication, collaboration, and assessing student learning as well as their pedagogical rationale for their use in Communication courses. The panel members will discuss their experiences with student use of tablets in the classroom for notes, presentations, and ebooks, along with issues and concerns they have experienced for those who are considering purchasing a tablet for classroom use.

2111 Owens (4<sup>th</sup> floor)

### Connecting With Each Other: Theoretical Frameworks and Advances in Interpersonal Contexts

Sponsor: Communication Theory Interest Group  
Chair: **Stephen Spates**, Western Michigan University  
Respondent: **Amanda Torrens**, Ohio University

“Expanding Anxiety/Uncertainty Management Theory to the Homosexual/Heterosexual Context:  
Examining Homosexual Males’ Communication Anxiety in an Intercultural Setting”

**Mark A. Generous**, Texas State University

“Existing Theoretical Frameworks of Interpersonal Forgiveness: A Critical Review”

**Katie LaPlante Turkiewicz**, University of Wisconsin - Milwaukee

“Confronting Friends about Risky Behaviors: A Theoretical Framework”

**Melissa A. Maier**, University of Wisconsin – Milwaukee

“Critical Discourse Analysis of mobiText use in Marital Communication:  
New Directions in Blended Research”

**Andrea Iaccheri**, University of Nebraska at Omaha

2112 Severance (4<sup>th</sup> floor)

### Can Perspectives of Minority Students Offer Possibilities for Integrating Theoretical and Epistemological Orientations in Communication Studies?

Sponsor: Intercultural Communication Interest Group  
Chair: **Alberto Gonzalez**, Bowling Green State University  
Respondent: **Eddah Mutua-Kombo**, St. Cloud State University

“The Broken Epistemic Equilibrium in Communication Theory Classroom: Whose Communication Are We Talking About?”

**Eun Young Lee**, Bowling Green State University

“How Effective Are You Really? : Interrogating and Expanding Mannerisms that Predominate Public Speaking”

**Minu Basnet**, Wayne State University

“Living on the Borderline: Implications for Epistemic Exigency”

**Karthiga Devi Veeramani**, St. Cloud State University

“What is a Classroom all about?”

**Ayantu S. Tibeso**, Ohio University

“Problematic of the Knowledge Creation and Sharing Process: Insider Perspective from Latin America”

**Claudia Nieto**, Ohio University

Minority graduate students often find themselves in a quandary of tension negotiating their “other” meaning-making realities in the U.S American classroom. These experiences locate students at the intersection between Western theorization and non-Western theorization. The question then becomes, how does one balance delicate questions about “what we know, and how we know”? This panel brings together graduate students with diverse classroom experiences to share their perspectives as both learners and instructors. Different strategies taken to seek a balance between multiple ways of knowing are discussed.

2113 Szell (4<sup>th</sup> floor)

### Fostering Social Connection: Forensics as a Context and Vehicle for Relational Dynamics

Sponsor: Argumentation and Forensics Interest Group  
Chair: **Jordan Compton**, Ohio University  
Respondent: **Jeff Lohr**, Duquesne University

"The Black Book, Flow Pad, and Visual Aid as a Path to Relational Satisfaction? The Epistemic Value of Forensics as a Laboratory for Relational Competence"

**Scott Jensen**, Webster University

**Gina Jensen**, Webster University

"Lessons in Inspiration: A Thematic Analysis of Mentor Advice to Beginning Forensics Directors"

**JD Smith**, Barton Community College

"Tensions Abound: The Dyadic Relationships in Collegiate Debate"

**Gordon Carlson**, University of Illinois at Chicago

"Coach, Mentor, Friend OR Disciplinarian, Judge, Frenemy"

**Janis Crawford**, Butler University

"University Bureaucracy and Forensic Relationships"

**Donny Peters**, Illinois State University

Few activities boast the profound impact on the socialization of its participants than does forensics. This panel features research highlighting the potential for forensic participation to influence myriad relationships. Specifically papers reflect on forensic communities as laboratories for honing relational communication competence, mentoring relationships, the impact of debate practices on the evolution of the community, changing rituals between "coaches" and students, and the influence of university policy on the evolution of that program.

2114 Van Aken (4<sup>th</sup> floor)

### Pickets, Counterprotests, and the First Amendment: The Case of Westboro Baptist Church

Sponsor: Communication Ethics & Freedom of Expression Interest Group  
Chair: **Beth A. Messner**, Ball State University

"The Impact of *Snyder v. Phelps*: Restricting the Effectiveness of Assembled Protest"

**Joseph J. Hemmer Jr.**, Carroll University

"The Limits of Religious Rhetoric in a Secular Society: The Case of Westboro Baptist Church"

**Krista L. Phair**, Northern Kentucky University

"From Engines Roaring to Flash Mobs Dancing: Counter-protesting the Westboro Baptist Church"

**Beth A. Messner**, Ball State University

The United States Supreme Court's recent ruling in favor of the Westboro Baptist Church in *Snyder v. Phelps et al.* provides an opportunity to examine connections between the church's pickets, the First Amendment, and the responses of counterprotestors.



2115 Willey (4<sup>th</sup> floor)

### Crisis Communication & Ethical Dilemmas in Public Relations

Sponsor: Public Relations  
Chair: **Rebekah Watson**, Grace College  
Respondent: **Michelle M. Maresh**, Texas A&M University-Corpus Christi

“Big Trouble for the Big Three: The Appropriateness and Effectiveness of the Big Three Automakers’ Image Repair Strategies”  
**Lindsay B. Anderson**, Purdue University

“An Experimental Examination of the Role of Corrective Action in Image Restoration: The Case of a Campus Shooting”

**Amanda K. Goddard**, Western Michigan University

**Patric R. Spence**, Western Michigan University

**Kenneth A. Lachlan**, University of Massachusetts-Boston

**J. J. McIntyre**, University of Central Arkansas

“Revisiting the Rhetorical Situation and Genre in Crisis Communication”

**Claudia I. Janssen**, Eastern Illinois University

“Doing a Bad, Bad Thing: A Case Study of When a Client Asks a PR Firm to Act Unethically”

**Rod Carveth**, Goodwin College

2116 Superior (Lower Level)

### Undergraduate Research Honors Conference

# Friday

9:30 a.m.

2201 George Bush (3<sup>rd</sup> floor)

## CSCA's Connection to Teaching through NCA's *Communication Teacher*

Sponsor: President Scott A. Myers, West Virginia University

Chair: **Hailey G. Gillen**, West Virginia University

"Connecting to the Organizational Communication Course by Unpacking Organizational Culture"

**Amber S. Messersmith**, University of Nebraska-Kearney

**Ryan S. Bisel**, University of Oklahoma

"Connecting to the Introductory Communication Course by Investigating Perception Formation"

**Stacey Macchi**, Western Illinois University

**Cynthia Ridle**, Western Illinois University

"Connecting to the Communication Theory Course by Opening Social Information Processing Theory in 'You've Got Mail'"

**Daria S. Heinemann**, Wayne State University

"Connecting to the Intercultural Communication Course by Relearning American History"

**Rachel B. Friedman**, Embry-Riddle Aeronautical University

**Nichelle D. McNabb**, Otterbein University

"Connecting to the Public Speaking Course by Applying Various Organizational Patterns"

**Darcia Charlesworth**, Indiana University Purdue University-Fort Wayne

"Connecting to the Communication Teaching Course by Integrating the Language Arts"

**Jerry D. Feezel**, Kent State University

"Connecting to the Gender Communication Course by Exploring Gender Value Stereotyping"

**Nancy J. Brule**, Bethel University

"Connecting to the Public Speaking Course by Mining the Introduction Speech"

**Susan R. Wilson**, DePauw University

*Communication Teacher* is a NCA-sponsored periodical dedicated to publishing exemplary teaching activities designed specifically for Communication courses. This panel features several CSCA authors who have had an activity published in *Communication Teacher*. Panelists will provide an overview of their activity, discuss how the activity has worked in their respective course, and solicit audience response.

2202 Wade (3<sup>rd</sup> floor)

## Creating Connections: Identifying Opportunities for Increased Engagement with Part-Time and Full-Time Graduate Students

Sponsor: Graduate Student Caucus

Chair: **Janella Ball**, University of Kansas

Presenters: **Simone Brennan**, Wayne State University

**Sherri L. Ter Molen**, Wayne State University

**Derek Bolen**, Wayne State University

**Janella Ball**, Wayne State University

**Brandon Hensley**, Illinois State University

Participation in a graduate student association provides invaluable opportunities for social and academic development. This panel explores approaches for producing accessible programming for part-time and full-time graduate students. The participants in this panel will discuss the challenges part-time students experience while sharing strategies that the Graduate Student Association at Wayne State University employs to foster an inclusive environment. The panelists will then invite the audience to share their experiences and suggestions for enhanced community development.

2204 Blossom (4<sup>th</sup> floor)

### Top Papers in Political Communication

Sponsor: Political Communication Interest Group  
Chair: **Benjamin R. Warner**, University of Missouri-Columbia  
Respondent: **Erin Blocher**, University of Missouri-Kansas City

- “Triumph in Defeat: The Genre of Third Party Presidential Concessions” (Top Paper)  
**Ryan Neville-Shepard**, Indiana University-Purdue University Columbus
- “A Proper Soil in Which to Grow’: Margaret Sanger and the Problem of Citizenship” (J. Jeffrey Auer Award for Top Student Paper)  
**Katie L. Irwin**, The University of Illinois at Urbana-Champaign
- “How Do We Solve a Problem Like Maria?” Format, Feminine Style, and Connections We May Have Missed”  
**Elizabeth A. Dudash**, Missouri State University  
**Susan E. Waters**, Auburn University
- “Sarah Palin’s Alaska: A Pathway for Political Support?”  
**Melissa Kaminski**, Virginia Polytechnic Institute and State University  
**Betsy Board**, Virginia Polytechnic Institute and State University  
**Lindsay Crighton**, Virginia Polytechnic Institute and State University  
**Isabel Fay**, Virginia Polytechnic Institute and State University  
**Meghan Trice**, Virginia Polytechnic Institute and State University

2205 Brush (4<sup>th</sup> floor)

### Using New Technology in the Classroom

Sponsor: Instructional Resources Interest Group  
Chair: **Richard E. Caplan**, The University of Akron  
Respondent: **Sylvia White**, The University of Akron

- “The ARG “Zoeken” for new students, The Pilot”  
**Dudley B. Turner**, The University of Akron
- “Facebook use in the classroom: A pilot study”  
**Val PIPPS**, The University of Akron
- Standardizing the Basic Speech Course: A Hybrid On-line Approach□  
**Bonnie Keiper**, The University of Akron
- “How Students Benefit from Using A Project Based Learning Approach to Create Media”  
**Phil Hoffman**, The University of Akron
- “The effect of course management systems on academic integrity: A pilot study”  
**Richard E. Caplan**, The University of Akron

This panel focuses on the use of new media and social media in the classroom. Papers looking at how new media and social media may be used in different classroom situations. The purpose of this panel is to share information on how new technology may be utilized

2206 Case (4<sup>th</sup> floor)

### **An Evening in Front of the Tube: Game Show, Reality Show, Commercials, and a Sitcom**

Sponsor: Media Studies Interest Group  
Chair: **Mark Cruea**, Ohio Northern University  
Respondent: **Adam W. Tyma**, University of Nebraska at Omaha

"A "Case" of Balanced Ideology in the Game Show Genre? Exploring Contradictions in *Deal or No Deal*"

**Elizabeth A. Baiocchi-Wagner**, University of Missouri

"The Reality of Reality TV: An Evaluation of the Johnson Intervention Model Viewed on the Program, *Intervention*"

**Melissa A. Maier**, University of Wisconsin—Milwaukee

"A Model of Japanese Cosmetics TV Commercials: A Generic Criticism of Six Advertisements"

**Shanshan Lou**, Ohio University

"Your Mom Works Very Hard...Just Now She Works for Us": An Examination of the Depiction of Motherhood on *Modern Family*"

**Nancy Bressler**, Bowling Green State University

2207 Doan (4<sup>th</sup> floor)

### **Community College Interest Group Business Meeting**

Chair: **Jacob Isaacs**, Ivy Tech Community College  
Vice-Chair: **David T. McMahan**, Missouri Western State University  
Secretary: **David L. Bodary**, Sinclair Community College

2208 Garfield (4<sup>th</sup> floor)

### **Rhetorically Articulating Bodies: Obstacles to Advancing Women's Social Issues in Social Movements**

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Ashley R. Hall**, Southern Illinois University, Carbondale  
Respondent: **Beth Waggenpack**, Virginia Tech

"The Rhetorical Dimensions of the Maafa 21: Black Genocide in the 21st Century"

**Ashley R. Hall**, Southern Illinois University, Carbondale

"The Coat Hanger Project: Assessment and Implication"

**Meggie Mapes**, Southern Illinois University, Carbondale

"Thank Heaven for Little Girls Inc.: A Rhetorical Analysis of a Public Nothingness"

**Andrea Baldwin**, Southern Illinois University, Carbondale

"That's Enough, Hosni Mubarak! – An Analysis of an Iconic Image During the 2011 Egyptian Revolution"

**Kiran Dhillon**, University of Northern Iowa

"Conservative Masculinity and the Pro-Life Movement"

**David Airne**, University of Montana

This panel features emerging rhetorical critics who are interested in exploring how social movement discourses rhetorically engage contemporary social issues. These scholars share an interest in social movement rhetoric and gendered identities and, in particular, rhetorical strategies used to promote consciousness across multiple women's issues in American public culture. Their papers respond collectively to how past and present social movement discourses have attempted to raise awareness regarding issues that affect women's bodies.

2209 Halle (4<sup>th</sup> floor)

### **Difference in the Decade of the Digital Classroom: Connecting Students and Educators in Digital Space**

Sponsor: Communication Education Interest Group  
Chair: **Renee Human**, Northern Kentucky University

Presenters: **Jessica Dennis**, Northern Kentucky University  
**Betsy Powell**, Northern Kentucky University  
**Igor Ristic**, Northern Kentucky University  
**Danielle Donley**, Northern Kentucky University  
**Kaitlyn Maxwell**, Northern Kentucky University  
**Emma Woeste**, Northern Kentucky University

This panel is a dialogue session exploring how technology, specifically web-enhanced classes, has changed the culture of the classroom. Investigating *space*, specifically digital space, we wish to problematize how technology creates new digital, discursive spaces thereby introducing a new difference into classroom culture. Our main concern is: How can educators and students co-construct digital dialogic learning environments that really do “enhance” the classroom experience.

2210 Hopkins (4<sup>th</sup> floor)

### **Debating the Effectiveness of the Basic Course**

*RESOLVED: ARGUMENTATION CLASSES WOULD BE MORE EFFECTIVE THAN PUBLIC SPEAKING FOR THE BASIC COURSE IN THE COMMUNICATION CURRICULUM.*

Sponsors: Argumentation and Forensics Interest Group  
Basic Course Interest Group  
Chair: **Nicole L. Johnson**, Ball State University

Presenters: *Affirmative:* **Michael Bauer**, Ball State University  
**Larry Underberg**, Southeast Missouri State University  
*Negative:* **Lindsey Dixon**, Illinois State University  
**Katherine J. Denker**, Ball State University

For years, the communication basic course has been under fire for its effectiveness or lack thereof. Consequently, administration has considered courses other than public speaking for replacement. Would an argumentation class be more effective? You be the judge.

Respondents: **Jayne Henson**, University of Dayton  
**Mary Moore**, Ball State University  
**Ron Whitt**, Wayne State College

2211 Owens (4<sup>th</sup> floor)

### Digital Memory: A Posthuman Archive

Sponsor: Performance Studies and Theatre Interest Group  
Chair: **Jake Simmons**, Angelo State University  
Respondent: **Shawn Wahl**, Angelo State University

“And out of darkness came the hands/That reach thro’ nature, moulding men: ‘Digit-al’ inheritance in posthumanism.”

**Travis Brisini**, Louisiana State University,

“Performing Ownership: A Posthuman Analysis of Digital Memory’s Ideological Frameworks”

**Benjamin Haas**, Louisiana State University

“Memory’s Indices: A Performative Commemoration of Otherness”

**Jake Simmons**, Angelo State University

This panel investigates the concept “digital memory” considered through the lens of posthumanism to discuss the problems with the transhumanist notion that memory now is solely routed from one’s mind/body and stored in digital files. Drawing on the work of Nicoletta Isar, we recover memory as a “network of intersubjectivities of the posthuman body” to rethink digital memory as a social act of remembering through performance or *commemoration*.

2212 Severence (4<sup>th</sup> floor)

### Great Ideas for Teaching G.I.F.T. Presentations

Sponsor: G.I.F.T.  
Chair: **Nancy J. Curtin**, Millikin University

“The Power of Perception”

**Kirsten Manthei**, Lyons Township High School

“Getting Ready for the First Presentation: Practicing Conversational Style and Reducing Anxiety”

**Claudia I. Janssen**, Eastern Illinois University

“Listen & Learn: Connecting with the Reluctant Student”

**Patricia E. Gettings North**, Purdue University

“Social Judgment Theory in Action”

**Marie Hoffman**, Ball State University

“Small Group ‘Hands-On’ Party Planning Assignment”

**Susan Schuyler**, University of Wisconsin-La Crosse

“Who Are You and What Do You Want?”

**Kristen Ruppert-Leach**, Southwestern Illinois College

“Social Invention Activity”

**Cory Young**, Ithaca College

“Connecting With Strangers: The “American Pickers” Demonstrate Communication Skills”

**Jeffrey Brand**, Millikin University

“Learning Fundamentals of Public Relations Via Wordpress”

**Regina Luttrell**, Eastern Michigan University

“Decoding Controversies Through Print News Sources”

**Kristen Ann Hungerford**, University of Memphis

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. Every ten minutes audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.

2213 Szell (4<sup>th</sup> floor)

### Undergraduate Programs Interest Group Business Meeting

Chair: **Deborrah Uecker**, Wisconsin Lutheran College  
Vice-Chair: **Jacqueline Schmidt**, John Carroll University

2214 Van Aken (4<sup>th</sup> floor)

### Patterns, Difference, and Memorable Messages in Family Communication

Sponsor: Interpersonal and Small Group Communication Interest Group  
Chair: **Leah Bryant**, DePaul University  
Respondent: **Stephanie S. Rollie**, Texas A&M University-Corpus Christi

“Trait Verbal Aggressiveness as a Function of Family Communication Patterns”

**Paul Schrodt**, Texas Christian University  
**Kristen Carr**, University of Nebraska-Lincoln

“Communicatively Managing Religious Identity Difference in Parent-Child Relationships: The Role of Accommodative and Nonaccommodative Communication”

**Colleen W. Colaner**, University of Missouri  
**Leslie R. Nelson**, University of Nebraska-Lincoln

“I’m the Only Person From Where I’m From to Go to College”: Understanding the Memorable Messages First-Generation College Students Receive from Parents”

**Tiffany R. Wang**, University of Nebraska-Lincoln

“The Role of Attributions, Perceptions of Agreement, and Spousal Communication in Daughter-in-Law Satisfaction with the In-Law Triad”

**Christine E. Rittenour**, West Virginia University  
**Jody Koenig Kellas**, University of Nebraska-Lincoln

2215 Willey (3<sup>rd</sup> floor)

### Building Connections / Blurring Boundaries: Workshop on University-Industry Collaborations Through Action Learning Projects

Sponsor: Organizational and Professional Communication Interest Group  
Chair: **Christy Brazee**, University of Wisconsin Oshkosh

Presenters: **Christy Brazee**, University of Wisconsin Oshkosh  
**Denver Lopp**, Purdue University

Looking for a way to bridge the gap between your classroom and real-world organizational environments where what students are learning is put into practice? Action learning projects (ALPs) involve students working with clients to address real-world organizational challenges through their concurrent learning and application of course material. This session will cover: 1) what ALPs offer; 2) how to incorporate ALPs into your classes; and 3) barriers that can interfere with ALP effectiveness and practice.

2216 Superior (Lower Level)

### Undergraduate Research Honors Conference

2301 George Bush (3<sup>rd</sup> floor)

### **Connection and Separation: Intercultural Communication in Cities**

Sponsor: Intercultural Communication Interest Group

Chair: **Ahmet Atay**, The College of Wooster

Presenters: **Ahmet Atay**, The College of Wooster  
**Jay Brower**, Western Connecticut State University  
**Carolyn Calloway-Thomas**, Indiana University  
**Alberto Gonzales**, Bowling Green State University  
**Ronald L. Jackson II.**, University of Illinois  
**Cheryl Nicholas**, Penn State Berks

Cities are organic entities where human beings shape and reshape their sense of self. These locations also shape daily performance of socially and culturally marked bodies and cultural meanings that are attached to these bodies. In this discussion panel, we focus on problems of culturally, racially and socioeconomically segregated U.S. cities. We focus on poverty, ethnic and racial segregation, suburbanization, homelessness, education in inner cities, socioeconomic divides, and cities in decay. Our goal is to articulate these problems and offer various cultural perspectives, theories and personal narratives to create awareness and encourage communication among cultural groups within cities.

2302 Wade (3<sup>rd</sup> floor)

### **Connecting Through Values: Examining Discourses of CSR, Conscious Capitalism, and Social Innovation**

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Jeremy Fyke**, Marquette University

Respondent: **Patrice M. Buzzanell**, Purdue University

Presenters: **Jeremy Fyke**, Marquette University  
**Rebecca Dohrman**, Maryville University  
**Suzy D'Enbeau**, University of Kansas  
**Colleen Moore**, Marquette University  
**Colleen Henley**, Marquette University

With public mistrust of corporations on the rise, scholars and practitioners are increasingly concerned with socially conscious forms of organizing that are committed to public good. That considered, this panel seeks to unravel some of the tensions and complexities surrounding Social Innovation, Conscious Capitalism and CSR by analyzing new forms and discourses surrounding these trends (e.g., feminist entrepreneurship, social media). Panelists examine each trend, and consider their interrelationships and implications for theory and practice.

2303 Humphrey (3<sup>rd</sup> floor)

### **Short Course #4 Teaching Autoethnography as a Method for Communication Research**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Presenter: **Tony E. Adams**, Northeastern Illinois University

The goal of this short course is to discuss ways of teaching autoethnography as a method for communication research. Topics will include defining autoethnography, doing and writing autoethnography, making connections between autoethnography and communication research, determining criteria for assessing autoethnographic texts, and teaching autoethnography in communication research methods courses. Participants will also describe their views of and experiences with autoethnography.



2304 Blossom (4<sup>th</sup> floor)

### Political Communication Interest Group Business Meeting

Chair: **Mike Milford**, Auburn University  
Vice Chair: **Benjamin R. Warner**, University of Missouri - Columbia  
Secretary: **Ryan Neville-Shepard**, University of Kansas

2305 Brush (4<sup>th</sup> floor)

### Apps@Work: Managing Mobile Connectivity and Access in the Classroom

Sponsor: Instructional Resources Interest Group  
Chair: **Julie McNellis**, Saint Xavier University  
  
Presenters: **Ben Eveloff**, Lewis University  
**Danielle M. Stern**, Christopher Newport University  
**Renee Robinson**, Saint Xavier University  
**Adam W. Tyma**, University of Nebraska at Omaha

Mobile technology and app use is on the increase resulting in their classroom presence. The purpose of this discussion is to exchange and explore ideas about mobile technology and the apps that may be used to promote student participation in- and out-of-class. This interactive session provides participants with an opportunity to share classroom tested apps and assignments resulting in a co-created set of instructional resources incorporating mobile technology and apps into the Communication classroom.

2306 Case (4<sup>th</sup> floor)

### Expressing Identity Online: Attitudes, Emotions, and Stereotypes in Online Communication

Sponsor: Media Studies Interest Group  
Chair: **Jeff Kuznekoff**, Ohio University  
Respondent: **Jayne Henson**, University of Dayton

"Music Lyrics as an Expression of Emotion on Facebook"  
**Kristen L. Bilyeu**, Southern Illinois University Edwardsville

"A Virtual Public Sphere?"  
**Igor Ristic**, Northern Kentucky University

"Of Letters and Numbers: Deciphering Shorthand Commonly Used by White Supremacists Online"  
**Brett A. Barnett**, Slippery Rock University

"Attention, Attitude, and Intended Drinking: The Influence of Facebook on College Students"  
**Shanshan Lou**, Ohio University  
**Hong Cheng**, Ohio University

2307 Doan (4<sup>th</sup> floor)

### Kenneth Burke Society Business Meeting

Chair: **Gini B. Jones**, University of Kansas  
Vice-Chair: **Krista L. Phair**, University of Kansas

2308 Garfield (4<sup>rd</sup> floor)

### Top Student Papers in Rhetorical Theory and Criticism

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Nichelle D. McNabb**, Otterbein University  
Respondent: **Stephanie Young**, University of Southern Indiana

“(Term)inating Agency: The Importance of Terms in the Debate over Female Circumcision”  
**Spencer Harris**, University of Kansas

“Getting Ink: A Rhetorical Analysis of Miami Ink and Social Stigma Via the Theory of Stigma”  
**Joseph R. Nicola**, Bethel University

“When Entelechies Collide: The Rhetorical Trajectories of Scott Roeder and George Tiller”  
**Jaclyn Howell**, University of Kansas

“Counterpublicity, Materiality, and Visual Rhetoric: Making Connections and Extending Arguments”  
**Sarah Lynn Jones**, University of Nebraska, Lincoln

“Tea Steeped in Suffrage: How 19th Century Women Appropriated the Boston Tea Party”  
**Meredith Neville-Shepard**, University of Kansas

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2309 Halle (4<sup>th</sup> floor)

### Connecting with Your Students Online: It’s Up for Debate

Sponsor: Communication Education Interest Group  
Debate Moderator: **Stephen Koch**, Capital University

Affirmative Speakers: **Russell Luce**, Truman State University  
**Karla Mason Bergen**, College of Saint Mary

Negative Speakers: **Elizabeth N. Ribarsky**, University of Illinois-Springfield  
**Kristen L. McCauliff**, Ball State University

Social media have created opportunities for educators to connect and develop rapport with students. However, connecting with students beyond the classroom can raise questions regarding privacy and appropriateness. Educators are faced with a dilemma – to connect or not to connect? This panel will be a debate format. Once the debate is complete, the panelists will open the floor to the audience to engage in discussion with the debaters and other attendees to generate insightful dialogue.

2310 Hopkins (4<sup>th</sup> floor)

### Challenges and Opportunities Faced by Industry Professionals Transitioning to GTA Positions

Sponsor: Basic Course Interest Group  
Chair: **Joseph M. Valenzano III**, University of Dayton

Presenters: **Katherine J. Denker**, Ball State University  
**Susan Wildermuth**, University of Wisconsin-Whitewater  
**William R. Upchurch**, University of Pittsburgh  
**Stephanie Quinlan**, University of Kentucky  
**Steve Matuszak**, Virginia Tech University  
**Robin J. Phelps**, Ball State University

When successful individuals transition from industry to graduate school, as GTAs they must strike a balance at the intersection between proven “real world” practices and skills with learning new academic methods. Many approach classrooms as seasoned non-academic professionals who choose this major life change, not inexperienced May graduates or part-time adjuncts. By addressing this growing population’s unique challenges, this panel will generate solutions both for empowering GTAs and helping departments identify and equip them accordingly.

2311 Owens (4<sup>th</sup> floor)

### G.I.F.T. Business Meeting

Chair: **Diana L. Tucker**, Walden University  
Vice-Chair: **Nancy J. Curtin**, Millikin University

2312 Severance (4<sup>th</sup> floor)

### Making Health Connections Through Media

Sponsor: Health Communication Interest Group  
Chair: **Christina S. Beck**, Ohio University

“Where The Gates Matter Less: Examining Social Media And Credibility In Health Related Content”

**Stephen A. Spates**, Western Michigan University  
**Patric R. Spence**, Western Michigan University  
**Kenneth A. Lachlan**, University of Massachusetts Boston  
**David Westerman**, West Virginia University

“Online Health Information Seeking Practices and Factors Influencing Them”

**Renata Kolodziej-Smith**, Wayne State University  
**Janella Ball**, Wayne State University  
**Christine Stover**, Wayne State University

“Hospital Publications: Is this My Link to a Healthier Life?”

**Kimberly Field-Springer**, Ohio University

“Ideographic Criticism, Disability Studies, and the Desire for a <Normal> Life in the *United States of Tara*”

**Suzanne V. L. Berg**, Bowling Green State University

2313 Szell (4<sup>th</sup> floor)

**Directions of the Discipline:  
Keeping the Art of Speech and Theatre Alive in the Curriculum  
(State of Illinois Showcase)**

Sponsor: States Advisory Council  
Chair: **B. J. Lawrence**, Bradley University

Presenters: **Julie Weishar**, Parkland College  
**B. J. Lawrence**, Bradley University  
**Mardia Bishop**, University of Illinois

As the communication discipline continues to evolve, an even greater emphasis is placed on theory - relegating the art of communication as practiced in oral communication, voice and diction, oral interpretation of literature and theatre arts to the margins of the discipline. This panel will explore the current lack of balance between theory and praxis in the communication discipline and offer possible solutions for keeping the art of speech and theatre alive in the curriculum.

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2314 Van Aken (4<sup>th</sup> floor)

**Connecting with a 'Scholarly Soulmate':  
Scholars Share Their Stories of Supportive Collaboration**

Sponsor: Interpersonal and Small Group Communication Interest Group  
Chairs: **Jimmie Manning**, Northern Kentucky University  
**Andrea Lambert-South**, Northern Kentucky University

Presenters: **Dawn O. Braithwaite**, University of Nebraska-Lincoln  
**Leslie A. Baxter**, University of Iowa  
**Sandra Metts**, Illinois State University  
**William R. Cupach**, Illinois State University  
**Lynn H. Turner**, Marquette University  
**Richard West**, Emerson College  
**Paul Schrodt**, Texas Christian University  
**Andrew M. Ledbetter**, Texas Christian University

This highly interactive panel spotlights duos who have successfully collaborated to generate outstanding programs of interpersonal communication research. After hearing from panelists about how they met their "scholarly soulmates," the moderators and audience members will ask questions to explore how collaborative research can be navigated and negotiated in interpersonal communication studies and beyond.

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2315 Willey (4<sup>th</sup> floor)

**Adjunct/Temporary Faculty Caucus Business Meeting**

Chair:  
Vice Chair:

2316 Superior (Lower Level)

### **Exploring Unity among Family Portrayals in Organizations, Media, and Everyday Interactions**

Sponsor: Women's Caucus  
Chair: **Kirsten Manthei**, Lyons Township High School  
Respondent: **Melanie Mills**, Eastern Illinois University

"Parenthood as Disease: Critiquing the "Unity" Between Parental Leave Policies and Work/Family Expectations"

**Justin J. Rudnick**, Minnesota State University-Mankato

"Modern" Women?: An Examination of the Portrayal of Femininity on Modern Family"

**Nancy Bressler**, Bowling Green State University

"Patriarchy vs. Radical Feminism: The Good, the Bad, and the Somewhere in Between"

**Delyse Lawless**, Northern Kentucky University

12:30 – 2:15 pm  
Gold Room (3<sup>rd</sup> floor)

### **Hall of Fame Awards Luncheon and Business Meeting**

Please join us as we pay tribute to our 2012 Hall of Fame Inductees and the Outstanding New Teacher and Federation Prize recipients. The cost of this luncheon is included in your convention registration fee, but reservations are required. Be sure to reserve your space at the luncheon when you pre-register for the convention.

2401 George Bush (3<sup>rd</sup> floor)

### **Autoethnography and Communication: Connection, Applications and Possibilities**

- Sponsors: Sexual Orientation and Gender Identity Caucus  
Performance Studies and Theatre Interest Group  
Communication Theory Interest Group
- Chair: **Stephanie Young**, University of Southern Indiana
- Participants: **Tony E. Adams**, Northeastern Illinois University  
**Ahmet Atay**, College of Wooster  
**Derek Bolen**, Wayne State University  
**Christopher C. Collins**, Angelo State University  
**Andrew F. Herrmann**, Eastern Tennessee State University  
**Sandra Pensoneau-Conway**, Southern Illinois University, Carbondale  
**Tami Spry**, St. Cloud State University  
**Danielle M. Stern**, Christopher Newport University  
**Satoshi Toyosaki**, Southern Illinois University, Carbondale

The purpose of this panel is to generate a meaningful discussion about autoethnography and communication research. Using a roundtable format, participants will offer overviews and applications of autoethnography, highlight ethical issues of doing autoethnography, discuss the relationship between autoethnography, performance, and identity, and demonstrate how autoethnography can enhance communication theory and inquiry.

2402 Wade (3<sup>rd</sup> floor)

### **Going to “Extremes”?: Connecting Feminist Theories to Popular Culture**

- Sponsor: Women’s Caucus
- Chair: **Elizabeth Dudash**, Missouri State University
- Respondent: **Jayne Henson**, University of Dayton

“Gender-marked Commentary in Women’s Extreme Sport Coverage of the 2010 Vancouver Winter Olympics”  
**Kristin Goss**, Texas Tech University

**Amy N. Heuman**, Texas Tech University

“Converging on the Sarah Palin Brand: Fandom, Consumer Culture, and Online Citizenship”  
**Dana Schowalter**, University of Minnesota

“‘I’m not gonna write you a love song’: The feminist messages of Sara Bareilles”  
**Jennifer V. Martin**, Texas Woman’s University

“The Vampire Lover: A feminist engagement of the fang phenomena”  
**Heather Enrichs Angell**, Independent Scholar

2403 Humphrey (3<sup>rd</sup> floor)

### Learning the Language of Health and Caring

Sponsor: Health Communication Interest Group  
Chair: **Laura Dawn Russell**, Denison University

"How Do You Say HIV?: An Examination of Self-Referent Language of Women Living with HIV and AIDS"

**Jennifer L. Peterson**, University of Wisconsin, Milwaukee

**Malynnda A. Johnson**, University of Wisconsin, Milwaukee

"I am Looking Through You: Caring for the Caregivers"

**Cheril Lewis**, University of Nebraska-Omaha

**Shelli Inness**, University of Nebraska-Omaha

"The New Language of Asperger's Syndrome: A Quantitative Content Analysis of Two Online Support Groups"

**Kimberlee C. Runnion**, Southern Illinois University Edwardsville

"Cancer is So Funny: The Use of Humor as a Means of Coping with Cancer"

**Danielle E. Davis**, Purdue University

2404 Blossom (4<sup>th</sup> floor)

### Analyzing the 2012 Presidential Election: Reflections on the Primaries and Predictions for the General Election

Sponsor: Political Communication Interest Group  
Chair: **Benjamin R. Warner**, University of Missouri-Columbia

Presenters: **Mary C. Banwart**, University of Kansas  
**Dianne Bystrom**, Iowa State University  
**Brian T. Kaylor**, James Madison University  
**Mitchell S. McKinney**, University of Missouri-Columbia  
**Trevor Parry-Giles**, University of Maryland  
**Craig A. Smith**, North Carolina State University  
**John C. Tedesco**, Virginia Tech  
**Judith Trent**, University of Cincinnati

By the time we meet in Cleveland, Republicans will most likely have selected their party's nominee to challenge President Barack Obama in the 2012 presidential election. Join a roundtable discussion with several political communication scholars who will offer analysis of the ongoing campaign and predictions for the general election. Audience participation will be invited.

# Friday

2:30 p.m.

2405 Brush (4<sup>th</sup> floor)

## Homesick for Teaching Face to Face: A Discussion on the Challenges of Teaching an Online Course Beyond the Classroom

Sponsor: Instructional Resources Interest Group  
Chair: **Heather Nesemeier**, Minnesota State University Moorhead

Presenters: **Amanda Brown**, University of Wisconsin - Stout  
**Shannon Vanhorn**, Valley City State University  
**Heather Nesemeier**, Minnesota State University  
**Kimberly Weismann**, Williston State College

Teaching online poses a number of issues for faculty, students, and the college or university offering the online courses. Panelists will discuss experienced struggles with teaching a course online and whether or not colleges and universities that offer online courses should have universal standards for their faculty teaching online and their online courses. Discussion will also include what those standards should be and how they should be enforced.

2406 Case (4<sup>th</sup> floor)

## Hall of Fame Recipient Panel

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia  
Chair:

2408 Garfield (4<sup>th</sup> floor)

## Connecting Rhetoric and Sports: Sports Rhetoric in the Public Sphere

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Angela M. Jerome**, Western Kentucky University  
Respondent: **Russell Luce**, Truman State University

"What are U Talking About?: Miami Hurricane Football and the State of Public Reasoning"

**Mike Milford**, Auburn University

"The Magic Bullet 925: A Rhetorical Examination of the NCAA Policy of APR as a Solution to Team Success"

**Jacqueline A. Irwin**, California State University, Sacramento

"The Ohio State University Yard Sale: The Fall of Coach Jim Tressel and the Buckeye Football Program"

**Lauren Oliver**, Western Kentucky University

**Angela M. Jerome**, Western Kentucky University

"A Silver Fox Exposed: An Analysis of Brett Favre and the NFL's Responses to the 2010 Sexting Scandal"

**Kristeen Owens**, Western Kentucky University

Though athletic governing bodies and sports teams have long faced unique rhetorical exigencies, recent events and decisions offer still more fascinating cases for academic study. Using various theoretical perspectives, the papers on this panel explore four rhetorical events in the world of sports in an effort to illuminate the ways in which rhetorical studies may enhance our understanding of sports phenomena.



2409 Halle (4<sup>th</sup> floor)

### **The Connection between Theory and Practice: Examples of Partnerships between Tenure-Track Faculty and Clinical Faculty that Improve Educational Outcomes**

Sponsor: Communication Education Interest Group  
Chair: **Sarah VanSlette**, Southern Illinois University-Edwardsville

Presenters: **Susan E. Waters**, Auburn University  
**Sara Stashower**, John Carroll University  
**Diana L. Tucker**, Walden University  
**Samantha Mealy**, Ronald McDonald House  
**Sarah VanSlette**, Southern Illinois University-Edwardsville

This panel discusses the merits of teaming tenured faculty with professionals in the field of communication. The practice of Journalism, PR, and Organizational Communication is ever evolving, and many academics have partnered with practitioners to present a comprehensive and timely curriculum. One possible goal of such a partnership could be to marry the theoretical expertise of the academic with the recent relevant work experiences of the practitioner. Panelists will present examples of such partnerships, discussing the benefits, difficulties, and how such a collaboration has affected their program overall.

2410 Hopkins (4<sup>th</sup> floor)

### **Watch and Learn: Exploring the Normative Impact of Electronic Media**

Sponsor: Media Studies Interest Group  
Chair: **Rekha Sharma**, Kent State University

"Account Overdrawn: Analyzing Anti-Consumerism Messages in Animated Cartoons"  
**Rekha Sharma**, Kent State University

"The Value of the V-Chip: An Overview"  
**Amy Dalessandro**, Kent State University

"OurTube: Examining YouTube Viewing Behaviors and Selection Processes Among Racial Minorities"  
**Krishnamurti Murniadi**, Kent State University

"Ra-Ra-Sis-Boom-Blog: Sports Fandom in Online Communities"  
**J.D. Ponder**, Kent State University

This panel examines the ability of electronic media to act as an agent of socialization, uniting groups of people around common interests and values. The presenters address concepts such as social cohesion, cultural transmission, and civic engagement by looking at how people use media to connect to other individuals, in-groups, and institutions. The papers bridge subdisciplines within the communication studies field, ranging from mass/mediated to family, political, and group communication.

2411 Owens (4<sup>th</sup> floor)

### Top Student Papers in Communication Theory

Sponsor: Communication Theory Interest Group  
Chair: **Kenneth A. Lachlan**, University of Massachusetts Boston  
Respondent: **Adam W. Tyma**, University of Nebraska at Omaha

“Leader Member Exchange Theory in Relation to Perceived Supervisor Credibility and Communication Satisfaction” (Top Paper)

**Katherine Reno**, University of Tennessee

“Participatory Hypersexualization Theory: Connecting Sexual Objectification Theory & Participatory Theory”

**Sherri Ter Molen**, Wayne State University

“Recruiting Prospective Students with Stories: How Personal Stories Influence the Process of Choosing a University”

**Michael E. Burns**, North Dakota State University

2412 Severence (4<sup>th</sup> floor)

### A “Spotlight” on Mentoring: Connecting Members Across the Field

Sponsor: Organizational and Professional Communication Interest Group  
Chair: **Jaime E. Bochantin**, Western Illinois University

Participants: **Patrice M. Buzzanell**, Purdue University  
**George Cheney**, Kent State University  
**Debra J. Ford**, University of Kansas Medical Center  
**Lynn M. Harter**, Ohio University  
**Mary F. Hoffman**, University of Wisconsin, Eau Claire  
**Rebecca J. Meisenbach**, University of Missouri, Columbia

This “speed meet/mentoring” session assembles some of our senior scholars together to meet with and advise junior members in the field. This is the perfect opportunity to meet certain scholars in the field or use the time to discuss research or teaching ideas. This double session will be divided into 5-7 minute “speed mentor” sessions where conference goers will get the opportunity to chat with any or all of the participants on a one-on-one basis.

2413 Szell (3<sup>rd</sup> floor)

### States Advisory Council Business Meeting

Chair: **Randy K. Dillon**, Missouri State University  
Vice-Chair: **B.J. Lawrence**, Bradley University  
Secretary: **David A. Wendt**, Keokuk High School

2414 Van Aken (4<sup>th</sup> floor)

### Communication and Gender in Family and Personal Relationships

Sponsor: Interpersonal and Small Group Communication Interest Group  
Chair: **Bryan Asbury**, University of Iowa  
Respondent: **Sandra Metts**, Illinois State University

“The Influence of Flirting in Different Types of Cross-Sex Friendships”

**Katie Schoonover**, Western Illinois University

**Bree McEwan**, Western Illinois University

“Gendered Perceptions of Emotional Support and Relationship Satisfaction”

**Elizabeth M. Flood**, Illinois State University

“Father-Daughter Messages and the Construction of Gendered Selves”

**Jenna Stephenson-Abetz**, University of Nebraska-Lincoln

“Real Men Don’t Cry”: An Investigation of Father-Son Intergenerational Transmission of Memorable Messages and Gender Ideologies”

**Kelly G. Odenweller**, West Virginia University

**Maria Brann**, West Virginia University

**Christine E. Rittenour**, West Virginia University

**Scott A. Myers**, West Virginia University

2415 Willey (4<sup>th</sup> floor)

### Sports, Fans, and Public Relations: Importance of Fandom to Sports Teams and Public Relations

Sponsor: Public Relations  
Chair: **Danielle Coombs**, Kent State University  
Respondent: **Paul Haridakis**, Kent State University

Participants: **Maja Bajac-Carter**, Texas Woman’s University  
**Melanie Eyerman**, Thundertech, formerly of the Cleveland Browns  
**Richard Jensen**, Ashland University  
**Norma Jones**, Kent State University  
**Mark Szczepanik**, Creative Director at Liggett Stashower

From national professional leagues to college and high school teams, sports fans can be highly identified with their sporting organization. In this panel we seek to discuss fandom across a variety of sports, as well as from both scholarly and professional perspectives. Who are fans? Why are they fans? Why are they important to organizations and public relations? How do fans become superfans or more closely identified with their organization?

2416 Superior (Lower Level)

### Undergraduate Research Honors Conference

2501 George Bush (3<sup>rd</sup> floor)

### **Privileging Cultural Knowledges in Communication Pedagogy**

Sponsor: Intercultural Communication Interest Group

Chair: **Eddah Mutua-Kombo**, St. Cloud State University

“Ways of Knowing: Connecting Race, Class and Media”

**Carolyn Calloway-Thomas**, Indiana University

“Pedagogy and Intercultural Knowing: The case of Latinidad”

**Alberto Gonzalez**, Bowling Green State University

“Queering” Communication Theories to Diversify Our Discipline

**Amy N. Heuman**, Texas Tech University

“Teaching and Learning from the Inside Out: Incorporating and Expanding Student Cultural Knowledge in the ‘non-diversity’ Classroom”

**Jennifer Willis-Rivera**, University of Wisconsin, River Falls

“‘Africanizing’ Mainstream Intercultural Communication Pedagogy”

**Eddah Mutua-Kombo**, St. Cloud State University

One interpretation of “connecting across the discipline” can be “colonizing the discipline” around a narrow cultural orthodoxy. Alternatively, a critical interpretation of this theme can focus on connecting elements of resistance that respond to the colonizing impulse. How does one teach a harmonizing and assimilation-oriented content when one is disposed to exploring difference? Scholars of intercultural/international communication who also teach “traditional” communication courses like organizational communication, interpersonal communication, communication theory, the basic course, or public speaking will discuss the impulse. Challenges and opportunities facing their efforts to combine historically marginalized knowledges with communication orthodoxy will be discussed.

2502 Wade (3<sup>rd</sup> floor)

### **Outstanding Contributions to Argumentation and Forensics Award Recipient: Robert Greenstreet**

Sponsor: Argumentation and Forensics Interest Group

Chair: **Michael Bauer**, Ball State University

Presenters: **Robert Greenstreet**, East Central University

**Arlie Daniel**, East Central University

**Tracy Frederick**, Southwestern College

This panel is to honor the contributions of Robert Greenstreet to the Argumentation and Forensics Interest Group of the Central States Communication Association.

2503 Humphrey (3<sup>rd</sup> floor)

**Short Course #5**  
**Engaging the Student as Citizen:**  
**Teaching the Political Communication Course in a Presidential Campaign Season**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Presenters: **Craig A. Smith**, North Carolina State University  
**Trevor Parry-Giles**, University of Maryland  
**Mitchell S. McKinney**, University of Missouri-Columbia

A presidential election season provides an ideal teaching laboratory to engage students as active citizens in the civic process. During this period, many instructors may teach a course in political campaign communication, or include activities surrounding the ongoing presidential campaign as part of other communication courses. Led by “seasoned” political communication faculty, this short course will examine different approaches to developing a political campaign communication course. Participants will be provided with a number of campaign instructional resources, course syllabi and assignments, and activities for engaging their students – and citizens – in the “real world” of a presidential campaign.

2504 Blossom (4<sup>th</sup> floor)

**Political Activism and the Rhetoric of Social Movements**

Sponsors: Political Communication Interest Group  
Rhetorical Theory and Criticism Interest Group  
Chair: **Richard Murphy**, Wayne State College  
Respondent: **Stephen Koch**, Capital University

“Tea Parties and True Believers: Understanding the Rhetorical Traditions of Fanatical Political Movements”  
**Lynette M. Long**, Middle Tennessee State University  
“Heroes and Villains: A Fantasy Theme Analysis of Jon Stewart’s speech at The Rally to Restore Sanity and/or Fear”  
**Marie Hoffman**, Ball State University  
“Connecting Tea Party Discourse with Repackaging of Selected GOP Appeals from Days Past”  
**David E. Foster**, The University of Findlay  
“Shifting the Piracy Paradigm from Thievery to Consumerism”  
**Chad Wertley**, University of Nebraska – Lincoln

2505 Brush (4<sup>th</sup> floor)

**Sexual Orientation and Gender Identity Caucus Business Meeting**

Chair: **Tony E. Adams**, Northeastern Illinois University  
Vice-Chair: **Ahmet Atay**, College of Wooster  
Secretary: **David Ta-Pryor**, University of Missouri - Columbia

2506 Case (4<sup>th</sup> floor)

### **Lucky Strikes and a Three Martini Lunch: Critical Discourses of Television's *Mad Men***

Sponsor: Media Studies Interest Group  
Chair: **Jennifer C. Dunn**, Dominican University

- "Mrs. Donald Draper: How Betty Draper Makes Feminism Relevant Today"  
**Jennifer C. Dunn**, Dominican University
- "Symbolically Boasting through the Drapers: Audience Autoethnography and Television's *Mad Men*"  
**Jimmie Manning**, Northern Kentucky University
- "Resisting Queer Bodies by Illuminating the Televisual Closet on AMC's *Mad Men*"  
**Danielle M. Stern**, Christopher Newport University
- "No One Knows What It's Like to be the Mad Men: Inadequate Comforting and Coping With 1960s Life"  
**Adrianne Kunkel**, University of Kansas
- "Spin the Carousel: *Mad Men*, Nostalgia, and the American Dream"  
**Bob Batchelor**, Kent State University

Set in the 1960s in New York, *Mad Men* follows the competitive, seductive, and oftentimes ruthless lives of the men and women of Madison Avenue's advertising agencies. This panel seeks to explore some of the ways *Mad Men* functions as a popular and vital cultural discourse by making connections between its representations of the past and their relevance today – from feminism to queer bodies and from interpersonal relationships to the American Dream.

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2507 Doan (4<sup>th</sup> floor)

### **Connecting Faculty: How Standardized Courses Help Create Intersections Among Faculty**

Sponsor: Community College Interest Group  
Chair: **Robert Leonard**, Sinclair Community College  
Respondent: **Robert Leonard**, Sinclair Community College

- "Connecting Faculty: Administrative Concerns of High-Enrollment Courses"  
**Heidi McGrew**, Sinclair Community College
- "Connecting Faculty: Designing Standardized Curriculum for Low-Enrollment Courses"  
**Myra Bozeman**, Sinclair Community College
- "Connecting Faculty: Designing Standardized Curriculum For Public Speaking Courses"  
**David L. Bodary**, Sinclair Community College
- "Connecting Faculty: Designing Standardized Curriculum For Interpersonal Communication Courses"  
**Nadine Cichy**, Sinclair Community College
- Connecting Faculty: Designing Standardized Curriculum For Online Courses  
**Robert Leonard**, Sinclair Community College

In an effort to ensure quality teaching and learning opportunities, the Communication faculty at Sinclair has standardized the curriculum for the sixty-plus Interpersonal and Public Speaking courses. As a faculty, we have found that this standardization process promotes an effective and consistent course curriculum without compromising "academic freedom." The process we use helps to create "connections" between faculty members as our various teaching styles "intersect" in the process of creating the standards for the courses.

2508 Garfield (4<sup>th</sup> floor)

### **Going Where Few Women Have Gone Before: Examining Women's Experiences in Technology**

Sponsor: Women's Caucus  
Chair: **Robin Jones**, Southwest Oklahoma State University  
Respondent: **Karla Mason Bergen**, College of St. Mary

"We are Nerdettes: Geek Women's Experiences in Computer Science Professions"

**Yeon Ju Oh**, Bowling Green State University

"Analysis of Professional Male and Female Web Site Designers: An Examination Using Structuration Theory"

**Rebecca K. Ivic**, Purdue University

"Female Friendly Technology"

**Audra Myerchin**, Minot State University

2509 Halle (4<sup>th</sup> floor)

### **Connecting to Learn: New and Established Assessment Practices in Communication**

Sponsor: Communication Education Interest Group  
Chair: **Kelly Wood**, Missouri State University  
  
Presenters: **Lance Lippert**, Illinois State University  
**Stephen K. Hunt**, Illinois State University  
**Randy K. Dillon**, Missouri State University  
**Kelly Wood**, Missouri State University  
**Christopher Martin**, University of Northern Iowa  
**Sam Wallace**, University of Dayton

Departments of communication offer a wide array of programs, degrees, and experiences for students. And yet, we are united in our goal to deliver effective student learning outcomes. Assessment of those outcomes is essential to program review, resource allocation, and curriculum development. This roundtable will bring together faculty from various programs to discuss development of their assessment plans and best practices in an effort to learn from each other regarding successes and setbacks in their plans. Departmental plans will be made available to attendees to help them start an assessment plan at their institution.

2510 Hopkins (4<sup>th</sup> floor)

### **Teaching the Basic Course Online: Tips, Tricks, and Best Practices—Part II**

Sponsor: Basic Course Interest Group  
Chair: **Stephanie Klatzke**, Northern Kentucky University  
  
Presenters: **Stacey Macchi**, Western Illinois University  
**Daria S. Heinemann**, Wayne State University  
**Arness Krause**, Governors State University  
**Marg Yaroslaski**, Dodge City Community College  
**Lora Cohn**, Park University

The purpose of this panel (Part II) is to continue the conversation (started at last year's CSCA) about online course offerings in communication departments across the country. This panel will discuss the best practices for doing so and include: the "pros" and baby steps of getting started in online teaching, how a "hybrid" online course functions, the impact of student misbehavior, how distance impacts the relationship between student and instructor, and finally some assignments/discussion topics for the online course.

2511 Owens (4<sup>th</sup> floor)

### Communication Theory Interest Group Business Meeting

Chair: **Kenneth A. Lachlan**, University of Massachusetts Boston  
Vice-Chair: **Adam W. Tyma**, University of Nebraska at Omaha  
Secretary: **Patric R. Spence**, Western Michigan University

2512 Severence (4<sup>th</sup> floor)

### A “Spotlight” on Mentoring: Connecting Members Across the Field

Sponsor: Organizational and Professional Communication Interest Group  
Chair: **Jaime E. Bochantin**, Western Illinois University

Participants: **Patrice M. Buzzanell**, Purdue University  
**George Cheney**, Kent State University  
**Debra J. Ford**, University of Kansas Medical Center  
**Lynn M. Harter**, Ohio University  
**Mary F. Hoffman**, University of Wisconsin, Eau Claire  
**Rebecca J. Meisenbach**, University of Missouri, Columbia

This “speed meet/mentoring” session assembles some of our senior scholars together to meet with and advise junior members in the field. This is the perfect opportunity to meet certain scholars in the field or use the time to discuss research or teaching ideas. This double session will be divided into 5-7 minute “speed mentor” sessions where conference goers will get the opportunity to chat with any or all of the participants on a one-on-one basis.

2513 Szell (4<sup>th</sup> floor)

### NCA Student Clubs Business Meeting

Chair: **Neil A. Patten**, Ferris State University

2514 Van Aken (4<sup>th</sup> floor)

### Interpersonal and Small Group Communication in the Community

Sponsor: Interpersonal and Small Group Communication Interest Group  
Chair: **Stephanie S. Bushman**, Illinois State University  
Respondent: **Christine E. Rittenour**, West Virginia University

“Communicating Civic Engagement and Social Change: Voices from University Undergraduate Students in Advocacy Groups”

**Sarah Lynn Jones**, University of Nebraska-Lincoln

“Giving Voice to the Family Experience of Mid-20<sup>th</sup> Century German Immigrants”

**Dena Huisman**, University of Wisconsin-La Crosse

“Courtesy Incarceration: Exploring Family Member’s Experiences of Imprisonment”

**Brittany L. Peterson**, Ohio University

**Beth M. Cohen**, Pennsylvania State University

**Rachel A. Smith**, Pennsylvania State University

“Nobody’s a Stranger Out There”: Experiencing (Un)Familiar Relationships in a Volunteer-based Organization”

**Abbey E. Wojno**, Columbus State University



2515 Willey (4<sup>th</sup> floor)

### **True Confessions: Both Sides of Being an Adjunct Professor of Communication**

Sponsor: Adjunct Interest Group

Chair: **David Schuelke**, Bethel University

Presenters: **Linda Cardillo**, College of Mount St. Joseph  
**Greg Bownik**, Bethel University  
**William Seiler**, University of Nebraska, Lincoln

This panel will discuss the place and role of adjunct faculty from the point of view of the adjunct, and from the perspective of the department chair who has to find and hire adjunct faculty every year. Also this group will discuss the transition process of adjuncts as they become full time faculty, and the contributions adjunct faculty make to their departments and the profession.

2516 Superior (Lower Level)

### **Undergraduate Research Honors Conference**

2601 XXXX

5:30 - 6:30 pm

### **2012 Program Planners' Reception**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

This reception is an invitation-only event for the 2012 program planners.

2701 Shucker's (lower level)

7:00 - 9:00<sup>ish</sup> pm

### **Second Annual CSCA Karaoke & Talent Show**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

2801 (Meet in lobby at 8:15 pm)

8:30 pm - ???

### **Sixth Annual CSCA Pub Crawl**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Coordinator: Adam W. Tyma, University of Nebraska-Omaha

Join your fellow convention attendees for a night out in downtown Cleveland. This year's pup crawl features stops at several bars within walking distance of the hotel.

# Saturday

8:00 a.m.

3101 George Bush (3<sup>rd</sup> floor)

## Connecting Voices, Silence and Meaningful Work

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Shannon Carton**, DePaul University

Respondent: **Stephanie Klatzke**, Northern Kentucky University

“Making Sense of Organizational Members’ Silence: A Sensemaking-Resource “

**Ryan S. Bisel**, University of Oklahoma

**Elissa Arterburn**, University of Oklahoma

“Accessing Meaningful Work Through Innovative Methodological Approaches: Draw-an-Entrepreneur Test and Wordle Analyses”

**Rebecca Dohrman**, Maryville University

**Patrice M. Buzzanell**, Purdue University

“A Timian Job: Conceptualizing Mianzi (face) in Chinese Post-80s Generation’s Construction of the Meaning of Work”

**Ziyu Long**, Purdue University

“Understanding Tenure-Line Faculty’s OBSE: A Qualitative Study Exploring the Voices of Junior Faculty Members”

**Hannah Ducey**, Southern Illinois University-Edwardsville

3102 Wade (3<sup>rd</sup> floor)

## Framing Theory in Political Contexts

Sponsor: Political Communication Interest Group

Chair: **Lora Cohn**, Park University

Respondent: **James Schnobelen**, Washburn University

“Palin’s Gubernatorial Leadership: Framing as a Means to Obfuscate a Non-Republican Agenda?”

**Lora Cohn**, Park University

**Michael McDonald**, University of Missouri-Kansas City

“‘Everything is Bigger in Texas,’ Including the Potholes and Mayoral Races: Uniting Voters and Connecting Citizens with Political Candidates Through Campaign Communication”

**Molly B. Taggart**, Kent State University

“Framing Theory and the Pursuit of War: The Media and Militaristic Ends”

**Brion White**, Bowling Green State University

“Spinning the ‘Supremes’: An Analysis of Public Relations Framing of U.S. Supreme Court Nominees”

**Katherine R. Fleck**, Ohio Northern University

3103 Humphrey (3<sup>rd</sup> floor)

## Health Communication Business Meeting

Chair: **Heather J. Carmack**, Missouri State University

Vice-Chair: **Linda Cardillo**, College of Mount St. Joseph

Secretary: **Laura Dawn Russell**, Denison University

3104 Blossom (3<sup>rd</sup> floor)

## Graduate Student Caucus Business Meeting

Chair: **Abbey E. Wojno**, Columbus State University

Vice-Chair: **Stephanie Ruhl**, Ohio University

Secretary: **Timothy P. McKenna**, Ohio University

3105 Brush (4<sup>th</sup> floor)

### Rhetorical Theory and Criticism Interest Group Business Meeting

Chair: **Ryan Neville-Shepard**, Indiana University-Purdue University Columbus  
Vice-Chair: **Stephanie Young**, University of Southern Indiana  
Secretary: **Nichelle D. McNabb**, Otterbein College

3106 Case (4<sup>th</sup> floor)

### From the Grotesque to the Family: Bodies, Feelings, and Families in Film and Television

Sponsor: Media Studies Interest Group  
Chair: **Norma Jones**, Kent State University  
Respondent: **Christina S. Beck**, Ohio University

*"Carnival Zombies in *Shaun of the Dead*"*

**Matthew R. Meier**, Bowling Green State University

*"1000 Ways to Die: Vilifying the deceased in order to enjoy the grotesque spectacle of their demise"*

**Scott Walus**, Eastern Illinois University

*"The Mad Men Model of Compassion in 1960s America: Emotional Voids and Missing Voices"*

**Michael Robert Dennis**, Emporia State University

**Adrienne Kunkel**, University of Kansas

*"Perceptions of Television Representations of Single-Parent Families"*

**Jenna McNallie**, Purdue University

3107 Doan (4<sup>th</sup> floor)

### Connecting the National Discussion of Undergraduate Education: Exploring Curricula Reform at the Departmental, College and University Level

Sponsor: Undergraduate Programs  
Chair: **Dacia Charlesworth**, Indiana University-Purdue University Fort Wayne

Participants: **Nancy J. Curtin**, Millikin University  
**Irwin Mallin**, Indiana University-Purdue University Fort Wayne  
**Diana L. Tucker**, Walden University  
**Dacia Charlesworth**, Indiana University-Purdue Fort Wayne

The 1862 Morrill Land Grant Act provided colleges the opportunity to consider what graduates should know. Resultantly, a new core tailored to the individual was developed as an alternative to the then-standard classical core curriculum. Since the early 1900s, higher education has struggled with how to meet students' needs and has oscillated between offering core curricula and distribution requirements. Currently, our discipline is not well represented in the national debates framing undergraduate education. In an attempt to connect our discipline to this issue, panelists provide an overview of the current debates and share their curricula reform experiences.

# Saturday

8:00 a.m.

3108 Garfield (4<sup>th</sup> floor)

## Making Connections: Supporting the Non-Native Speaker of English in the Classroom (Top Panel)

Sponsor: Instructional Resources Interest Group  
Chair: **Jessica Samens**, Bethel University

Presenters: **Christopher Outzen**, Minnesota State University, Mankato  
**Mark A. Generous**, Texas State University  
**Seth S. Frei**, Texas State, San Marcos  
**Justin J. Rudnick**, Minnesota State University, Mankato  
**Bethany Wennel**, Minnesota State University, Mankato  
**Mary E. Sorenson**, Illinois State University

International students account for 3.5% of the United States higher education population. This panel brings together a variety of educators who have dealt with the struggles these students face in the classroom and hope to discuss issues of concern ranging from writing abilities, language skills, social, and adaptation to academic culture. While the diversity of our students begins to grow, we must learn to adapt as professors to work with our changing demographic of students.

3109 Halle (4<sup>th</sup> floor)

## Student Papers in Communication Education

Sponsor: Communication Education Interest Group  
Chair: **Li Li**, Ohio University  
Respondent: **Elizabeth N. Ribarsky**, University of Illinois-Springfield

“Getting Your Hands Dirty: An Analysis of Learning in a Non-Conventional Educational Setting” (Gustav Friedrich Award for Top Student Paper)

**Lindsey M. Rose**, Ohio University

“A Piece of Paper and a Degree Will Last a Lifetime: Understanding the Memorable Messages First-Generation College Students Receive from On-Campus Mentors”

**Tiffany R. Wang**, University of Nebraska-Lincoln

“Student Views of Instructor-Student Rapport in Public Speaking Classes”

**Nathan G. Webb**, University of Kansas

**Laura Obrycki Barrett**, University of Kansas

“(Im)politeness in Peer Assessment: A Critical Ethnographic Study of Student to Student Feedback”

**C. Kyle Rudick**, Southern Illinois University-Carbondale

3110 Hopkins (4<sup>th</sup> floor)

## Performance Studies and Theatre Interest Group Business Meeting

Chair: **Amy Pinney**, Georgia College & State University  
Vice-Chair: **Christopher C. Collins**, Angelo State University  
Secretary: **Jennifer L. Tuder**, St. Cloud State University

3111 Owens (4<sup>th</sup> floor)

### **Solving the Mystery of the Missing Students: A Roundtable Discussion (State of Iowa Showcase)**

Sponsor: States Advisory Council  
Chair: **Nicole Juranek**, Iowa Western Community College  
  
Presenters: **Elizabeth Duncan**, Iowa Western Community College  
**Nicole Juranek**, Iowa Western Community College

Did you know that usually about one-third of students are not in class? What happens to the student-teacher relationship when students are excessively absent? We will attempt to solve this mystery by searching for clues, questioning suspects, and interviewing witnesses. As you know, every class is unique with different victims, suspects, and clues. This roundtable discussion will begin with identifying the problem of college absenteeism, the causes, and solutions.

3112 Severance (4<sup>th</sup> floor)

### **Changing the Societal Script(s): Analyzing Shifting Representations of Women Throughout their Various (St)ages of Life**

Sponsor: Women's Caucus  
Chair: **Melissa Ames**, Eastern Illinois University

"Changing the Playing (or Reading) Field: Reconceptualizing Motherhood through Contemporary Self-Help Books and Mommy Blogs"

**Melissa Ames**, Eastern Illinois University

"Changing Occupational Identities: Revisioning Aging Female Archetypes in the Workplace"

**Melanie Mills**, Eastern Illinois University

"The Aging Woman: Changing Views on 'The Change'"

**Sarah Burcon**, Lawrence Technological University

This cross-disciplinary panel studies the ways that women have been depicted at certain key moments of life from motherhood to menopause. The presenters use ethnographic data, self-help literature, and popular culture products to study how women's maturity has been represented in both the domestic and professional spheres. These papers study how women engage with these existing representations and how they are actively working to recreate and change them. This panel attends to how these portrayals "connect" women to one another (even when the portrayals themselves are often "disconnected" from their actual experiences).

3113 Szell (4<sup>th</sup> floor)

### **A Marriage Made In... : A Discussion of the Co-Existence of Speech and Debate Programs with Different Coaches at the Same School**

Sponsor: Argumentation and Forensics Interest Group  
Chair: **Michael Bauer**, Ball State University  
Respondent: **Larry Underberg**, Southeast Missouri State University

Presenters: **Michael Bauer**, Ball State University  
**Mary Moore**, Ball State University  
**Donny Peters**, Illinois State University  
**Megan Koch**, Illinois State University

This panel will investigate how college and university speech and debate programs co-exist under the same umbrella but with separate coaches. The panel will discuss how teams share and compete for resources, students, and publicity. The panel will discuss how coaching philosophies affect the relationship of the coaches and their programs. Audience members are invited to participate in this roundtable discussion.

3114 Van Aken (4<sup>th</sup> floor)

### **Interpersonal and Family Communication in Mediated Contexts**

Sponsor: Interpersonal and Small Group Communication Interest Group  
Chair: **Haley Kranstuber**, University of Nebraska-Lincoln  
Respondent: **Bree McEwan**, Western Illinois University

"An Exploration of Quasi-Stable Online Social Networks: A Longitudinal Perspective" (Top Student Paper, Top Debut Paper)

**Laura C. Farrell**, North Dakota State University

**Julie L. Fudge**, North Dakota State University

"Siblings, Emerging Adulthood, and Facebook: A Dialectical Analysis"

**Danielle Poynter**, University of Missouri-Columbia

"This is Why We Sweep Things Under the Rug": An Analysis of the Familial Communication Techniques Portrayed on Modern Family"

**Nancy Bressler**, Bowling Green State University

"Evaluating Communication Changes of University Students within Family and Friend Small Groups"

**Elizabeth M. Flood**, Illinois State University

**Stevie M. Munz**, Illinois State University

**Jennifer Dozier Ritter**, Illinois State University

**Melissa M. Reiss**, Illinois State University

3115 Willey (4<sup>th</sup> floor)

**Reality Television . . . Real? Exploring the Integration of Reality Television as a Communication and Performance Teaching Tool  
(State of Missouri Showcase)**

Sponsor: States Advisory Council  
Chair: **Scott Jensen**, Webster University

Presenters: **Gina Jensen**, Webster University  
**Scott Jensen**, Webster University

This program explores the impact and potential of reality television as a teaching tool, with particular attention being paid to the quality of narratives told within these shows. Suggestions for integrating reality television into communication and performance classroom experiences are shared. The program also features a case-study of a particular reality television experience as told by the featured guest herself. Activities and materials appropriate for all levels of teaching will be shared and discussed.

3116 Superior (Lower Level)

**Undergraduate Research Honors Conference**

# Saturday

9:30 a.m.

3202 Wade (3<sup>rd</sup> floor)

## **Effective Connections between Resident and Adjunct Communication Faculty**

Sponsor: Adjunct Interest Group  
Chair: **Susan Diehl**, Nicolet Area Technical College

Presenters: **Virginia Leith**, Nicolet Area Technical College  
**Becky L. Belter**, Jackson Community College  
**Lora Cohn**, Park University  
**Virgil Rusty Norris**, Park University

This panel will provide discussion about effective communication between resident and adjunct faculty. With increasing budget limitations the implementation of adjunct instructors continues to rise, along with the need to create best practices that will assure quality, consistent instruction for students. Panelists will share their experiences and methods that have assisted in achieving these goals.

3203 Humphrey (3<sup>rd</sup> floor)

## **Short Course #6**

### **Really Teaching the On-line Communication Course: Facilitating Interaction, Enhancing Social Presence, and Presenting Course Content**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Presenters: **Elizabeth Tolman**, South Dakota State University  
**Jennifer Willis-Rivera**, University of Wisconsin-River Falls

This short course is designed for instructors interested in exploring strategies for enhancing teacher social presence and immediacy in the online classroom and facilitating interaction and engagement among learners. What strategies can we use to really “be there” for our students in the on-line environment? Immediacy behaviors, the role of the instructor, and applications for delivering course content will be covered. The course will focus on pedagogical aspects and also instructional resources. Participants will learn about strategies for on-line instruction that can be applied to a variety of communication courses, for enhancing instructor social presence and immediacy in the on-line environment, for engaging students in the course content and enhancing student-instructor interaction, and participants will also learn about instructional resources for presenting course content. Because of the interactive nature of the short course, the presenters will cover course content while also inviting discussion that draws on the experiences of the participants.



3204 Blossom (4<sup>th</sup> floor)

### Gender and Candidate Communication, Evaluation and Success

Sponsor: Political Communication Interest Group

Chair: **Dianne Bystrom**, Iowa State University

“Evaluating Men and Women: Developing a Contemporary Image Scale for Mixed-Gender Political Races.”

**Mary Christine Banwart**, University of Kansas

**Benjamin R. Warner**, University of Missouri - Columbia

☐Image, Issues and Iowa: Pre-Caucus Voter Evaluations of Michele Bachmann and Her Male Rivals.☐

**Dianne Bystrom**, Iowa State University

“Snap Judgments II: Gender Representation in Newsmagazine Photographs of the 2008 Presidential and Vice-Presidential Candidates”

**Karla M. Hunter**, South Dakota State University

**Jessica Lewis**, South Dakota State University

**Molly Peterson**, South Dakota State University

**Emily Vernlund**, South Dakota State University

**Jacob Jantzer**, South Dakota State University

**Jerry Overton**, University of Oklahoma

“Signaling Viability: Announcement Speeches of Female Presidential Candidates.”

**Abbie Page Hodgson**, University of Kansas

“Making the Grade (or not so much): Women Candidates and Office-Holders in South Dakota Politics.”

**Jessica Lewis**, South Dakota State University

**Karla M. Hunter**, South Dakota State University

**Julie D. Lane**, South Dakota State University

Women continue to play important roles in the political sphere, yet continue to face barriers unfamiliar to male candidates. To evaluate how women address such barriers, this panel analyzes the campaigns of women political candidates -- including communication strategies, image depiction by the media, evaluation by voters, and success in winning office. The panel will present research findings and then engage the audience in an open discussion to encourage dialogue, insights, and varied perspectives.

3205 Brush (4<sup>th</sup> floor)

### Instructional Resources Interest Group Business Meeting

Chair: **Jennifer McCullough**, Saginaw Valley State University

Vice-Chair: **C. Kyle Rudick**, Southern Illinois University - Carbondale

Secretary: **Kathryn B. Golsan**, Kent State University

# Saturday

9:30 a.m.

3206 Case (4<sup>th</sup> floor)

## Original Media: Short Films, Websites, and Public Service Announcements

Sponsor: Media Studies Interest Group  
Chair: **Charley Reed**, University of Nebraska at Omaha  
Respondent: **Charley Reed**, University of Nebraska at Omaha

"What is [Art] Cinema? Slow Cinema at the Turn of the Century"

"Stop Go Jump"

"Cowboy Amen"

**S. Cagney Gentry**, UNC Greensboro

"convergedmediaethics.com"

**Maria A. Moore**, Illinois State University

**Kathryn Bundy**, Illinois State University

**Jasmin A. Mejia**, Illinois State University

**Colette E. Kuk**, Illinois State University

**Kimberly Stagg**, Illinois State University

**Melissa M. Reiss**, Illinois State University

**Laura Brebner**, Illinois State University

"Public Service Announcement: We Are Arthritis"

**Norma Jones**, Kent State University

3207 Doan (4<sup>th</sup> floor)

## Intercultural Communication Interest Group Business Meeting

Chair: **John R. Baldwin**, Illinois State University  
Vice-Chair: **Stephanie S. Rollie**, Texas A&M University Corpus Christi  
Secretary: **Melissa Beall**, University of Northern Iowa

3208 Garfield (4<sup>th</sup> floor)

## Top Papers in Rhetorical Theory and Criticism

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Ryan Neville-Shepard**, Indiana University-Purdue University Columbus  
Respondent: **David Zarefsky**, Northwestern University

"In Honor of Kenneth Jernigan: Argumentative Functions of History in the 1990 Banquet Address to the National Federation of the Blind" (Karlyn Kohrs Campbell Award for Top Paper)

**Jerry L. Miller**, Ohio University

**J.W. Smith**, Ohio University

"Discontinuity and Constitutive Rhetoric: The Clean Energy Economy in America" (David Zarefsky Award for Top Student Paper)

**Rahul Mitra**, Purdue University

"Reconsidering the Use of Security Appeals in Public Arguments: Rachel Carson's *Silent Spring* and a Move Toward Human Security"

**Jessica M. Prody**, Colgate University

"Toward Diunital Politics: Identity, Ideology, and Ethics in Barack Obama"

**Kundai V. Chirindo**, University of Kansas

3209 Halle (4<sup>th</sup> floor)

### Top Papers in Communication Education

Sponsor: Communication Education Interest Group  
Chair: **Joseph P. Mazer**, Clemson University  
Respondent: **Blair Thompson**, Western Kentucky University

"Perceived Academic Advisor Effectiveness and Student Satisfaction as a Function of Perceived Advisor Communicator Style" (Top Paper)

**Scott A. Myers**, West Virginia University

"Students' Perceived Understanding as a Mediator of Teacher Clarity, Nonverbal Immediacy, and Learner Empowerment"

**Amber N. Finn**, Texas Christian University

**Paul Schrodtt**, Texas Christian University

"Testing Leader Member Exchange Theory as a Lens to Understand Students' Classroom Justice Perceptions and Antisocial Communication"

**Sean M. Horan**, DePaul University

**Shannon Carton**, DePaul University

**Erin Miller**, DePaul University

**Peter Raposo**, DePaul University

**Rebecca M. Chory**, West Virginia University

3210 Hopkins (4<sup>th</sup> floor)

### Making Connections: Discovering the Link between Popular Culture and the Basic Course (Melissa Beall Award for Top Panel)

Sponsor: Basic Course Interest Group  
Chair: **Seth S. Frei**, Texas State University

Presenters: **Mary E. Sorenson**, Illinois State University  
**Mark A. Generous**, Texas State University  
**Katy Feddersen**, Illinois State University  
**Jessica Samens**, Bethel University  
**Ian Hopkinss**, Miami University  
**Bethany Wenell**, Minnesota State University – Mankato

For many college students, the idea of connecting popular culture with their education may be unheard of. As college instructors, teaching in the age of increased media use and YouTube sensations, we have an opportunity to relate to our students on a new level. Panelists, coming from various communication studies departments, will discuss ways in which social media and popular culture has become part of their lesson plans and the structure of the basic course.

3211 Owens (4th floor)

### Popular Culture Interest Group Business Meeting

Chair: **Adam W. Tyma**, University of Nebraska at Omaha  
Vice-Chair: **Danielle M. Stern**, Christopher Newport University  
Secretary: **Jimmie Manning**, Northern Kentucky University

# Saturday

9:30 a.m.

3212 Severance (4<sup>th</sup> floor)

## Great Ideas for Teaching G.I.F.T. Presentations

Sponsor: G.I.F.T.  
Chair: **Nancy J. Curtin**, Millikin University

- "Listen to This! Using Music to Explore Meta-Communication"  
**Matthew Petrunia**, Fashion Institute of Technology-SUNY  
**Adolfo Garcia**, University of Wisconsin-Green Bay
- "The Memory Mosaic Project and Presentation"  
**Cindy Smith**, Indiana University
- "Power, Hegemony, and Critical Communication Pedagogy: Analyzing Their Connections in Movies"  
**David H. Kahl, Jr.**, Penn State Erie, The Behrend College
- "How Do You See Me? Understanding the Perception Process"  
**Mark Cruea**, Ohio Northern University
- "What Does Marketing Tell Us?"  
**Jennifer Williamson**, Winona State University
- "Cultural 'Pearls'"  
**Deatra Sullivan-Morgan**, Elmhurst College
- "Human Knot: A Visual Example of Leadership Style"  
**Nathaniel Simmons**, Ohio University
- "The Letter"  
**Rachel McKenny**, Iowa State University
- "The Press Conference as Public Speaking Assignment"  
**Diana L. Tucker**, Walden University
- "Academic Article Review and Presentation"  
**Anna F. Carmon**, Indiana University-Purdue University Columbus

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. Every ten minutes audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.

3213 Szell (4<sup>th</sup> floor)

## Connections to Africa: Bringing African Scholarship and Scholars into Mainstream Communication Studies

Sponsor: Intercultural Communication Interest Group  
Chair: **Eddah Mutua-Kombo**, St. Cloud State University

Presenters: **Cecil Blake**, University of Pittsburgh  
**Stanford Mukasa**, Indiana University of Pennsylvania  
**Robert Agunga**, The Ohio State University

This roundtable will discuss how to promote more interactions among communication scholars interested in Africa communication research, education and development. Strategies to foster knowledge sharing through collaborative research, pedagogy and service opportunities will be discussed as these relate to global communication.

3214 Van Aken (4<sup>th</sup> floor)

### **Performance Studies and Theatre Interest Group's 2012 Outstanding Scholar: Honoring Jonathan M. Gray**

Sponsor: Performance Studies and Theatre Interest Group  
Chair: **Christopher C. Collins**, Angelo State University  
Respondent: **Jonathan M. Gray**, Southern Illinois University-Carbondale

Presenters: **Craig Gingrich-Philbrook**, Southern Illinois University-Carbondale  
**Alison Fisher**, James Madison University  
**Jnan Blau**, California Polytechnic State University-San Luis Obispo  
**Elizabeth Petre**, Bloomsburg University  
**Jake Simmons**, Angelo State University

Selected as this year's outstanding scholar in performance studies and theatre, Dr. Jonathan M. Gray will be celebrated for his contributions to our discipline and our region.

3215 Willey (4<sup>th</sup> floor)

### **New Advances in Public Relations Theory**

Sponsor: Public Relations  
Chair: **Cheryl Skiba-Jones**, Trine University & Ivy Tech Community College  
Respondent: **J. J. McIntyre**, University of Central Arkansas

"Corporate Branding: Integrated Marketing Communication and Stakeholder Interactions"

**Brian C. Sowa**, Eastern Illinois University

"Expanding Public Relations Pedagogy: Small Business, Entrepreneurship, and the Introduction to PR Course"

**Jeffrey Brand**, Millikin University

"A Sense of Belonging: New Technologies' Effect on Recruitment Practices of Graduate Programs"

**Elizabeth Dorrance Hall**, Purdue University

**Emily Simmons**, College of Charleston

"Community Colleges Connect to Some Prospective Student Requests for Information"

**David A. Shadinger**, Northwest Missouri State University

3216 Superior (Lower Level)

### **Undergraduate Research Honors Conference**

# Saturday

11:00 a.m.

3301 George Bush (3<sup>rd</sup> floor)

## CSCA's Connection to Teaching through NCA's *Communication Teacher*

Sponsor: President Scott A. Myers, West Virginia University

Chair: **Meagan Bryand**, West Virginia University

"Connecting to the Technical Presentations Course by Practicing Delivery in the Style of Steve Jobs"

**Rebecca K. Ivic**, Purdue University

"Connecting to the Persuasion Course by Exploring Currency Exchanges"

**John A. Jones**, University of Illinois-Chicago

"Connecting to the Service-Learning Course by Implementing Appreciative Inquiries"

**Mary P. Lahman**, Manchester College

"Connecting to the Intercultural Communication Course by Exploring Whiteness"

**Jennifer Willis-Rivera**, University of Wisconsin-River Falls

"Connecting to the Public Speaking Course by Utilizing Persuasive Strategies"

**David H. Kahl, Jr.**, Penn State Erie, The Behrend College

"Connecting to the Basic Communication Course by Exploring the Relationship between Nonverbal Communication and Perception"

**Renee Robinson**, Saint Xavier University

"Connecting to the Family Communication Course by Using Family Stories"

**Marcia D. Dixon**, Indiana University Purdue University-Fort Wayne

*Communication Teacher* is a NCA-sponsored periodical dedicated to publishing exemplary teaching activities designed specifically for Communication courses. This panel features several CSCA authors who have had an activity published in *Communication Teacher*. Panelists will provide an overview of their activity, discuss how the activity has worked in their respective course, and solicit audience response.

3302 Wade (3<sup>rd</sup> floor)

## Media Studies Interest Group Business Meeting

Chair: **Jennifer C. Dunn**, Dominican University

Vice-Chair: **Michelle Calka**, Manchester College

Secretary: **Sara Drabik**, Northern Kentucky University

3303 Humphrey (3<sup>rd</sup> floor)

## Past Officers' Top Debut Papers

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Chair: **Judith Trent**, University of Cincinnati

"'This is Why We Sweep Things Under the Rug': An Analysis of the Familial Communication Techniques Portrayed on *Modern Family*"

**Nancy Bressler**, Bowling Green State University

"Critical Analysis of NFL Play 60 Campaign"

**Lauren Oliver**, Western Kentucky University

"Expanding Anxiety/Uncertainty Management Theory to the Homosexual/Heterosexual Context: Examining Homosexual Males' Communication Anxiety in an Intercultural Setting"

**Mark A. Generous**, Texas State University

"Bridging the Gap: A Comparison Study of Chinese and American Students Face-Negotiation Style"

**Jinghua "Jane" Bi**, Missouri State University

3304 Blossom (4th floor)

### Exploring Key Areas of Campaign Communication in the 2012 Elections

Sponsor: Political Communication Interest Group

Chair: **Julia A. Spiker**, The University of Akron

"Exploring the Influence of Televised Debates in the 2012 Presidential Campaign"

**Mitchell S. McKinney**, University of Missouri-Columbia

"Exploring the Influence of Social Media in the 2012 Presidential Campaign"

**John C. Tedesco**, Virginia Tech

"Exploring the Influence of Female Candidates in the 2012 Elections"

**Dianne Bystrom**, Iowa State University

"Exploring the Influence of Religious Discourse in the 2012 Presidential Campaign"

**Brian T. Kaylor**, James Madison University

Each of these political communication scholars have pursued lines of research focusing on key areas of campaign communication. Their presentations will provide a report of their ongoing research in each area and offer an assessment of the role these key areas of campaign communication will play in the 2012 elections. Audience discussion will follow the presentations.

3305 Brush (4<sup>th</sup> floor)

### Top Papers of the Sexual Orientation and Gender Identity Caucus

Sponsor: Sexual Orientation and Gender Identity Caucus

Chair: **Tony E. Adams**, Northeastern Illinois University

"*Original Plumbing*: Original Representation."

**Raechel Tiffe**, University of Minnesota

"Student Descriptors of Offensive Terms for Men and Women: Patriarchy and Heteronormativity as Regulating Systems"

**Amy N. Heuman**, Texas Tech University

"A Place of Our Own: Quaring Small Town Gay Bars" (Top Paper)

**Sarah Lynn Jones**, University of Nebraska, Lincoln

"Understanding the Communicative Negotiation of Conflicting Identities by Transgender Individuals"

**Audra K. Nuru**, University of Nebraska-Lincoln

3306 Case (4<sup>th</sup> floor)

### Top Papers in Organizational and Professional Communication

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Jaime E. Bochantin**, Western Illinois University

Respondent: **Mary F. Hoffman**, University of Wisconsin, Eau Claire

"The role of Identification in Giving Sense to Unethical Organizational Behavior: Defending the Organization" (Top Paper)

**Nicole A. Ploeger**, University of Arkansas at Little Rock

**Ryan S. Bisel**, University of Oklahoma

"Constructing a feminist organization's identity in a competitive marketplace: The intersection of ideology, culture and image"

**Suzy D'Enbeau**, University of Kansas

**Patrice M. Buzzanell**, Purdue University

"Revisionist Frames of Leadership by Corporate Social Responsibility Practitioners"

**Rahul Mitra**, Purdue University

**Patrice M. Buzzanell**, Purdue University

"...That Really Was the End for Me': Technology Professionals' Narrative of Voluntary Organizational Exit"

**Andrew F. Herrmann**, East Tennessee State University

"Talk about Conflict': Understanding Interpretive Repertoires in Community Mediation"

**Zachary A. Schaefer**, St. Louis University

# Saturday

11:00 a.m.

3307 Doan (4<sup>th</sup> floor)

## National Communication Association Informational Panel

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri - Columbia  
Chair: **Nancy Kidd**, National Communication Association

Presenters: **Lynn H. Turner**, Marquette University  
**Kathie Turner**, Davidson College

Members of NCA's elected leadership and national office staff provide an overview of the National Communication Association's history, strategic plan, organizational structure and leadership opportunities. Resources provided by NCA to support professional activity, including research and teaching, will be discussed. This is an opportunity for a robust conversation about NCA.

3308 Garfield (4<sup>th</sup> floor)

## The State of the Discipline: Senior Scholars on the Status of Rhetorical Criticism

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Ryan Neville-Shepard**, Indiana University-Purdue University Columbus

Presenters: **David Zarefsky**, Northwestern University  
**Robert C. Rowland**, University of Kansas  
**Denise M. Bostdorff**, College of Wooster  
**Raymie McKerrow**, Ohio University  
**John M. Jones**, Pepperdine University

This panel assembles a distinguished group of senior scholars to discuss the state of rhetorical criticism as a field of study. Special attention will be given to how the study has changed over the years, as well as the challenges that rhetoric scholars face in the future.

3309 Halle (4<sup>th</sup> floor)

## Communication Education Interest Group Business Meeting

Chair: **Joseph P. Mazer**, Clemson University  
Vice-Chair: **Blair Thompson**, Western Kentucky University  
Secretary: **Elizabeth N. Ribarsky**, University of Illinois-Springfield

3310 Hopkins (4<sup>th</sup> floor)

## Top Papers in Health Communication

Sponsor: Health Communication Interest Group  
Chair: **Heather J. Carmack**, Missouri State University  
Respondent: **Heather J. Carmack**, Missouri State University

"Cyberchondria Scale Construction: The Cyberchondria Assessment Measure (CYCAM)"  
(Top Paper and Top Student Paper)

**Katie LaPlant Turkiewicz**, University of Wisconsin, Milwaukee

"Blurring Personal Health and Public Priorities: An Analysis of Celebrity Health Narratives in the Public Sphere"

**Christina S. Beck**, Ohio University  
**Stellina Aubuchon**, Ohio University  
**McKenna**, Ohio University  
University

**Timothy P.**  
**Stephanie Ruhl**, Ohio  
**Nathaniel Simmons**, Ohio University

"Future Directions in Health Communication Research: Dietary Health and the Influence of Family Communication"  
**Elizabeth A. Baiocchi-Wagner**, University of Missouri



3311 Owens (4<sup>th</sup> floor)

### Top Papers in Communication Theory

Sponsor: Communication Theory Interest Group  
Chair: **Adam W. Tyma**, University of Nebraska at Omaha  
Respondent: **Patric R. Spence**, Western Michigan University

“Pathways to Hope: A Grounded Theory of Coping with Mental Illness as Experienced by Immediate Family Members” (Top Paper)

**Rebecca J. Feunung**, University of Wisconsin - Lacrosse

**Michael Tollefson**, University of Wisconsin - Lacrosse

**Linda Dickmeyer**, University of Wisconsin - Lacrosse

“The Development of Pervasive Shame: An Overarching Structuration Analysis ”

**Randall Rose**, University of Nebraska at Omaha

“Families as Fluid: Determining Family Status in Blended Families”

**Andrea Lambert-South**, Northern Kentucky University

3312 Severence (4<sup>th</sup> floor)

### One Step Forward, A Thousand Steps Back: The Learning Channel’s World of Women

Sponsor: Women’s Caucus  
Chair: **Sarah Turner McGowen**, University of Missouri

“‘Once you go big, you never go twig’: Plus-size women as the other in TLC programming.”

**Amanda Brown**, University of Wisconsin-Stout

**Heather Nesemeier**, Minnesota State University-Moorhead

“Sister Wives: A positive portrayal of multiple-marriages, a negative commentary on polygamist brides.”

**Derek Jorgenson**, North Dakota State University

“Collecting overconsumption.”

**David Airne**, University of Montana

“TLC motherhood: Personal quest, feminine test.”

**Mary Frances Casper**, Boise State University

**Deneen Gilmour**, Minnesota State University-Moorhead.

The Learning Channel (TLC) is filled with reality-based programming targeted toward women. While the increased presence of women in television is a step forward, the depictions of women in TLC programming are a step backward for women. Panelists will explore how TLC programming “teaches” viewers about what it means to be a woman. This panel utilizes the round-table discussion format to explore TLC’s mediated representations women through a feminist lens. Specifically, panelists will explore TLC’s emphasis on consumption, weddings and marriage, motherhood, and physical beauty.

3313 Szell (4<sup>th</sup> floor)

### The Ethics, Limits, and Malleability of “Incitement”

Sponsor: Communication Ethics & Freedom of Expression Interest Group

Chair: **Bryan McCann**, Wayne State University

Respondent: **Adria Battaglia**, Angelo State University

“Careening Off the Clear and Present Danger Continuum: WikiLeaks at the Crossroads of Kierkegaard and Communitarianism”

**Adrienne Hacker Daniels**, Illinois College

“Burning Down the House: Incitement as a Trope of Democratic Accountability”

**Jeremiah Hickey**, St. Johns University

“(Re-)Tweeting the Commons: Incitement and Space in the Networked Society”

**Bryan McCann**, Wayne State University

“Incitement as a Democratic Speech Practice: A Study of Incitement in the Arab Spring Revolutions”

**John McKenzie**, Lakeland College

“Inciting Incitement: The Pittsburgh G20 Summit and (Im)Possibilities of Protest”

**Joe Sery**, University of Pittsburgh

The question of incitement strikes at the very core of our investment in a free, deliberative public sphere, and challenges us to weigh the value of speech against the corporeal welfare of the populace. Drawing from a wide range of case studies, this panel interrogates the ethics, limits, and malleability of incitement. Ultimately, we understand incitement as a trope through which a vast array of discourses, representing a multitude of (often conflicting) interests, become manifest.

3314 Van Aken (4<sup>th</sup> floor)

### Top Four Papers in Interpersonal and Small Group Communication

Sponsor: Interpersonal and Small Group Communication Interest Group

Chair: **Jordan Soliz**, University of Nebraska-Lincoln

Respondent: **Jordan Soliz**, University of Nebraska-Lincoln

“Relational Maintenance Communication and Self Expansion Theory: Low-Inference Measure Development and Dyadic Test of Inclusion of the Other in the Self as a Predictor” (TOP PAPER)

**Andrew M. Ledbetter**, Texas Christian University

“Relational Uncertainty and Communication Efficacy as Predictors of Religious Conversations in Romantic Relationships”

**Allyson L. McCurry**, Texas Christian University

**Paul Schrod**, Texas Christian University

**Andrew M. Ledbetter**, Texas Christian University

“Does Cognition or Communication Mediate Family Communication Patterns?

Extending Family Communication Theory to Parent-Child Relational Maintenance”

**Andrew M. Ledbetter**, Texas Christian University

**Stephenson J. Beck**, North Dakota State University

“The Associations between Parents’ and their Adult-Children’s Mental Health, Coping Strategies, and Perceived Stress”

**Alesia Woszidlo**, University of Kansas

**Kris Grill**, University of Kansas

**Kiley Larson**, Digital Media and Learning Research Hub

3315 Willey (4<sup>th</sup> floor)

### Connecting Method and Theory to Conceptualize “Culture

Sponsor: Intercultural Communication Interest Group

Chair: **Deb Uecker**, Wisconsin Lutheran College

Respondent: **Ahmet Atay**, The College of Wooster

“Incorporating Culture in Communication Theory of Identity: An Analysis of Chinese Identity through *To Live*”

**JiangBo HuangFu**, Southern Illinois University, Carbondale

“Connecting Across Linguistic and Racial Differences: Spanish-Speaking Latina/o Immigrant Custodial Workers’ Everyday Co-cultural Communication Experiences”

**Wilfredo Alvarez**, Northeastern Illinois University

“Praxis-Oriented Autoethnography: Performing Critical Selfhood” (Top Paper)

**Satoshi Toyosaki**, Southern Illinois University, Carbondale

“Connecting Communication: Ubuntu as Perspective that Intersects and Unites”

**Cecile W. Garmon**, Western Kentucky University

**Mandhla Mgijima**, Western Kentucky University

“‘You are my Other Me’: An Ideological Analysis of Multiculturalism in Tucson Unified School District’s Mexican American Studies Curriculum”

**Chad Nelson**, Bowling Green State University

3316 Superior (Lower Level)

### Graduate Student Caucus Top Paper Panel

Sponsor: Graduate Student Caucus

Chair: **Abbey E. Wojno**, Columbus State University

Respondent: **Tiffany R. Wang**, University of Nebraska-Lincoln

“Silence of the &’s: Othering Women in the Rock and Roll Hall of Fame and Museum’s *Women Who Rock* Exhibit” (Top Paper)

**Emily Deering Crosby**, University of Pittsburgh

**William R. Upchurch**, University of Pittsburgh

“Rhetorically Constructing a New Image of China: A Cluster-Agon Analysis of China’s 2010 ‘*View of Angels*’: *China on the Way* National Publicity Campaign”

**Chunhui Xie**, Indiana University Purdue University-Fort Wayne

“First-Class Lass or Selling the Romance: Mail-order Brides’ Agencies and the Culture of Consumerism”

**Alexandra Endaltseva**, Purdue University-Calumet

“Managing the Millennial Generation: Understanding Generational Differences to Communicate With and Motivate Today’s Millennial Employees”

**Stephanie R. Bogner**, Western Illinois University

# Saturday

12:30 p.m.

3401 George Bush (3<sup>rd</sup> floor)

## Connecting to a New Culture/Connecting to a Co-Culture

Sponsor: Intercultural Communication Interest Group  
Chair: **Diana Trebing**, Saginaw Valley State University  
Respondent: **Eddah Mutua-Kombo**, St. Cloud State University

"How 'Family' is your Host Family?: An Examination of Student-Host Relationships During Study Abroad"

**Stephanie S. Rollie**, Texas A&M University-Corpus Christi

**Daniel Chornet-Roses**, Saint Louis University – Madrid Campus

"U.S. Cultural Adaptation: Reconsidering an Academic Narrative"

**Elvinet S. Piard**, Indiana University East

"A New Way of Social Connection: Exploring Sojourners' use of American Social Media and Their Acculturation" (Top Student Paper—tie)

**Ran Ju**, Ohio University

**Moyi Jia**, Ohio University

"Facebook in a Cross-Cultural Setting: A Test of In-Group and Out-Group Behaviors"

**Nathan Biggerstaff**, Southern Illinois University Edwardsville

"Bridging the Gap: A Comparison Study of Chinese and American Students' Face-Negotiation Style"

**Jinghua "Jane" Bi**, Missouri State University

3402 Wade (3<sup>rd</sup> floor)

## Organizational & Professional Communication Interest Group Business Meeting

Chair: **Jaime Bochantin**, Western Illinois University  
Vice-Chair: **Sarah J. Steimel**, Weber State University

3403 Humphrey (3<sup>rd</sup> floor)

## Short Course #7

### Securing Grant Funding for Communication Research and Programs

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Presenters: **Mary C. Banwart**, University of Kansas  
**John C. Tedesco**, Virginia Tech

Across all areas of higher education, faculty members are faced with increased pressures to secure external funding to support their research and public programs. This short course will be led by individuals whose communication research and projects have been funded by the National Science Foundation and the U.S. Department of State. The course will cover the basics of grantseeking, including identifying research and project funding, proposal writing, developing the project budget, administering the grant project and agency reporting.

3404 Blossom (4<sup>th</sup> floor)

### **Religion, Organization, and Violence: The War on Terror, the Power of Unions, and a Look Back at Catholicism in Politics**

Sponsor: Political Communication Interest Group  
Chair: **Mark Wonnacott**, University of Kansas  
Respondent: **Elizabeth Dudash**, Missouri State University

“Case Study: Palestinian Femal Suicide Bombings”

**Heather Ehrichs Angell**, Independent Scholar

“Union Membership and its Affect on Labor Voting: An Analytic Review”

**Anji L. Phillips**, University of Missouri

“Entering the Public Confessional Booth: Al Smith’s Religious Rhetoric in the 1928 Presidential Campaign.”

**Brian T. Kaylor**, James Madison University

“Obama and McCrystal: Was this a MacArthur Moment?”

**E. Claire Jerry**, University of Illinois – Springfield

3405 Brush (4<sup>th</sup> floor)

### **Free Digital Resources: Partner or Peril?**

Sponsor: Community College Interest Group  
Chair: **Tony Arduini**, Kirkwood Community College

Presenters: **Rich Underwood**, Kirkwood Community College  
**Natalia Cherjovsky**, Kirkwood Community College  
**Rebecca K. Ivic**, Purdue University

This roundtable discussion will offer questions regarding “free” digital resources such as open courseware, open source textbooks, and reference works such as Wikipedia and how they affect teaching communication courses. A recent digital publication, Hacking the Academy, <http://www.digitalculture.org/hacking-the-academy/>, suggests some of the issues involved.

3406 Case (4<sup>th</sup> floor)

### **Top Papers in the Basic Course Interest Group**

Sponsor: Basic Course Interest Group  
Chair: **Joseph P. Mazer**, Clemson University  
Respondent: **David T. McMahan**, Missouri Western State University

“Connecting Verbal and Visual: College Students’ Online Search Behaviors” (Douglas M. Trank Top Paper Award)

**Sharron M. Hope**, Loras College

“Assessing Success: A Model for Assessing the Impact of a Basic Speech Course on Reducing Public Speaking Anxiety”

**Karla M. Hunter**, South Dakota State University

**Joshua N. Westwick**, South Dakota State University

**Jessica J. Colbeck**, South Dakota State University

“Bridging the Gap: Connecting Graduate Teaching Assistants and Organizations through Socialization Tactics”

**Robin J. Phelps**, Ball State University

# Saturday

12:30 p.m.

3407 Doan (4<sup>th</sup> floor)

## Communication Ethics & Freedom of Expression Business Meeting

Chair: **Beth A. Messner**, Ball State University  
Vice-Chair: **Laura Terlip**, University of Northern Iowa  
Secretary: **Elizabeth G. Tolman**, South Dakota State University

3409 Halle (4<sup>th</sup> floor)

## Interpersonal and Small Group Communication Interest Group Business Meeting

Chair: **Jordan Soliz**, University of Nebraska - Lincoln  
Vice-Chair: **Jimmie Manning**, Northern Kentucky University  
Secretary: **Cassandra Fay LeClair-Underberg**, Texas State University - San Marcos

3410 Hopkins (4<sup>th</sup> floor)

## Connecting Students with Instructional Tools: Textbooks, iPads, and the Internet (Top Paper Panel)

Sponsor: Instructional Resources Interest Group  
Chair: **Jennifer McCullough**, Saginaw Valley State University  
Respondent: \_\_\_\_\_

“iPad Instruction: Identifying the Intersections of Mobile Technology and Experiential Learning” (Top Paper).

**Renee Robinson**, Saint Xavier University

“An Analysis of Introductory News Writing Textbooks: Teaching Journalism Students about Confidential Whistleblower Sources”

**Maria A. Moore**, Illinois State University

**John Huxford**, Illinois State University

“Cheating and Aggression in Higher Education Online Classrooms: Issues, Challenges, and Recommendations for Practitioners.”

**Daria S. Heinemann**, Wayne State University

3411 Owens (4<sup>th</sup> floor)

## The Online Basic Speech Course Debate – A Follow Up (State of Illinois Showcase)

Sponsor: States Advisory Council  
Chair: **Julie Weishar**, Parkland College

Presenters: **Julie Weishar**, Parkland College  
**Ed Schwarz**, Prairie State College  
**John F. Hooker**, Illinois State University  
**Arness Krause**, Prairie State College

A highlight from the 2011 CSCA convention was the popular and controversial panel, “The Online Basic Speech Course Debate”. As requested, this panel is returning to CSCA for ‘A Follow-Up’. The debate produced surprising results that were forwarded to the Illinois Articulation Initiative’s Communication General Education Panel for their discussion and decision. Find out where the debate stands today and what is proposed for the future of the online basic speech communication course.

3412 Severance (4<sup>th</sup> floor)

### Media Studies Interest Group Top Paper Panel

Sponsor: Media Studies Interest Group  
Chair: **Jennifer C. Dunn**, Dominican University  
Respondent: **Michelle Calka**, Manchester College

"An Exploration of Intermedia Agenda Setting in the Social Media Age"

**Matthew J. Kushin**, Utah Valley University

"An Analysis of Television Sibling Interactions Across Major Networks" (TOP PAPER)

**Nancy Bressler**, Bowling Green State University

"*Man v. Food*: Hegemonic Masculinity and Consumption as Competition"

**Lars Jørgen Kristiansen**, University of Missouri – Columbia

"Exploring Relationships Among Values, Political Orientation, Media Use, and the Senses and Humor"

**Paul D. Skalski**, Cleveland State University

**Kimberly A. Neuendorf**, Cleveland State University

**Francis Dalisay**, Cleveland State University

**James Denny**, Cleveland State University

**Rachel Campbell**, Cleveland State University

**Matthew Egizii**, Cleveland State University

"Laughing at Comedies of Difference on *Saturday Night Live*: A Case Study of Betty White's Mother's Day Episode" (TOP STUDENT PAPER)

**Kristen Ann Hungerford**, University of Memphis

3413 Szell (4<sup>th</sup> floor)

### Argumentation and Forensics Interest Group Business Meeting

Chair: **Nicole L. Johnson**, Ball State University  
Vice Chair: **Darrel E. Farmer**, University of Nebraska - Lincoln  
Treasurer: **Michael Bauer**, Ball State University

3415 Willey (4<sup>th</sup> floor)

### Top Papers in Performance Studies and Theatre

Sponsor: Performance Studies and Theatre Interest Group  
Chair: **Jennifer L. Tudor**, St. Cloud State University  
Respondent: **Amy Pinney**, Georgia College and State University

" 'Hey! There Might Be an Ally Out There': Giving Voice to LGB Students through Forum Theatre"

**Kevin Babbitt**, University of Missouri-Columbia

"Straddling the Divide: Betty Ford's Performance of 'Equality' on Television News"

**Suzanne Condray**, Denison University

"An Exploration of the Identity of 'Gamer' as Perceived by Gamers"

**Leland Fecher**, Ball State University

"The Practice of Subversion in Everyday Life: Confronting the Menstrual Taboo"

**Dacia Charlesworth**, Indiana University-Purdue University Fort Wayne

"Sight-Seeing"

**Rahul Mitra**, Purdue University

3416 Superior (Lower Level)

### **Making Connections: A Roundtable Discussion between Graduate Students and Leading Scholars in Communication**

Sponsor: Graduate Student Caucus  
Chair: **Timothy P. McKenna**, Ohio University  
Respondent: **Sara Baker**, University of Nebraska-Lincoln  
  
Presenters: **Dawn Braithwaite**, University of Nebraska-Lincoln  
**Raymie McKerrow**, Ohio University  
**Sandra Metts**, Illinois State University  
**Lawrence R. Frey**, University of Colorado-Boulder  
**Patrice Buzzanell**, Purdue University  
**Paul Schrodt**, Texas Christian University

This discussion will provide an opportunity for graduate students to talk with some of the leading scholars in communication. Too often the schedules of leading scholars are filled while at conferences. This panel will provide a space for several scholars to reach out to graduate students with whom they are eager to mentor and connect. It is our hope that graduate students will ask questions not only about research, but about the success of these scholars success and their advice for graduate students.

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3417 XXXXXX

### **Past Officers' Luncheon**

Sponsor: President Scott A. Myers, West Virginia University

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3418 Gold Room (3<sup>rd</sup> floor)

### **President's Undergraduate Research Honors Conference Luncheon and Graduate Student Fair**

Sponsor: Undergraduate Research Honors Conference

Join us for an official welcome to CSCA and the President's Undergraduate Research Honors Conference. This luncheon allows you to mingle with other undergraduate and graduate students, and to attend the Graduate Student Fair. (The luncheon is open only to undergraduate participants and their advisors.)



3501 George Bush (3<sup>rd</sup> floor)

### **Connecting in Cleveland: Celebrating CSCA's Heritage as We Look Toward our Future**

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Panel Chair: **Christina S. Beck**, CSCA Past President, Ohio University

Panelists: **Melissa Beall**, University of Northern Iowa

**Gus Friedrich**, Rutgers University

**Bruce Gronbeck**, University of Iowa

**Judith Trent**, University of Cincinnati

**David Zarefsky**, Northwestern University

During the 2010 CSCA conference in Cincinnati, CSCA Past President Christina S. Beck initiated an oral history project to capture memories about our organization. During this panel session, we will view clips from those fascinating interviews with people who have enriched CSCA through their years of service and commitment. Audience members will also have an opportunity to share their own special CSCA memories and reflect on future directions for our organization.

3502 Wade (3<sup>rd</sup> floor)

### **Connecting and Commiserating: Navigating the First Years as a Faculty Member**

Sponsor: Graduate Student Caucus

Chair: **Jennifer C. Dunn**, Dominican University

Presenters: **Michelle Calka**, Manchester College

**Abbey E. Wojno**, Columbus State University

**Andrew F. Herrmann**, East Tennessee State University

**Anne Gerbensky-Kerber**, Winona State University

**Adam W. Tyma**, University of Nebraska at Omaha

This roundtable discussion offers insights from first-year and recent faculty members about the ups and downs of the transition from graduate student to faculty member. While much of the last year of graduate school is focused on finding a job that fits, adjusting to that job requires a shift in self-identity and role competence in addition to the physical relocation. The expectations and responsibilities as a faculty colleague, instructor, and advisor are greater. Unlike graduate school, you may be the only new person in the department, and so must acclimate to a new culture and navigate new departmental politics alone. And of course, the tenure clock starts ticking. The presenters will each discuss an aspect of the transition based on their own experiences and offer strategies for surviving and thriving in a new position.

# Saturday

2:00 p.m.

3504 Blossom (4<sup>th</sup> floor)

## Political Communication in Context: Twitter, *Newsweek*, and Questions of Place

Sponsor: Political Communication Interest Group

Chair: **Jayne Henson**, University of Dayton

Respondent: **Jay Self**, Truman State University

"The Elephant on the Mall: Politics, Public Memory, and the President's House in Independence National Historic Park"

**Roger Aden**, Ohio University

**Allison Hight**, Ohio University

"Tweet if by Sea: American Exceptionalism and Social Networking in Media Representations of the Egyptian Revolution"

**Mark Wonnacott**, University of Kansas

"The More Candidates Change, the More News Media Stay the Same: A Rhetorical Analysis of the Michelle Bachmann / *Newsweek* Controversy"

**James Schnoebelen**, Washburn University

"Constituting the 21<sup>st</sup> Century 'Small Town': Sarah Palin's 2008 RNC Speech"

**Steven Melling**, University of Kansas

3505 Brush (4<sup>th</sup> floor)

## Competitive Papers on Sexual Orientation and Gender Identity

Sponsor: Sexual Orientation and Gender Identity Caucus

Chair: **Tony E. Adams**, Northeastern Illinois University

"Queer Males in China: A Textual Analysis of A Chinese Gay Movie"

**Shanshan Lou**, Ohio University

"Gender Issues, Fighting Games, and Progress: An Analysis of a Genderless Character in *Tekken 6*"

**Leland Fecher**, Ball State University

"'You Made Figure Skating Sound Even Gay': An Examination of Gay Representation on *Modern Family*"

**Nancy Bressler**, Bowling Green State University

"An Invitation to Social Betterment: Exploring the Rhetoric of the 'It Gets Better Project'"

**Audra K. Nuru**, University of Nebraska-Lincoln

3506 Case (4<sup>th</sup> floor)

## Women's Caucus Top Four Competitive Papers

Sponsor: Women's Caucus

Chair: **Joy L. Daggs**, Culver-Stockton College

Respondent: **Elizabeth A. Dudash**, Missouri State University

"Engaging Men and Boys in Conversations about Gender Violence: Voice Male Magazine using Vernacular Rhetoric as Social Resistance" (Top Paper)

**Joshua Daniel Phillips**, Southern Illinois University-Carbondale

"Exercising" Power?: An Application and Extension of Dialectical Hegemony"

**Elizabeth A. Baiocchi-Wagner**, University of Missouri

"Media Representation and the Normalization of Violence against Women: Deconstructing, Politicizing, and Resisting "Love the Way You Lie"

**Rachel Alicia Griffin**, Southern Illinois University-Carbondale

**Joshua Daniel Phillips**, Southern Illinois University-Carbondale

"The Fantasy of Sex and the City: A Post-Colonial Critique of the Romantic Imagery, Consumerism, and Globalization"

**Michaela D. E. Meyer**, Christopher Newport University

3507 Doan (4<sup>th</sup> floor)

### **Building Relationships with Persons Living in Poverty (State of Iowa Showcase)**

Sponsor: States Advisory Council  
Chair: **David A. Wendt**, Keokuk High School

Presenters: **David A. Wendt**, Keokuk High School, Keokuk, IA  
**Lora Wolff**, Keokuk Community School District, Keokuk, IA

With the increasing numbers of students and persons living below the poverty line, it is vital to understand the culture of poverty. Focused discussion topics include educational strategies for students living in poverty, basic information on generational and situational poverty, cultural implications of poverty, and, finally, some philosophical issues that provide barriers for students in traditional school settings.

3508 Garfield (4<sup>th</sup> floor)

### **The Status of Organizational Rhetoric: Reflections on the Past and Thoughts About the Future**

Sponsors: Organizational Communication Interest Group  
Rhetorical Theory and Criticism Interest Group  
Chair: **Ryan Neville-Shepard**, Indiana University-Purdue University Columbus

Presenters: **Debra J. Ford**, University of Kansas Medical Center  
**Mary F. Hoffman**, University of Wisconsin, Eau Claire  
**Rebecca J. Meisenbach**, University of Missouri, Columbia  
**Daniel J. Lair**, University of Michigan-Flint  
**George Cheney**, Kent State University

This panel assembles a distinguished group of scholars to discuss the status of organizational rhetoric as a field of study. Special attention will be given to how the study has changed over the years, as well as the challenges that organizational rhetoric scholars face in the future.

# Saturday

2:00 p.m.

3509 Halle (4<sup>th</sup> floor)

## Top Papers in Communication Ethics & Freedom of Expression

Sponsor: Communication Ethics & Freedom of Expression Interest Group  
Chair: **Laura Terlip**, University of Northern Iowa  
Respondent: **Laura Dawn Russell**, Denison University

"Oughts v. Ends: A Commentary on Seeking an Ethical Normative Standard for Communication Journal Acceptance Rate Calculation Methods"

**Maria A. Moore**, Illinois State University  
**Stephen D. Perry**, Illinois State University

"Addressing Cyber-bullying Through the School-Student Relationship"  
**Erica Salkin**, University of Wisconsin-Madison\*\*

"Defamation in the Age of the Juicy Campus"  
**Dale Herbeck**, Boston College\*

"This is the Remix: The Ideology of Intellectual Property and the Foundations of the Constitutive Rhetoric of Girl Talk and Remix Culture"

**Suzanne V. L. Berg**, Bowling Green State University

"Editorial Cartoons: When comment is neither free, nor funny, should it be?"  
**Sonali Kudva**, Kent State University

3510 Hopkins (4<sup>th</sup> floor)

## Basic Course Interest Group Business Meeting

Chair: **Joseph P. Mazer**, Clemson University  
Vice-Chair: **Blair Thompson**, Western Kentucky University  
Secretary: **John F. Hooker**, Illinois State University

3511 Owens (4<sup>th</sup> floor)

## Connecting the Dots: Framing Images of War, Social Mobilization, and the Other

Sponsor: Communication Theory Interest Group  
Chair: **Patric R. Spence**, Western Michigan University  
Respondent: **Renee Robinson**, Saint Xavier University

"Public Sphere Theory, Alternative Media and Me: A New Way to Look at How we Create Meaning in the Modern Day World."  
**Brion White**, Bowling Green State University

"Photojournalism in Conflict: A Comparison of Associated Press Images of Children in Kosovo versus Rwanda"  
**Sadaf Ali**, Wayne State University  
**Debbie James**, Governors State University

"Mass Media Framing: Theory and Societal Repercussions"  
**Keith Brown**, Wayne State University

3512 Severence (4<sup>th</sup> floor)

### Great Ideas for Teaching Speech G.I.F.T. Presentations

Sponsor: G.I.F.T.  
Chair: **Rebecca K. Ivic**, Purdue University

“Is That Work Related?: The Implications of Staying Connected Through Technology at Work”

**Jeremy Fyke**, Marquette University

**Caitlin Cotton**, Purdue University

**Stephanie Nicole Grebe**, University of Iowa

**Kaytee Wei**, Purdue University

“Source Citations: Connecting Through Roll Call”

**Nancy Pearson**, Minot State University

“Secretly Recording the Police: The Confluence of Communication, Culture, and Technology in the Public Sphere”

**Zachary A. Schaefer**, St. Louis University

“Drawing Connections Through Trading Cards”

**Robin J. Phelps**, Ball State University

**Katherine J. Denker**, Ball State University

“Connecting the Stages of Video Production”

**Scott Walus**, Eastern Illinois University

“Cheer on Charity Persuasion”

**Kristin Ruppert-Leach**, Southwestern Illinois College

“Multiple Adaptations of Social Penetration Theory: The Onion Model”

**Nathan Biggerstaff**, Southern Illinois University Edwardsville

“Self-Disclosure Quiz”

**Deleasa Randall-Griffiths**, Ashland University

“Imagined Interaction Theory Activity”

**Jennifer V. Martin**, Texas Woman’s University

“What’s Your Game?”

**Cassandra Secrease-Dickson**, Capital University

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. Every ten minutes audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.

# Saturday

2:00 p.m.

3514 Van Aken (4<sup>th</sup> floor)

## Organizing Health: Analyzing and Evaluating Programs, Movements, and Campaigns

Sponsor: Health Communication Interest Group  
Chair: **Linda Cardillo**, College of Mount St. Joseph

“Health Behavior Theories and Affective Appeals in Anti-Smoking Communication: A Cross-Cultural Content Analysis of U.S., Australian, and Swiss Websites”

**Melissa Kaminski**, Virginia Polytechnic Institute and State University  
**Matthew VanDyke**, Virginia Polytechnic Institute and State University  
**Sabrina Schellenberg**, Virginia Polytechnic Institute and State University  
**Tatjana Guggisberg**, Virginia Polytechnic Institute and State University

“Theorizing Hybrid Organizations in Modern Health Movements: Creating Strong Member Identity and Opportunities for Dialogue in Breastfeeding Organizations”

**Katie Margavio Striley**, Ohio University  
**Kimberly Field-Springer**, Ohio University

“FACE a Safer Future: Recommendations to Promote Awareness of the NIOSH FACE Program”

**Sara LaBelle**, West Virginia University  
**Michelle Saint Aubin**, JP Morgan Chase & Co.  
**Maria Brann**, West Virginia University

“Relationships in Health Communication Campaigns: A Qualitative Literature Review”

**Sarah E. Henize**, Bowling Green State University

3515 Willey (4<sup>th</sup> floor)

## Top Papers in Public Relations

Sponsor: Public Relations  
Chair: **Corey B. Davis**, University of Wisconsin-Whitewater  
Respondent: **Donald P. Jones**, Trine University

“Menu Foods Pet Food Recall: Social Media at the Intersection of Emotion in Crisis” (Top Paper)

**Laura C. Farrell**, North Dakota State University  
**Stella Opendi Sasanya**, North Dakota State University  
**Robert S. Littlefield**, North Dakota State University

“Critical Analysis of NFL PLAY 60 Campaign” (Top Student Paper, DEBUT PAPER)

**Lauren Oliver**, Western Kentucky University

“Organizational and Supervisory Apology Effectiveness: Training for Apology-Giving in Organizational Contexts”

**Ryan S. Bisel**, University of Oklahoma  
**Amber S. Messersmith**, University of Nebraska-Kearney

“Trust as Performance: Conceptualizing How Public Relations Builds Trust”

**Matthew J. Gill**, Eastern Illinois University

3516 Superior (Lower Level)

## Undergraduate Research Honors Conference

3601 George Bush (3<sup>rd</sup> floor)

### **“Connecting” across Culture: Workplace, School and Relationship Contexts**

Sponsor: Intercultural Communication Interest Group

Chair: **Randy Dillon**, Missouri State University

Respondent: **Jennifer Willis-Rivera**, University of Wisconsin, River Falls

“The Foreign Language Classroom: A Stage for Intercultural Communication Competence?”

**Stevie M. Munz**, Illinois State University

**Stephanie S. Bushman**, Illinois State University

“Debate, Diversity, and Adult Learners: The Experiences of Foreign Nationals in the U.S. State Department”

**Bond Benton**, SUNY Fredonia

“Intercultural Teams in Organizations – A Call for a New Research Direction” (Top Student Paper—tie)

**Renata Kolodziej-Smith**, Wayne State University

“Communication Infrastructure, Capacity Building, and Development: Uniting Theory and Practice with a Culture-Centered Approach”

**Robert S. Littlefield**, North Dakota State University

**Kimberly A. Beauchamp**, North Dakota State University

“Making Connections: Friendship between Close, Business, and Internet Friends in the United States, Russia, and Croatia”

**Jacqueline Schmidt**, John Carroll University

**Deborrah Uecker**, Wisconsin Lutheran College

**Aimee Lau**, Wisconsin Lutheran College

3602 Wade (3<sup>rd</sup> floor)

### **Members Only: Making Connections in the Workplace Through Membership, Organizational Identity and Work-Life Issues**

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Tessa Pfafman**, Western Illinois University

Respondent: **Suzy D'Enbeau**, University of Kansas

“I Don't Want No Membership Card': Toward an Understanding of Involuntary Membership”

**Brittany L. Peterson**, Ohio University

““Connecting with Volunteers: Memorable Messages and Volunteer Identification””

**Sarah J. Steimel**, Weber State University

““Born Whore: An Exploration of Sex Work, Dignity, and Occupational Identity””

**Sara Baker**, University of Nebraska-Lincoln

**Amanda Holman**, University of Nebraska-Lincoln

“Exploring Group Interaction in the Organizational Context: The Work Life-Family Life Connection”

**Seth S. Frei**, Texas State University

“Understanding Factors Influencing Faculty Willingness to Participate in Learning Communities”

**Clare Gross**, Cleveland State University

**Robert Whitbred**, Cleveland State University

**Paul D. Skalski**, Cleveland State University

**Yung-I Liu**, Cleveland State University

3603 Humphrey (3<sup>rd</sup> floor)

### Short Course #8

#### Dual-career Academic Couples: Concerns, Opportunities, and Priorities

Sponsor: First Vice President Mitchell S. McKinney, University of Missouri-Columbia

Presenters: **Lara Lengel**, Bowling Green State University  
**Scott C. Martin**, Bowling Green State University  
**Terry L. Rentner**, Bowling Green State University

This short course brings together department chairs, faculty, and graduate students to explore issues raised by dual-career academic couples, university recruitment and retention policies, university initiatives and best practices, and case studies that address this increasingly important issue in higher education. Short course participants will be active learners as they examine case studies of various campus work-family initiatives, engage in role-play, and draft a dual-career partner policy. The target audience includes, first, department chairs and university administrators who are most influential in developing university recruitment and retention policies, and, second, faculty and graduate students, whose lives are most closely affected by dual-career issues.

3604 Blossom (4<sup>th</sup> floor)

### The Rhetoric of President Barack Obama

Sponsors: Political Communication Interest Group  
Rhetorical Theory and Criticism Interest Group  
Chair: **Craig A. Smith**, North Carolina State University

Presenters: **Denise M. Bostdorff**, College of Wooster  
**Trevor Parry-Giles**, University of Maryland  
**Robert C. Rowland**, University of Kansas  
**David Zarefsky**, Northwestern University

This panel features a group of our most distinguished scholars of presidential rhetoric who will assess the rhetorical style, substance, success and failures of President Barack Obama. Each will suggest how students of the presidency might best explore and understand the rhetorical efforts of our 44<sup>th</sup> President of the United States, and also suggest the message options available to candidate Obama as he seeks re-election. Following remarks by the panelists, the audience will be invited to join the discussion.

3605 Brush (4<sup>th</sup> floor)

### Connecting Burkean Theory in Cleveland: Competitive Papers from the Kenneth Burke Society

Sponsor: Kenneth Burke Society  
Chair: **Krista L. Phair**, Northern Kentucky University  
Respondent: **Krista L. Phair**, Northern Kentucky University

"Via Negativa: Kenneth Burke, Henri Bergson, and the Nature of Language"

**Kundai V. Chirindo**, University of Kansas

"Frames of Acceptance in Riffing The Room"

**Matt Foy**, Southern Illinois University-Carbondale

"Burke Gone Wild: A Pentadic Analysis of a Campus Controversy"

**Beth A. Messner**, Ball State University



3606 Case (4<sup>th</sup> floor)

### **Feminist Contentions? Representations of Race and Sex in Popular Culture**

Sponsor: Media Studies Interest Group  
Chair: **Kirsten Manthei**, Lyons Township High School  
Respondent: **Jennifer C. Dunn**, Dominican University

"Black Feminist Reflections on the Power and Politics of Representation in *For Colored Girls*"

**Rachel Alicia Griffin**, Southern Illinois University-Carbondale

"Popular Black Cinema and Identity Negotiation: Deconstructing Perry and the Jones' in *Why Did I Get Married Too*"

**Anthony Frampton**, Bowling Green State University

"Rhetorical Voyeurism: Women, Audience and Enthymeme in Responses to *Kinsey's Sexual Behavior in the Human Female*"

**Andrew William Cole**, University of Wisconsin - Milwaukee

"Uncovering a Romantic Heroine's Emerging Identity: Non-Feminist, Feminist, and Post-Feminist Voices in the *Twilight* Saga Movies"

**Angela Ackerman**, University of Southern Indiana

3608 Garfield (4<sup>th</sup> floor)

### **McLuhan and Ong go Online: Connecting Communication Theory and Media Ecology in the New Media Age**

Sponsor: Communication Theory Interest Group  
Chair: **Dana Schowalter**, University of Minnesota  
Respondent: **Michelle Calka**, Manchester College

"Reconsidering 'The Medium is the Message' for Social Media"

**Adam W. Tyma**, University of Nebraska at Omaha

"From the Mundane to the Extraordinary: Twitter and Identity Politics"

**Danielle M. Stern**, Christopher Newport University

"Walter J. Ong and Contemporary Fragmentation and Convergence"

**Art Herbig**, Indiana University-Purdue University Fort Wayne

"I am the Message, am I not?: Personal Branding and Secondary Orality on the Internet."

**Andrew F. Herrmann**, East Tennessee State University

New media technologies (NMT) demand we ask new questions connecting communication theory and media ecology. Despite McLuhan's famous statement "The medium is the message," most communication scholarship in new media continues to examine the messages, rather than how the medium and their outlets (Facebook, Twitter, LinkedIn, Skype, etc.) transform communicative activity and meanings. This panel will address current conceptions of communication theory and media ecology, while proposing future directions for both research and theory.

# Saturday

3:30 p.m.

3609 Halle (4<sup>th</sup> floor)

## Competitive Papers in Communication Education

Sponsor: Communication Education Interest Group  
Chair: **C. Kyle Rudick**, Southern Illinois University-Carbondale  
Respondent: **Laura Dawn Russell**, Denison University

"Homer Simpson Changed My Classroom: Popular Culture and Pedagogy"

**David T. McMahan**, Missouri Western State University

**John E. Tapia**, Missouri Western State University

"A Self-Reflection of Neoliberal Education: Reviewing and Rethinking the Current Tension of Neoliberalism and Critical Pedagogy"

**JiangBo HuangFu**, Southern Illinois University-Carbondale

"Perceptions of Disability Services and the Disability Student Community"

**Erich M. Hayes**, University of Oklahoma

"Examining Video Game Learning from Constructivist Perspective"

**Zeynep Tanes-Ehle**, Duquesne University

3610 Hopkins (4<sup>th</sup> floor)

## Competitive Papers in the Basic Course Interest Group

Sponsor: Basic Course Interest Group  
Chair: **Tiffany R. Wang**, University of Nebraska-Lincoln  
Respondent: **John F. Hooker**, Illinois State University

"Assessing Writing and Delivery Skills in the Basic Course in Public Speaking: The Use of 10 30-Second Speeches"

**Sara A. DeBold**, Northern Michigan University

**Sara Potter**, Northern Michigan University

"Student Response Systems and Facilitating the Larger Basic Communication Course: Impacting Engagement and Learning"

**Katherine J. Denker**, Ball State University

"iPads in the Basic Course: The Intersection of Curriculum Redesign, Instructional Objectives and Mobile Technology"

**Renee Robinson**, Saint Xavier University

**Julie McNellis**, Saint Xavier University

3612 Severence (4<sup>th</sup> floor)

## Women's Caucus Business Meeting

Chair: **Jacki Brucher Moore**, Kirkwood Community College  
Vice-Chair: **Joy L. Daggs**, Culver-Stockton College  
Secretary: **Michaela D. E. Meyer**, Christopher Newport University

3613 Szell (4<sup>th</sup> floor)

## National Education Debate Association Executive Board Meeting

Sponsor: Argumentation and Forensics Interest Group  
Chair: **Michael Bauer**, Ball State University  
Vice-Chair: **Terri Gibson**, Anderson University  
Secretary: **Nicole Johnson**, Ball State University

3614 Van Aken (4<sup>th</sup> floor)

### Managing (Un)Expected Stressors in the Family

Sponsor: Interpersonal and Small Group Communication Interest Group

Chair: **Haley Kranstuber**, University of Nebraska-Lincoln

Respondent: **Katheryn C. Maguire**, Wayne State University

“Adult Children’s Discovery of their Parents’ Infidelity”

**Allison R. Thorson**, University of San Francisco

“Effects of Suicide on Siblings: Uncertainty and the Grief Process”

**Kimberly A. Powell**, Luther College

**Ashley Matthys**, Luther College

“Autism: A Visual Ethnography”

**Deborah DeCloedt Pinçon**, University of Wisconsin Milwaukee

“Mom’s Dying but She’s Not: End-of-Life Discourse Between Mothers and Daughters”

**Carol Leonie Maria Schulte**, University of Illinois-Springfield

3615 Willey (4<sup>th</sup> floor)

### Public Relations Interest Group Business Meeting

Chair: **Corey B. Davis**, University of Wisconsin-Whitewater

Secretary: **Rebekah G. Watson**, Grace College

3616 Superior (Lower Level)

### Undergraduate Research Honors Conference

# Saturday

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5:00 p.m.

3701  
5:00 – 6:15 pm  
Carnegie Boardroom (4th Floor)

## Central States Communication Association Executive Committee Meeting

Participants: **Mitchell S. McKinney**, President, University of Missouri-Columbia  
**Chad Edwards**, First Vice President, Western Michigan University  
**Leah Bryant**, Second Vice President, DePaul University  
**Scott A. Myers**, Past President, West Virginia University  
**Nancy J. Brule**, Executive Director, Bethel University  
**Robert S. Littlefield**, Journal Editor, North Dakota State University  
**John Heineman**, Finance Committee Chair, Lincoln High School  
**Amy Aldridge Sanford**, Member at Large, Northeastern State University  
**Lance Lippert**, Member at Large, Illinois State University  
**Randy K. Dillon**, States Advisory Council Chair, Missouri State University

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3801  
7:00 - 10:30 pm

## President's Reception Rock & Roll Hall of Fame and Museum *Sponsored by West Virginia University*

Join us for a very special conference finale and President's Reception at the internationally renowned Rock & Roll Hall of Fame and Museum as we honor Scott Myers' presidency and his service to the Association. This reception is an event you will not want to miss ...

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