

Eastern Communication Association

101st Annual Convention

Baltimore, MD

April 22-25, 2010

Hyatt Regency Baltimore on the Inner Harbor

Charting a Course: Meeting New Horizons

Preliminary Program

Thanks to all on board who have put hands to this good labor—we look forward to Baltimore!
There is some time to make changes, so direct inquiries and corrections to me at harden@duq.edu. Thanks particularly to Chip Rouse and LEEANNE M. BELL of Stevenson University, who put this program into presentable form!

Until soon,
Janie Harden Fritz

NOTE:

ECA would like to thank the following early sponsors of the convention. We hope their leadership will inspire others to lend their support; there are many opportunities left. Join these contributors to make the first convention of ECA's second century a memorable one!

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West Virginia University (Lanyards)
Duquesne University (Baltimore Aquarium Friday Night Off Site reception)

2010 ECA Business Meetings At-a-Glance

Wednesday, April 21

4:00–5:00 p.m.	ECA Publications Committee
5:00–6:00 p.m.	ECA Finance Committee
6:00–7:00 p.m.	ECA Site Selection Committee

Thursday, April 22

9:00 a.m. – 12:00 p.m.	ECA Executive Council Meeting I
1:00 – 2:15 p.m.	ECA Research Fellows Meeting
2:45 – 4:00 p.m.	ECA Teaching Fellows Meeting
4:15 – 5:30 p.m.	2011 Convention Planners Meeting I
8:00 – 9:00 p.m.	12-Step Group Meeting

Friday, April 23

8:00 – 8:45 a.m.	American Society for the History of Rhetoric
8:00 – 8:45 a.m.	Argumentation and Forensics
8:00 – 8:45 a.m.	Communication Traits
8:00 – 8:45 a.m.	Health Communication
8:00 – 8:45 a.m.	Interpersonal Communication
8:00 – 8:45 a.m.	Interpretation & Performance Studies
8:00 – 8:45 a.m.	Media Communication
8:00 – 8:45 a.m.	Philosophy of Communication
8:00 – 8:45 a.m.	Voices of Diversity
8:00 – 8:45 a.m.	Institute of General Semantics
12:15 – 1:30 p.m.	2011 Convention Planners' Meeting II
4:45 – 5:30 p.m.	Communication Law and Ethics
4:45 – 5:30 p.m.	Intercultural Communication
4:45 – 5:30 p.m.	Kenneth Burke
4:45 – 5:30 p.m.	Media Ecology
4:45 – 5:30 p.m.	Nonverbal Communication
4:45 – 5:30 p.m.	Organizational Communication
4:45 – 5:30 p.m.	Political Communication
4:45 – 5:30 p.m.	Theory & Methodology
8:00–9:00 p.m.	12-Step Group Meeting

Saturday, April 24

8:00 – 8:45 a.m.	Applied Communication
8:00 – 8:45 a.m.	Lambda Pi Eta
8:00 – 8:45 a.m.	Community College
8:00 – 8:45 a.m.	Communication & Technology
8:00 – 8:45 a.m.	Instructional Communication
8:00 – 8:45 a.m.	New York Communication Association
8:00 – 8:45 a.m.	Rhetoric and Public Address
9:00 – 10:15 a.m.	2011 Convention Planners' II
9:00 – 10:15 a.m.	Nominating Committee
12:15 – 1:30 p.m.	Past Officers' Meeting/Luncheon
3:15 – 4:30 p.m.	Resolutions Committee
4:45 – 6:00 p.m.	General Business Meeting
8:00 – 9:00 p.m.	12-Step Group Meeting

Sunday, April 25

11:45-12:45	Finance Committee II Meeting
12:45-2:45	Executive Council Meeting II

2010 ECA Short Courses At-a-Glance

1. Charting a Course in Group Dynamics

Date: Thursday, April 22, 8:30 – 10:30 a.m.

Presenters: **Todd Allen**, *Geneva College*
Becky Case, *Geneva College*

2. Activity-Based Learning

Date: Thursday, April 22, 10:45 a.m. – 12:45 p.m.

Presenter: **Jen Jones**, *Duquesne University*

3. Public Speaking Across the Curriculum

Date: Thursday, April 22, 1:30 – 3:30 p.m.

Presenters: **Mary Carol Gensheimer**, *Gannon University*
Brent C. Sleasman, *Gannon University*

4. The Middle Ground: The Role of Course Websites

Date: Thursday, April 22, 3:45 – 5:45 p.m.

Presenter: **Geoffrey Burgess**, *Landmark College*

5. New Media Horizons in the Classroom: The Use of Participatory Media for Community Building, Collective Intelligence, and Assessment

Date: Friday, April 23, 9:00 – 11:00 a.m.

Presenters: **Maria A. Simone**, *Rowan University*
Rod Carveth, *Fitchburg State College*
Rebecca M. L. Curnalia, *Youngstown State University*

6. Teaching and Learning Friendship Communication: Charting Courses and Extending Horizons

Date: Friday, April 23, 9:00 – 11:00 a.m.

Presenters: **William K. Rawlins**, *Ohio University*
Elaine B. Jenks, *West Chester University*

7. Charting a (Capstone) Course: Balancing Practice and Scholarship in the 21st Century

Date: Friday, April 23, 1:45 – 3:45 p.m.

Presenters: **Jeff Halford**, *Keene State College*
Stefne Lenzmeier Broz, *Wittenberg University*
Katie Warber, *Wittenberg University*

2010 ECA Short Courses At-a-Glance

8. Charting the Persuasion Course: Integrating Theory, Research and Practice in Teaching Persuasion and Social Influence
Date: Friday, April 23, 1:45 – 3:45 p.m.
Presenters: **Ann Bainbridge Frymier**, *Miami University*
Marjorie Keeshan Nadler, *Miami University*
9. Charting Your Medical History: Getting the Most out Of Your Healthcare with a Medical Organizer
Date: Saturday, April 24, 9:00 – 11:00 a.m.
Presenters: **Anne McIntosh**, *Central Piedmont Community College*
Danielle Rose, *Charlotte Metro Hyperbarics Center*
10. Race and Cultural Communication in the Classroom
Date: Saturday, April 24, 9:00 – 11:00 a.m.
Presenter: **Joanne Washington**, *Clarion University*
11. Teaching a Course on Applied Organizational Communication: Charting a New Course for Relevancy in the Workplace
Date: Saturday, April 24, 11:00 a.m. – 1:00 p.m.
Presenters: **Theodore A. Avtgis**, *West Virginia University*
Andrew S. Rancer, *The University of Akron*
12. New Horizons for Learning: Teaching Digital Natives
Date: Saturday, April 24, 11:00 a.m. – 1:00 p.m.
Presenters: **Star A. Muir**, *George Mason University*
Janette Kenner Muir, *George Mason University*
13. Charting a Course for Technology Implementation in the Classroom: Real Options for Real Impact without the Need for Real Time Consumption
Date: Saturday, April 24, 1:00 – 3:00 p.m.
Presenters: **J. Kanan Sawyer**, *West Chester University*
Audra Diers, *Marist College*

Wednesday, April 21

Convention Programs, Meetings, and Activities

Wednesday, April 21

WED

3:00 – 5:00 p.m.

Convention Registration

WED 1.01

4:00 – 5:00 p.m.

ECA Publications Committee Meeting

WED 1.02

5:00 – 6:00 p.m.

ECA Finance Committee Meeting I

WED 1.03

6:00 – 7:00 p.m.

ECA Site Selection Committee Meeting

Thursday, April 22

TH

7:30 a.m. – 5:00 p.m.

ECA Convention Registration

TH

7:30 a.m. – 5:00 p.m.

Short Course Registration

■ TH 2.1.01

8:30 a.m. – 11:30 p.m.

Executive Council I

Presiding: Candice Thomas-Maddox, Ohio University-Lancaster

■ TH 2.1.02

8:30 – 9:45 a.m.

■ TH 2.1.03

8:30 – 9:45 a.m.

■ **TH 2.1.04 8:30 – 9:45 a.m.**

Meeting New Horizons: Using Internet Resources to Teach Traditional Communication Courses

Sponsor: Communication and Technology

Chair: **Lawrence J. Prelli**, University of New Hampshire.

“Using Internet Resources to Teach the Basic Public Speaking Course”

James D. Cianciola, Truman State University

“Using Internet Resources to Teach Rhetorical Theory and Criticism”

Jeffrey Delbert, University of Missouri

“Using Internet Resources to Teach the History of Rhetoric”

Floyd D. Anderson, The College at Brockport.

“Using Internet Resources to Teach Political Communication”

Christopher A. House, University of Pittsburgh

“Using Internet Resources to Teach Media Communication”

Monica C. Brasted, The College at Brockport

“Using Internet Resources to Teach Media Ecology”

Kate Madden, The College of Brockport

Panelists representing several different areas of the communication discipline will identify, visit on-line and briefly discuss various internet sites that provide useful “new horizons” in teaching communication courses.

■ **TH 2.1.05 8:30 – 9:45 a.m.**

■ **TH 2.1.06 8:30 – 9:45 a.m.**

We've Got Game: Game Interaction and Personal Relationships

Sponsor: Interpersonal Communication
Chair: **Shannon Maki**, West Virginia University
Respondent: **David Westerman**, West Virginia University

"This Is Not Your Grandparents' Card Club: Exploring the Impact of Technology on Social Aspects of Playing Games"

Shana Kopaczewski, Southern Connecticut State University

"Pathologizing Social Interaction in Online Gaming"

Jay Clarkson, Indiana State University

"If I Only Had a Map . . .': Navigating and Creating 'Game Spaces' in the Classroom through Student Interaction"

David Petroski, Southern Connecticut State University

This panel looks at the relational impacts of gaming in contexts including the Internet and the classroom. The first two papers examine how Internet gaming impacts social meanings and relationships, while the last paper explores the potential benefits of using games to create meaningful interactions in the classroom.

■ **TH 2.1.07 8:30 – 9:45 a.m.**

Darkness on the Horizon: Violence and Villainy in America—Myth and Media

Sponsor: Rhetoric and Public Address
Chair: **Christine Courtade Hirsch**, SUNY Oswego
Respondent: **Michael Barberich**, SUNY Albany

"Sanitizing Language: The Disappearance of Violence in Domestic Violence Coverage"

Eileen Gilligan, SUNY Oswego

"Chasing Punishment: Construction of the Villain in Reality Television"

Steven Granelli, SUNY Oswego

"Constructing Violence in Harry Potter"

Jessica Reeher, SUNY Oswego

Violence is both a rhetorical construction and a cultural product. Sometimes the construction is a function of framing – as is the issue of sanitized language in media coverage of domestic violence. Violence may be both rhetorical and theatrical, as in the creation of the villain on reality television. Or it may be as simple and as profound as the battle between good and evil waged in *Harry Potter*. This panel of scholarly papers examines the consequences of the rhetorical masking, creation, and presentation of violence in popular culture today.

■ **TH 2.1.08 8:30 – 9:45 a.m.**

Gender and Popular Culture: Reinforcing or Challenging Conventional Roles?

Sponsor: Voices of Diversity
Chair: **Jack Banks**, University of Hartford
Respondent: **Bill Yousman**, University of Massachusetts Amherst

“Reality and Teen TV: Challenging or Maintaining the Status Quo? An Analysis of Consumerism and Gender in MTV’s *The Hills*”

Shannon Hughes, University of Hartford

“An Examination of the Representations of Motherhood in *People Magazine* in 2005”

Melanie Longshore, University of Hartford

“The Representation of Gender on Cooking Television Shows”

Evan Kropp, University of Hartford

“Smack My Bitch Up!”

Mackenzie Portfolio, University of Hartford

“Nonverbal Communication of Gender Artifacts”

Lauren Erkelens, University of Hartford

This panel examines the representation of gender in several forms of popular culture: the reality TV show *The Hills*, television cooking shows, the magazine *People*, greeting cards and advertisements. These papers analyze prevalent ideas about gender concerning such topics as violence, control, beauty, sexuality, motherhood and competition presented in the content of these various media. The studies consider to what extent these media outlets reinforce or challenge conventional gender roles in society.

■ **TH 2.1.09 8:30 – 10:30 a.m.**

Short Course 1

Charting a Course in Group Dynamics

Presenters: **Todd Allen**, Geneva College
Becky Case, Geneva College

This session promises to provide a unique and engaging look at ways to blend group communication theory and practice. Participants will discuss issues of course design and teaching philosophy and participate in sample facilitation activities. Over the past decade, this course has won rave reviews from students and regularly has a waiting list for enrollment. Come and see how you, too, can get your students energized to learn group theory.

■ **TH 2.2.01 10:00 – 11:15 a.m.**

The Washington Metaphor: Women, Guns, and Money

Sponsor: Political Communication
Chair: **Mirjana Dedaić**, Georgetown University

“Hillary Pilloried”
Mirjana Dedaić, Georgetown University

“The Pentagon: Constructing Power Through Stone and Discourse”
Katerina Matsa, Georgetown University

“Shaping Economic Reality: A Critical Metaphor Analysis of President Barack Obama’s Economic Language during His First 100 Days”
Joshua Scacco, Georgetown University

Washington as a metaphor could be defined through many entailments, among which are three salient ones chosen for this panel—gender, military and the economy. Within these domains, this panel explores the metaphoric construction of gender in an analysis of Hillary Clinton’s press treatment during the presidential campaign, military power with a study of the semiotic meaning of the Pentagon, and money through an analysis of President Obama’s economic language during his first 100 days.

■ **TH 2.2.02 10:00 – 11:15 a.m.**

Communication Competence at Work: Credibility, Humor Orientation, Aggressive Expression, and the ICA Audit

Sponsor: Organizational Communication
Chair: **Jason L. Snyder**, Central Connecticut State University
Respondent: **Jerry L. Allen**, University of New Haven

“Organizational Influence: The Role of Manager Credibility and Humor Orientation”
Jeffrey Irwin, Rivershore, Inc.
Melissa Bekelja Wanzer, Canisius College

“The Dark Side of Organizational Life: Aggressive Expression in the Workplace”
Theodore A. Avtgis, West Virginia University In Communication Traits
Rebecca M. Chory, West Virginia University

“Investigating the Relationship between Graduate Teaching Assistants’ Training and the ICA Audit”
Kerry Byrnes, West Virginia University
Daniel H. Mansson, West Virginia University
James M. Durbin, West Virginia University
Theodore A. Avtgis, West Virginia University
Jessica Coughenour, West Virginia University

This panel features competitive papers from the Organizational Communication Interest Group that focus on communication behaviors in organizational settings.

■ **TH 2.2.03 10:00 – 11:15 a.m.**

Media Representations: Meeting New Horizons or More of the Same?

Sponsor: Media Communication
Chair: **Monica Brasted**, SUNY Brockport
Respondent: **Marsha Ducey**, SUNY Brockport

“Care Bears vs. Transformers: Gender Stereotypes in Advertisements”
Monica Brasted, SUNY Brockport

“The Commodification of Rap Music: How White Youth Interest and White Corporate Control Changed the Face of Hip-Hop” *
Alfred J. Cotton III, SUNY Brockport

“Female Gender Stereotypes: How Representations Stimulate Social Implications and Effects on Young Women and Girls” *
Christina M. Lewis, SUNY Brockport

“Do News Media Outlets Take Liberties in Representing Race?”*
Julie Goonan, SUNY Brockport

*Debut Paper

■ **TH 2.2.04 10:00 – 11:15 a.m.**

What Lies Beneath: The Use of Psychodynamic Pedagogy to Unveil Communication Strategies in a Diverse Set of Student Populations

Sponsor: Instructional Communication
Chair: **Laura K. Dorsey-Elson**, Morgan State University

“Building a Bridge to Learning: The African-Descended Student, Psychodynamic Theory and Communication”
Laura K. Dorsey-Elson, Morgan State University

“The Psychodynamics of Sense-Making as a Communication Strategy for Engaging the Returning-Adult Student”
Omowale T. Elson, University of Maryland, University College

“Conscious and Unconscious Processes of Organizing: Explicating Interdisciplinary Approaches to Women’s Leadership Development”
Diane A. Forbes-Berthoud, Trinity University

This panel addresses the continuing need to develop a diverse set of pedagogical tools within the overall field of communication. More specifically, this panel consists of active, both in scholarship and practice, human communication professionals that use aspects of *psychodynamic theory and pedagogy* to assist in understanding key communicative phenomena in their various classrooms. In a sincere effort to generate academic dialogue, participation from those in the audience will be strongly encouraged following the presentations of each panelist.

■ **TH 2.2.05 10:00 – 11:15 a.m.**

Shifting Lenses on Relational Interaction: Macro and Micro Perspectives

Sponsor: Interpersonal Communication
Chair: **Daniel Mansson**, West Virginia University
Respondent: **Aimee E. Miller**, University of Hartford

“Interpersonal Rhetoric: The Lost Communication Perspective”
Anthony M. Wachs, Duquesne University

“The Lifelong Relevance of Attachment”
Susan B. Malcolm, Robert Morris University

“Gender and Peer Influence at Work: The Realities of Work/Life Organizational Policies”
Mary Helen Millham, University of Hartford

“Interpersonal Communication Patterns and the Development of the University Tutor Role”
Hans Schmidt, Temple University

These perspectives on interaction resist classification within the more expected areas of interpersonal scholarship. On a macro level, one advocates a rhetorical paradigm for interpersonal research, and another examines the impact of attachment disruption on individual lives and society. On the micro level, one explores how gender norms and peer pressure impede the use of certain employee benefits, and another provides an analysis of the communicative behaviors that characterize the unique role of academic tutors.

■ **TH 2.2.06 10:00 – 11:15 a.m.**

New Horizons in Study Abroad: Using Philosophy of Communication to Prepare Undergraduates for Encounters with the Other

Co-Sponsors: Intercultural Communication & Philosophy of Communication
Chair: **Cem Zeytinoglu**, East Stroudsburg University
Respondent: **Kathleen Glenister Roberts**, Duquesne University

“The quest for the trace of the distant Other: Being-on-the-road”
Kelley Crowley, West Virginia University

“Burke in Study Abroad: A Communication Philosophy Enacted”
Steve Urbanski, West Virginia University

“Paulo Freire: Making the Unseen More”
Cory Williams, Concord University

“The Hedonistic Study Abroad: St. Augustine’s Confessions as an Experiential Template”
Cem Zeytinoglu, East Stroudsburg University

This panel examines intercultural communication encounters experienced through study abroad which creates opportunities for students to observe and participate in encounters with an Other.

Preparing students for these encounters includes practical aspects of travel, but this panel suggests including philosophy of communication as a key to understand and navigate cultural differences. Each panelist has selected philosophers who illustrate ways to use abstract knowledge to promote a broader, deeper sense of communicative praxis.

■ TH 2.2.07 10:00 – 11:15 a.m.

Presidential and Party Convention Rhetoric

Sponsor: Political Communication
 Chair: **Kathleen Torrens**, University of Rhode Island
 Respondent: **Lisa Gring-Pemle**, George Mason University

“Mentions of Late Night Television Talk Shows in Presidential Rhetoric”
Josh Compton, Dartmouth College

“The Dream Lives On: Ted Kennedy’s Farewell Speech at the 2008 Democratic National Convention”
Brian Kaylor, James Madison University

“Picture This: A Skinny Guy with a Funny Name in the White House”
Jeffrey Delbert, University of Missouri

“Exposing the Yippie Mystery: An Analysis of the Anti-War Protests at the 1968 Democratic National Convention”
Angela Hosek, University of Nebraska, Lincoln

This panel of competitive papers expands our understanding of rhetoric’s role in the modern presidency and in party conventions. Papers on this panel will illuminate how modern presidents construct visual narratives and portray late night television shows. Papers will also examine the discourse of particular Democratic National Conventions in order to enhance our understanding of farewell addresses and protest rhetoric.

■ TH 2.2.08 10:45 a.m. – 12:45 p.m.

Short Course 2

Activity-Based Learning

Presenter: **Jen Jones**, Duquesne University

Using activities in the classroom can make the environment more enjoyable for students and faculty. Most importantly, students gain a deeper understanding of communications topics by utilizing multiple learning styles while having fun. This workshop provides faculty with several activities to use in the classroom. The activities selected for this workshop have been used in the classroom and the corporate training environment with great success. Activities cover multiple communications topics, which can be easily modified for particular needs and require limited props. This interactive workshop is guaranteed to be fun.

■ **TH 2.3.01 11:30 a.m. – 12:45 p.m.**

The Future of Public Debate

Sponsor: Argumentation and Forensics
Chair: **Michael Davis**, James Madison University

Panelists:

Aaron Noland, James Madison University

Allan Loudon, Wake Forest University

Michael Davis, James Madison University

John Reif, University of Pittsburgh

Sean Luechtefeld, University of Maryland

The nature of public debate in America is in a state of constant flux. This panel will examine ways to expand public debate opportunities to reach a broader audience. The focus will be on both creating new public debate experiences and in finding ways to expose individuals to public deliberation that they might not normally examine.

■ **TH 2.3.02 11:30 a.m. – 12:45 p.m.**

Charting New Directions for PRSSA: Innovations, Explorations, and Adventures

Sponsor: Applied Communication & Organizational Communication
Chair: **Susan Jasko**, California University of PA, PRSSA Advisor

Participants:

Jackie Schwirian, California University of PA

Jennifer Wolesslagle, California University of PA

Erica Siciliano, Slippery Rock University

Nikki VanDyke, Slippery Rock University

Erin Vassallo, Clarion University

Ali Myers, Ohio University

Alicia Hawley, Stevenson University

Inderdeep Singh, Stevenson University

This panel discussion will begin with a brief overview of activities and adventures undergone by various PRSSA Chapters, including, for example, the California University of PA chapter's efforts to convene a regional meeting of student PR firms. Representatives of each chapter listed here, and others in the audience, will share their efforts to explore new horizons for PRSSA. Best practices, common obstacles, and emerging opportunities will focus the discussion.

■ **TH 2.3.03 11:30 a.m. – 12:45 p.m.**

The Internet and Health-Related Social and Informational Support

Sponsor: Health Communication
Chair: **Doreen Jowi**, Bloomsburg University

“An Exploration of Why People Participate in Second Life Social Support Groups”

Sara Green-Hamann, University of Maine
Kristen Campbell Eichhorn, SUNY Oswego
John C. Sherblom, University of Maine

“Internet Use for Social Support among People Living with HIV/AIDS: How Did Individual Differences Predict Support Frequency and Satisfaction?”

Nuchada Dumrongsiri, Assumption University (of Thailand)
Vikanda Pornsakulvanich, Assumption University (of Thailand)

“Internet Health Search and the Physician-Patient Relationship”

Alexis DeBurgos, The College of New Jersey
Amanda Ganza, The College of New Jersey
Melissa Koerner, The College of New Jersey

“The Potential of Media Literacy Education for Dietary Health Promotion”*

Tina Peterson, Temple University

The internet and other new media have great potential for allowing people to take better care of their health by attaining social support and informational support. These competitively selected papers examine contemporary engagements with new media as a resource for health.

*Debut Paper

■ TH 2.3.04 11:30 a.m. – 12:45 p.m.

My Feminism, Your Feminism, Our Feminism: A Long or Not So Long Relationship with the F-word

Sponsor: Interpretation and Performance Studies

Chair: **Valerie Schrader**, Ohio University

“I Still Love H.E.R. (Hip Hop in its Essence is Real)”

VaNatta Ford, Howard University

“Poetic Justice: Images of Herstory”

Alexa Harris, Howard University

“A Tale of the Ultimate Bugaboo: My Attempt to Avoid Feminism and its Unwillingness to Let Me Go”

MacKenzie Jordan, Howard University

“A Black Love Affair: My Long and Arduous Relationship with a Beautiful and Complicated Word, Feminism”

Elizabeth Okigbo, Howard University

The concept of feminism truly seeks to chart a new course in the ending of oppression and ensuring equality for all. This performance panel seeks to use Michael Bowman’s performance method, mystory, to illustrate how each performer’s interpretation of the history of feminism and her own relationship with feminism uncover some of the mysteries that still surround the word.

■ **TH 2.3.05 11:30 a.m. – 12:45 p.m.**

Kenneth Burke—Media Scholar: Extending the Burkeian System

Sponsor: Kenneth Burke Society
Chair: **Deborah J. Borisoff**, New York University

Floyd D. Anderson, SUNY Brockport
James W. Chesebro, Ball State University
Deanna D. Sellnow, University of Kentucky
David T. McMahan, Missouri Western State University

One of two panels dedicated to the extension of the Burkeian system by examining how it can be incorporated into areas of the discipline usually not associated with Kenneth Burke. Panelists from both areas will explore how the Burkeian system can be used in the study of media. Discussion will include what Kenneth Burke said about media and what he might say about media in the present day. Audience participation will be strongly encouraged.

■ **TH 2.3.06 11:30 a.m. – 12:45 p.m.**

Campaigns and Critique: Rhetorical Criticism of Media Messages

Sponsor: Lambda Pi Eta
Chair: **Andrew Jared Critchfield**, The George Washington University
Respondent: **Jean Costanza Miller**, The George Washington University

“World War II Propaganda: We Can Do It! & Rosie the Riveter”
Lori Caldwell, University of Pittsburgh at Greenburg

“Truth: Manipulation of the Tobacco Industry”
Lauren Filotei, University of Pittsburgh at Greensburg

“Herbal Essences’ ‘Organic’ Campaign”
Melissa Marullo, University of Pittsburgh at Greenburg

“PETA: People for the Ethical Treatment of Animals”
Phoebe Nixon, University of Pittsburgh at Greenburg

■ **TH 2.3.07 11:30 a.m. – 12:45 p.m.**

The State-of-the-Art in the Study of the History of Rhetoric

Sponsor: American Society for the History of Rhetoric
Chair: **David Dzikowski**, Penn State University

Anne Mattina, Stonehill College, MA
David Hoffman, Baruch College-CUNY
Raymie McKerrow, Ohio University
Chris Johnstone, Penn State University
Alfred G. Mueller, II, Penn State–Mont Alto

Jane Sutton, Penn State–York
Molly Wertheimer, Penn State–Hazelton
Jane Donawerth, University of Maryland
Sara Newman, Kent State
Michael Hostetler, St. Johns,
Jim Benjamin, University of Toledo

In two inter-disciplinary panels, Communication and English department scholars will discuss position papers on the present and the future of the study of the history of rhetoric. In this panel, the focus will be on current and leading work in the history of rhetoric. Recent publications, current historiography, and new theories, discoveries, and applications will be the subject of position papers discussed by panelists. In the Focus on the Future panel, the group discussion will explore what will follow from past and current trends in the field, with an emphasis on the contributions the history of rhetoric can make to contemporary rhetorical theory and current rhetorical criticism [see FOTF panel, TBD].

■ TH 2.3.08 11:30 a.m. – 12:45 p.m.

Charting New Directions for Communication Pedagogy: Three Case Studies and a Theoretical Reflection

Sponsor: Applied Communication
 Chair: **Paul Lucas**, Duquesne University
 Respondent: **Jeanne M. Persuit**, University of North Carolina Wilmington

“The Rhetoric of Martin Luther King, Jr.—Political-Revolutionary vs. Religious-Redemptive”
Richard H. Thames, Duquesne University

“Pedagogy, Paradox, Plurality, and Possibility: Teaching Public Speaking as an Exercise of Faith and Reason”
David Stern, Duquesne University

“Charting New Horizons for Conflict”
Ronald C. Arnett, Duquesne University
Leeanne M. Bell, Stevenson University

“Rhetoric, Pedagogy, and Graduate Education: *Praxis* Implications”
Calvin L. Troup, Duquesne University

This panel offers three substantive communication content areas—persuasion, public speaking, and conflict—from unique perspectives, engaging the horizon of communicative *praxis* in ways other than convention. Each content area is explored for pedagogical implications, addressing application of theory for student engagement in the communication classroom. A final paper offers scholarly reflection on a “rhetoric of pedagogy.”

■ **TH 2.4.01 1:00 – 2:15 p.m.**

Philosophy of Communication Reader's Circle

Sponsor: Philosophy of Communication
Chair: **Ronald C. Arnett**, Duquesne University
Book(s) to be announced.

■ **TH 2.4.02 1:00 – 2:15 p.m.**

Applied Communication and the Visional Component

Sponsor: Applied Communication
Chair: **Jill Seibert Burk**, Duquesne University

“Views from the Branch: Faculty, Staff, and Students' Perspectives of Communication and Competition with a Main Campus”

Jason S. Wrench, SUNY New Paltz
Shannon Brogan, Kentucky State University
Tisa Brown, Ohio University
Charles Pennington, III, Ohio University

“The Convergence of Giving: Salvation Army's Red Kettle Mobile Phone Text Message Donation Program”

Emil Bakke, Ohio University

“ShakeOut the Unprepared: Effectiveness of Visual versus Text Communication in Raising Earthquake Preparedness”

Jessica K. Robertson, George Mason University
William J. McAuley, George Mason University
Katherine Rowan, George Mason University

“Imagery as Signs: Visual Rhetorical Metaphors”

Jennifer Brunner, Duquesne University

■ **TH 2.4.03 1:00 – 2:15 p.m.**

New/Emerging Tools of Navigation: Where Method Meets Uncharted Waters

Sponsor: Theory and Methodology
Chair: **Susan A. Jasko**, California University of PA
Respondent: **Robert McDougell**, Curry College

“Visual Rhetoric: Theory and Method”

Gregory A. Spicer, California University of PA

“Oral History: Symbolic, Practical, and Theoretical Justifications”

Nathanial Frederick II, California University of PA

“Institutional Ethnography: An Alternative Qualitative Critical Method of Inquiry”

Jeralyn Faris, Purdue University

“Potential Uses of Functional Magnetic Resonance Imaging as a Tool for Theory Development and Refinement”

Eric Langstedt, University of Connecticut

■ **TH 2.4.04 1:00 – 2:15 p.m.**

Charting a Course for Our Children: Understanding New Media Environments and Children’s Interactions with New Media

Sponsor: Media Ecology Association

Chair: **Peggy Cassidy**, Adelphi University

“Historical Perspectives on the Changing Media Environment of Children”

Peggy Cassidy, Adelphi University

“The Limitations and Promise of Current Media Options for Children”

Anna Akerman, Adelphi University

“Integrating Media and Technology into the K-8 Classroom”

Alexis Seeley, Adelphi University

“Evolving a Language for a Digital Era”

Terrence Ross, Adelphi University

A common scene in a typical American home or classroom involves an adult struggling to use a new communication device (cell phone, DVR, iPod, etc.), only to have a child walk over, press a few buttons, and solve the problem easily. Throughout American history, as new media have been embraced by children, adults have wondered what to do. The possibilities of the new medium excite us, but the uncertainty of how it might change us—or, more troubling, how it might change our children—frightens us. This panel will explore the changing media environment of children from a variety of perspectives. It will begin by looking at the historical context of present-day media change and then move on to explore how new media offer children new ways to understand themselves, to express themselves, to respond to what they see in mainstream media, and to interact with others.

■ **TH 2.4.05 1:00 – 2:15 p.m.**

Competitive Papers in General Semantics

Sponsor: Institute of General Semantics

Chair: **Lance Strate**, Fordham University

Respondent: **Bill Petkanas**, Western Connecticut State University

“Let Them Eat Yellow Cake: The Consequences of General Semantics Violations in Public Affairs”*

Mark Hickson, III, University of Alabama at Birmingham

Larry Powell, University of Alabama at Birmingham

“Farewell to Dad: Two Brothers Eulogize Senator Ted Kennedy”

Stephanie Gibson, University of Baltimore

“Reacting to Reactions: Systemic Implications of September 11 to the Body and to the Body Politic: Electronic Media and Patterns of Production and Consumption”

Donna Flayhan, SUNY New Paltz

This panel features competitively-selected papers from the Institute of General Semantics, an affiliate organization, for this year.

*Top Paper

■ **TH 2.4.06 1:00 – 2:15 p.m.**

Families, Relationships, and Individual-Level Sexual Health Decision-Making

Sponsor: Health Communication

Chair: **Aimee Miller**, University of Hartford

“Family Communication Patterns and African-American Adolescent Females’ Self-reported Use of Condoms”*

Natasha L Hibbert, Rochester Institute of Technology

“Communication in Women’s Decision-Making about Obtaining the Genital HPV Vaccine”

Aimee Miller, University of Hartford

Wesley T. Durham, University of Southern Indiana

“Parents’ Health: What Adult Children Currently Know and Their Projections of the Future”**

Kerry Byrnes, West Virginia University

“My Grandma Says the Best Birth Control is Holding an Advil® Between Your Knees: An Investigation of Factors That Influence the Use of Plan B®”

C’Anna Keffer, Independent Scholar

Lisa Dorinzi, Independent Scholar

Maria Brann, West Virginia University

Lucy K. Allara, Independent Scholar

“Who’s Checking? An Exploratory Investigation of Male and Female Perceptions of Testicular Cancer”

Sara B. LaBelle, Canisius College

Melissa Wanzer, Canisius College

Elyse Krezmien, United States Army

This selection of papers in health communication examines the role that significant others – be they relational partners, family members, or other close individuals – play in the decisions that individuals make about sexual health.

* Debut Paper

** Student Paper

■ **TH 2.4.07 1:00 – 2:15 p.m.**

Gendered Identities, Incarceration, and Reentry: Communication Scholars Chart New Courses in Prison Scholarship

Sponsor: Voices of Diversity

Chair: **Jennifer K. Wood**, Penn State–New Kensington

“Gender Analysis of Reentry Discourse: A Case Study of a Young Woman Coming Home from Prison”

Jerri Farris, Purdue University

“The Prison of Masculinity: The Norming of Violence in Gendered Performance Behind Bars”

Eleanor Novek, Monmouth University

“Identity Theft: Negotiation of Identity of Male Inmates at a Texas State Prison”

Samaria Dalia Roberts-Perez, Texas A&M University

“Tough on Crime: The Gendered Language of Justice”

Jennifer K. Wood, Penn State–New Kensington

Drawn from their experiences as educators and activists in prisons, the panelists’ papers turn a critical eye toward the expression of cultural identities inside and outside of prison settings. As these papers illustrate, prisons are important sites of critical cultural study because they reveal provocative truths about power relations in society. Analysis of the ways that prisons shape and are shaped by cultural identities furthers understanding of the ways that domination and violence are reproduced.

■ TH 2.4.08 1:00 – 2:15 p.m.

G.I.F.T.S (Great Ideas for Teaching Students) Session I

Sponsor: Community College

Chair: **Jessica L. Papajcik**, Stark State College of Technology

“Rhetorical Karaoke”

Valerie Goff Whitecap, University of Pittsburgh/Carlow University

“New Horizons on an Old Exercise: A Day Without CMC, Texting, and Media”

C. Leigh Nelson, James Madison University

Eric M. Fife, James Madison University

“Board of Directors: Team Based Learning in Action”

Janet Reynolds Bodenman, Bloomsburg University

“Communicate Your Caring”

Brigit K. Talkington, George Mason University

Don M. Boileau, George Mason University

“The Team ‘Hand’ Contract”

Jen Jones, Duquesne University

“Scavenger Hunt: Coaxing Successful Library Research”

Jennifer Babcock, West Chester University

“Identifying Fallacies of Logic in Arguments Through the use of Television Commercials”

Nakia Welch, University of Oklahoma

"The Purple Paper Clip: A Round-Robin Approach to Impromptu Speeches"

Nadine Cichy, Sinclair Community College

This program consists of "Great Ideas for Teaching Students" in a variety of communication courses. Panelists share their class tested G.I.F.T.S., which consist of activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skill, or learning objective.

■ **TH 2.4.09 1:00 – 2:15 p.m.**

Charting a Course in Comics Art Studies: Communication Scholars' Contributions to Understanding Graphic Storytelling (Roundtable)

Sponsor: Media Communication

Moderator: **Matthew J. Smith**, Wittenberg University

Scott Daniel Boras, Arizona State University

Joseph S. Clark, The Florida State University

Stephanie Houston Grey, Louisiana State University

Jeffrey A. Miller, Utica College

Brian J. Snee, SUNY Potsdam

Lance A. Strate, Fordham University

Brian Swafford, School of Communication Studies

■ **TH 2.4.10 1:00 – 2:15 p.m.**

Beyond Academia: Young Professionals Charting a Course Using Nonverbal Communication

Sponsor: Nonverbal Communication

Chair: **Sean Horan**, Depaul University

Shelbie Gaughan, Monsignor Bonner High School

Brittany Carozza, Anne Arundel County Public Schools

Rebecca Dover, NAHB Research Center

Andrea Romo, Magee-Womens Research Institute & Foundation

Meghan Gauthier, Social Security Administration in the Office of Disability Operations

This panel is comprised of young professionals with communication degrees who have taken diverse career paths in education, government, non-profit, and research. They will share the utility of nonverbal communication in being more effective and successful in pursuit of their occupational goals. This discussion should serve to answer questions about the application of nonverbal communication and spark research ideas.

■ **TH 2.4.11 1:00 – 2:15 p.m.**

The Rhetoric of Redemption: What Can We Learn from the Life and Career of Senator Edward M. Kennedy?

Sponsor: Rhetoric and Public Address

Chair: **Christopher A. House**, University of Pittsburgh

"Redemption and Obfuscation: How Scapegoating President Carter Enabled Senator Edward Kennedy to Atone for His Own Less Than Liberal Record"

Floyd D. Anderson, SUNY Brockport

"Humor, Humility, Heart, and Home in the Life and Career of Senator Edward Kennedy: A Gendered Perspective on Redemption"

Mari Boor Tonn, University of Richmond

"Redemption of an Agent: Media Eulogies of Senator Edward M. Kennedy"

David T. McMahan, Missouri Western State University

"Ted Kennedy's Post-Mortem Redemption"

Lawrence J. Prelli, University of New Hampshire

"Sympathetic Mediation, Pity, and the Redemption of Senator Edward Kennedy"

Kevin R. McClure, University of Rhode Island

"Marriage and Redemption in Senator Edward Kennedy's Private Life"

Lynne Derbyshire, University of Rhode Island

"Bureaucratization of Redemption in American Political Discourse"

Andrew A. King, Louisiana State University

Abstract: Edward M. Kennedy's political career was plagued by a continuing series of "misdeeds" that necessitated efforts on his part to attain public forgiveness and symbolic rebirth. This panel draws together a series of papers that consider what we can learn about the rhetoric of redemption from Kennedy's life and death.

■ TH 2.4.12 1:00 – 2:15 p.m.

Research Fellows Meeting

■ TH 2.4.13 1:30 – 3:30 p.m.

Short Course 3

Public Speaking Across the Curriculum

Presenters: **Mary Carol Gensheimer**, Gannon University

Brent C. Sleasman, Gannon University

The decision over what model of public speaking should be implemented is often driven by "practical" concerns such as finding appropriate adjuncts, preparing an assessment plan, and attempting to maintain a seat limit in courses while juggling the need for additional sections. This Short Course makes the assumption that any revision of the public speaking curriculum should be built upon a strong theoretical foundation; therefore, participants will be introduced to the various perspectives at work in the ongoing debate over the role of public speaking within an undergraduate education, with special attention given to the "Speaking Across the Curricu-

lum" approach to teaching public speaking. In addition to exploring theoretical foundations, participants will have the opportunity to learn about and discuss the practical aspects that one must consider when struggling over the addition, elimination, or redesign of the basic public speaking course.

■ TH 2:00 – 3:00 p.m. ECA Coffee Café



■ TH 2.4.14 2:00 – 3:00 p.m.

Undergraduate Poster Session I

Chair: Lisa Millhous, West Chester University

“Courtroom Communication: How Relational Messages Are Constructed in the Courtroom”
Alexandra Busch, James Madison University

“Communicating the Organic Message: Food Marketing with a Wholesome Flair”
Jennifer A. Campbell, The George Washington University

“The Socially Constructed Narratives of Tobacco Use Pertaining to Young Adults”
Leigh Culver, James Madison University

“Analyzing Communication Characteristics Reported by Caregivers in Relationships with Care Receivers Relating to Changing Role Dynamics”
Liz D’Adamo, James Madison University

“The Use of Social Networking Sites in Political Campaigns”
Kallie DelVecchio, James Madison University

“An Exploration of the Communication Interactions between Stay-at-Home Mothers and other Women”
Natalie C. Godwin, James Madison University

“Twenty-Three Days: An Autoethnographic Account of the Washington, D.C. Sniper Shootings”
Chelsea Gutshall, James Madison University

“Analyzing Ideology in *Unfaithful*’s Portrayal of Women’s Infidelity”
Alexandra Hakim, The George Washington University

“Gossip Girl as a Reflection of a Mean Girl Phenomenon”
Sara Horowitz, The George Washington University

“An Exploratory Study of the Communication of Jealousy Among Siblings”
Alexandra Kachman, James Madison University

“Elderly Gossip in the Retirement Community”
Susan Kahan, The George Washington University

“The American Ideology of Family: Family Strength, Intergenerational Relationships and Georgia Rule”

Allison Kind, The George Washington University

“Breaking Up is Hard to Do: Differences in Disengagement Behaviors Used to Terminate a Friendship Versus a Romantic Relationship”

Sarah Kyger, James Madison University

“Hook Up Culture: All the Kids are Doing It”

Lauren Mann, The George Washington University

“DVR and College Students: The Impact of the New Viewing Experience”

Ciara Monchek, The George Washington University

“It Ain’t Easy Going Green: An Examination of How the Green Movement is Internalized and Communicated”

Nancy Richardson, James Madison University

Kristine Kinne, James Madison University

Maggee Dorsey, James Madison University

Cory Scott, James Madison University

“Sexual Education: A Curriculum Laden with an Ideological Agenda”

Rachel Roth, The George Washington University

“The Impact of Family Ritual on Childhood ADHD as Depicted in *Malcolm in the Middle*”

Laura Schottland, The George Washington University

“‘My Partner Did Not Have a Facebook, but the Girl He Cheated on Me with and then Dumped Me for Does:’ Examining the relationship between Facebook and Jealousy.”

Cassandra Shaw, James Madison University

Elaine Bussjaeger, James Madison University

“Romantic Couples Managing Jealousy Over Facebook”

Denver Sicay, James Madison University

“Uncertainty Reduction Strategies in Initial Interactions of the Opposite Sex: A Qualitative Study”

Layla Tannous, James Madison University

Tristen Fessel, James Madison University

“The New Craze Among College Students?: Organic Eating Habits and Media Use”

Mackenzie Wiley, James Madison University

TH 2.5.01 2:45 – 4:00 p.m.

Charting a Nonverbal Course: Undergraduates' Experiences with Nonverbal Research

Sponsor: Nonverbal Communication

Chair: **Kerry Byrnes**, West Virginia University

“The Immediacy Threshold: Can You be Too Immediate?”

Samantha Salsbury, Syracuse University

“Self-monitoring: Analyzing Strategic Nonverbal Messages”

Jeff McFeely, Syracuse University

“The Difference in Touch Behaviors between Men and Women in Romantic Relationships while in a Public Setting”

Kaitlyn Kennedy, West Virginia University

“Characteristics of Vocal Communication of Young Adults When Gaining Compliance from their Parents”

Nicole Zarkades, West Virginia University

“The Affect of Sibling's Body Types on their Relationship”

Emily Pitts, West Virginia University

“Haptics in Initial Interactions”

Jennifer Triplett, West Virginia University

This panel consists of undergraduate students who completed literature reviews or their first qualitative study about nonverbal communication. The students addressed a variety of topics including immediacy, touch, vocalic, and self-monitoring in a variety of relationship contexts. The students will discuss the implications of their research and provide suggestions for future research.

TH 2.5.02 2:45 – 4:00 p.m.

Tween Media: Ideas, Images and Values for a Young Audience

Sponsor: Media Communication

Chair: **Jack Banks**, University of Hartford

Respondent: **Lori Bindig**, Eastern Connecticut State University

“Disney and *High School Musical*: ‘Breaking Free’ or Reaffirming Old Stereotypes?”

Anne Borsai, University of Hartford

“A Critical Analysis of the Harry Potter Novels”

Mary Karuna Javaji, University of Hartford

“Stereotypes in *South Park*”

Christopher Brown, University of Hartford

■ **TH 2.5.03 2:45 – 4:00 p.m.**

Strategies for Communicating Environmental Issues: Collaboration between Communicators and Scientists

Sponsor: Applied Communication
Chair: **Christina Medved**, Stroud Water Research Center
Respondent: **Christina Medved**, Stroud Water Research Center

“Defining Target Audiences and Communication Strategies using GIS”
Ben Tyson, Central Connecticut State University

“Communicating the Need to Move Beyond Conservation to Protect the Amazon Rainforest”
Denise M. Polk, West Chester University
Roger W. Mustalish, West Chester University

“The Power of a Child’s Voice: Comparing the Effectiveness of Children and Adult Spokespersons in an Environmental Campaign”
Rowena Kirby-Straker, University of Maryland

“Those Silly Environmentalists!”: Uncovering Rhetorical Strategies for Discounting Scientific Consensus and Undermining Global Warming”
Katherine M. Cruger, University of Colorado, Boulder

Scientists are skilled at studying complex systems, and with the knowledge they gain comes a responsibility to share it with others. How, though, can this complexity be communicated to a citizenry who fears and lacks understanding in science? This panel will present how different communication methods, techniques, and strategies were used to communicate complex environmental issues and how citizens responded to the messaging.

■ **TH 2.5.04 2:45 – 4:00 p.m.**

Charting Aggressive Communication: The State of the Trait

Sponsor: Communication Traits
Chair: **John Lee**, University of Rhode Island

Rachel L. DiCioccio, University of Rhode Island
Charles Wigley, Canisius College
Theodore A. Avtgis, West Virginia University
Andrew S. Rancer, University of Akron
Karen Padrutt, University of Akron

■ **TH 2.5.05 2:45 – 4:00 p.m.**

The Political Discourse of Waging War & Combating Terrorism

Sponsor: Political Communication
Chair: **Paulette Brinka**, Suffolk County Community College
Respondent: **Maria Simone**, Rowan University

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“Inhumane Torture or Necessary Interrogation? How Opinion Pieces in American Newspapers Discussed the Revelations about Abu Ghraib”

Julia Hagemann, Drexel University

Alexander Nikolaev, Drexel University

Douglas Porpora, Drexel University

“The Jessica Lynch Action-Movie Narrative: How a ‘Refeudalized’ Public’s Consent Can Be Manufactured”

Brian Lepine, University of Maine

“Hidden Costs & Unsung Heroes: Issues of Media Coverage and Cultural Scripts in Noncombat Military Deaths”

Christina Knopf, SUNY Potsdam

“Inaugural Speeches of U.S. Presidents on the Brink of War”

Gonca Noyan, University of Illinois, Chicago

This panel of competitive papers examines how war shapes the political discourse that drives American democracy. This panel focuses primarily on media coverage of war-related subjects; papers on this panel examine how the press present non-combat fatalities, how the media can sensationalize a soldier’s story, and how elite media outlets can sidestep significant moral issues that arise in times of war. Such times, as additionally explored on this panel, also influence presidential addresses.

TH 2.5.06 2:45 – 4:00 p.m.

“If There Is No Struggle, There Is No Progress:” Interrogating Blackness in a “Post-Racial” America

Sponsor: Voices of Diversity

Chair: **Anita K. Foeman**, West Chester University

“Black Like Me: The Double Binds of Black Masculinity in Post-Racial America”

Timothy J. Brown, West Chester University

“President Barack Obama and Biracial Identity Politics: Black, White, and the Often Dismissed In-Between”

Rachel Alicia Griffin, Southern Illinois University

“Politics, Possibilities, and Post-Racial America: What Does It Look Like and Can We Get There?”

Ronald L. Jackson II, University of Illinois at Urbana-Champaign

Carlos Morrison, Alabama State University.

“A Right to ‘Bare Arms:’ The Hair and Body Politics of Michelle Obama”

Kimberly R. Moffitt, University of Maryland Baltimore County

“‘Black like Obama?’ Class, Race, Anti-intellectualism and the Social Construction of Black identity in the Barack Obama Era”

Claude E. Taylor, Monmouth University.

While it is premature to believe that one election has eliminated racism, the idea of a “Post-Racial America” provides a new horizon that communication scholars can and should investigate. This panel, in line with the conference theme, will chart a new course by examining the ever-evolving meanings, ideologies, and images that define contemporary identity politics within the African-American community in the twenty-first century.

■ TH 2.5.07 2:45 – 4:00 p.m.

Top Student Papers in Communication Law and Ethics

Sponsor: Communication Law and Ethics
 Chair: **Martin Wallenstein**, John Jay College of Criminal Justice, CUNY
 Respondent: **Thomas Flynn**, Slippery Rock University

“The Controversy and Dangers of Websites Promoting Eating Disorders and Whether They Should Be Protected by the First Amendment”

Mary Elizabeth Lauer, Boston College

“Potentially Disruptive, Potentially Offensive: A Discussion of Modern Student Speech Rights Through the Analysis of Harper v. Poway School District”

Toni Mione, Boston College

“An Examination of the Nuremberg Files Case Under Brandenburg”

Sydney Sanchez, Boston College

This panel features the best undergraduate and masters student papers in Communication Law and Ethics for this year.

■ TH 2.5.08 2:45 – 4:00 p.m.

Multiculturalism and the Internet: Its World-Wide Impact

Sponsor: Communication and Technology
 Chair: **David Westerman**, West Virginia University
 Respondent: **Kristen Roeschenthaler Wolfe**, Duquesne University

“Telecommunications Merger and Its Impact on Liberalization in China”

Hanlong Fu, University of Connecticut

“A Forum of Their Own: Views about the Internet among Ultra-Orthodox Jewish Women who Browse Designated Closed Forums”

Azi Lev-On, Stanford University

“Examining the United Nations and the Internet Community Relationships from the Relational Theory Perspective”

Dionne Clemons, Towson University

“Comparative Perspectives: The Dissemination of Radio and High-Speed Internet in Rural America”

Toby Hopp, San Diego State University

Discussion about China, Jewish Women, the United Nations, Rural America, and technology helps us to grasp how the Internet has created the Global Village McLuhan once discussed. As each paper is discussed, we, as technological beings, will come to understand how small the world has really become with every passing day and every use of communication technology.

■ **TH 2.5.09 2:45 – 4:00 p.m.**

Charting a Life Course with Our Personal Secrets: Management and Self-disclosure of Intimate Information

Sponsor: Interpersonal Communication
Chair: **Dennis A. V. Leoutsakas**, Salisbury University
Respondent: **Bryan K. Horikami**, Salisbury University

“Girltalk: Fortifying Female Friendships Through Self-disclosure”
Angie Corbo, DeSales University

“Charting a Child-free Course: Managing a Conversation about Not Having Children”
Elizabeth A. Craig, North Carolina State University

“Self-disclosure and Culture: Survival Mechanisms Used among Depressed Patients”
Nicole M. Robinson, George Mason University

“Disclosing Race: Performing from the Closet, Tales of a White Chicana”
Dawn Lovegrove, University of Massachusetts, Amherst

“Being a ‘Told’ Child: Developmental Issues Stemming from Secrets Surrounding Children in Surrogate Care”
Dennis A. V. Leoutsakas, Salisbury University

Revealing intimate secrets can be a life-altering decision. Using a combination of research and personal experience, these panelists provide provocative reflections on mutual self-disclosure among trusted girlfriends, disclosing the decision to remain child-free to family and friends, concealing depression to avoid additional stigma in an already marginalized group, strategic disclosure of invisible racial identity, and the life-long impact of nondisclosure on orphans, foster children, and others in surrogate care.

■ **TH 2.5.10 2:45 – 4:00 p.m.**

Contributed Papers in Health Communication

Sponsor: Health Communication
Chair: **Maria Brann**, West Virginia University

“South African Community Radio’s Role in Promoting HIV/Aids Awareness”*
L. Meghan Peirce, Ohio University

“Cross-National Newspaper Coverage of Human Trafficking: A Community Structure Approach”**
Jennifer Harrison, The College of New Jersey
Melissa Koerner, The College of New Jersey
Jessica Omland, The College of New Jersey
Ashley Rush, The College of New Jersey

“How Do You Spell ‘Risk’ in Greek? Charting a New Course in the Theoretical and Methodological Assessment of Risk Communication and Management in Sororities”

Kelli L. Fellows, University of North Carolina Wilmington

Jeanne M. Pursuit, University of North Carolina Wilmington

“‘Voice for the Uninsured’: The AMA Proposal for Health Care Reform”*

Margaret A. Romoser, Ohio University

This panel features competitively selected papers from the Health Communication Interest Group. The topics are as diverse as the methodologies employed.

*Graduate Student Paper

** Undergraduate Student Paper

■ TH 2.5.11 2:45 – 4:00 p.m.

Redistribution, Recollection, and Re-Position of Culture and Identity Through Performance

Sponsor: Interpretation and Performance Studies

Chair: **Valerie Schrader**, Ohio University

“Redistribution and Representation of Space and Identity in Danielle Sears Vignes’ “Hang It Out To Dry””

Elise Scioscia, Villanova University ** Top Paper Presenting in 5.2.09

“Recollecting Tut’s Fever. From Movie Palaces to McDonald’s”

Andrée Betancourt, Independent Scholar

“The Repositioning of a Culture: Klezmer Performance in the New World”

Annette M. Holba, Plymouth State University

■ TH 2.5.12 2:45 – 4:00 p.m.

Teaching Fellows Meeting

■ TH 2.5.13 3:45 – 5:45 p.m.

Short Course 4: *The Middle Ground: The Role of Course Websites*

Presenter: **Geoffrey Burgess**, Landmark College

While technological developments have promoted new types of content delivery such as hybrid courses and distance learning, what role does a course website play for the more traditional face-to-face course? Referring to Sarah Horton’s four levels of course websites, this presentation will focus on the use of a dynamic, interactive website using well-known course management software (Moodle) to accompany an on-the-ground class. By examining the benefits, challenges, and pitfalls of such a website, this course will demonstrate a number of tools and practices to enhance in-class and out-of-class learning. A course website of this design provides teachers and students a middle ground—a place for independent work from “home,” but as an extension of the classroom environment.

■ **TH 2.6.01 4:15 – 5:30 p.m.**

Charting New Courses: From Media Reception to Grounded Phenomenology to Virtual Teams

Sponsor: Theory and Methodology
Chair: **Thom Gencarelli**, Manhattan College
Respondent: **Susan A. Jasko**, California University of PA

“The Ghost In The Grocery Store: The Haunting of Reception Studies”
Kathalene A. Razzano, George Mason University

“Grounded Research in Intercultural Communication: Methods for Understanding of Globalization of Advanced Communication Technologies”
Taesik Kim, University of Oklahoma

“Synthesizing Virtual Team Research: Towards a Syncretic, Processual Approach”
Prashant Rjan, Purdue University

■ **TH 2.6.02 4:15 – 5:30 p.m.**

Family Matters: Communication and Relationships between In-laws, Siblings, Parents and Children

Sponsor: Interpersonal Communication
Chair: **Linda Sampson**, Southern Connecticut State University
Respondent: **Carrie Kennedy-Lightsey**, Indiana University-Purdue University, Fort Wayne

“‘How Could She Ever Measure Up?’: An Assessment of the Relationship between Daughter-in law Standards for Mother-in-law Communication and Daughter-in-law Perceptions of Relational Satisfaction and Shared Family Identity with the Mother-in-law”
Christine E. Rittenour, West Virginia University

“‘It’s Not Fair’: The Effects of Perceived Equity on Relational Maintenance, Trust, and Liking in Sibling Relationships” Debut Paper
Jessalyn I. Vallade, Miami University

“Perceptions of Conflict Behavior and Relational Satisfaction in Adult Parent-Child Relationships: A Dyadic Analysis from an Attachment Perspective”
Angela G. La Valley, Bloomsburg University
Laura K. Guerrero, Arizona State University

“Parent-teen Communication about Dating Behaviors and Its Relationship to Teenage Dating Behaviors: From the Teen’s Perspective”
Kimberly Reeb, Rochester Institute of Technology

“An Empirical Look into Parent-Child Sex Education: Communication Differences between Mothers and Fathers”
Janet Reynolds Bodenman, Bloomsburg University
Tayt Tobias, Bloomsburg University
Jamie E. Wemple, Bloomsburg University

This panel features a variety of family member's perspectives on communication behaviors that take place in the family context. Three papers examine specific issues related to the quality of dyadic relationships between in-laws, siblings, and adult children with their parents. Two papers investigate communication about dating and sex between parents and children, including teens' reports of the impact of such talk and whether mothers and fathers differ in how they talk to their children about sex.

■ TH 2.6.03 4:15 – 5:30 p.m.

On the Horizon: The Basic Course Quiz

Sponsor: Instructional Communication
Chair: **Sara Chudnovsky Weintraub**, Regis College

"Rhetoric in the Basic Course: A Survey of How it All Began"
Bonnie Jefferson, Boston College

"14 Weeks and Everything You Wanted to Know About Communication... Go!"
Nancy Willets, Cape Cod Community College

"You Mean I Have to Do More Than Two Speeches in This Class?"
Rita Rosenthal, Boston College

"OMG—36 Sections to Cover! Who Teaches Them and What Do They Teach?"
Sherry Shepler, St. Anselm's College

"Teaching the Basic Course in a High Tech Environment"
Roberta Kosberg, Curry College

As those who teach and/or administer the basic course look for new ways of enriching their curriculum, there remains the struggle of what the course content should include and what strategies should be used to provide an introduction to the communication discipline. Due to the time limitations of a course, careful consideration must be given to both the selection of materials to be covered and the methodologies incorporated. These panel participants will discuss what they believe to be essential to the basic course.

■ TH 2.6.04 4:15 – 5:30 p.m.

Charting a Course: Seeking Relevancy in Cross-Disciplinary Collaboration for the Delivery of Quality Healthcare

Sponsor: Applied Communication
Chair: **Brandi Frisby**, West Virginia University

"Communication as a Scientific Endeavor in Healthcare Practice"
Theodore A. Avtgis, West Virginia University

"Applied Medical Communication in the Liberal Arts"
Ann Bainbridge Frymier, Miami University

“Communication Mandates and Curriculum Development”

E. Phillips Polack, West Virginia University

This presentation focuses on current efforts of communication curricula being integrated into medical and surgical education.

■ **TH 2.6.05 4:15 – 5:30 p.m.**

Community College Faculty Development in Tight Times

Sponsor: Community College

Chair: **Gary W. Eckles**, Thomas Nelson Community College

“Think Professional Development, Travel Local: Local Opportunities for Professional Development”

Nadine M. Cichy, Sinclair Community College

“Questions about the Shifting Criteria for Funding Professional Development Goals”

Gary W. Eckles, Thomas Nelson Community College

“Cultural Studies as Professional Development, Always Already in the Community College Classroom”

Richard E. Otten, Anne Arundel Community College

“Convening Community Deliberation Events for Professional Development and Involvement”

Rebecca M. Townsend, Manchester Community College

As the need for qualified faculty increases and revenues decline, community colleges face difficult funding choices for faculty development. These community college faculty note new restrictions and propose creative and unique options for community college faculty development.

■ **TH 2.6.06 4:15 – 5:30 p.m.**

Facebooking from the Fringes: A Roundtable Discussion of Facebook in/out of the Classroom

Sponsor: Communication and Technology

Chair: **Derek Bolen**, Wayne State University

Participants:

Derek Bolen, Wayne State University

Erin Bolen, Central Michigan University

Dawn Jevicks, Central Michigan University

Michelle Millard, Wayne State University

This roundtable discussion explores the currently debated issue of whether or not faculty should accept student “friend” requests on Facebook. The graduate students leading this discussion position themselves in the fringes because they are not only students, but also teachers. To engage this discussion, participants will mount a balance of current research and experience. Audience participation is highly encouraged at this interactive roundtable.

■ **TH 2.6.07 4:15 – 5:30 p.m.**

Foundational (Dis)Connections: Philosophies of Communication and Philosophies of Democracy

Sponsor: Philosophy of Communication
Chair: **Pat J. Gehrke**, University of South Carolina
Respondent: **Kendall Phillips**, Syracuse University

"Propaganda for Democracy: An Oxymoron?"
Nathan Crick, Louisiana State University

"Using the Past Pragmatically: The Pragmatists on the Founders"
Jeremy Engels, Pennsylvania State University

"Cultural Capital, Habitus, and the Problem of Rhetoric in Deliberative and Discursive Democracy"
Pat J. Gehrke, University of South Carolina

This panel offers three potent examinations of the relationship between philosophies of communication and philosophies of democracy. Spanning the European and American traditions, the panelists collectively offer a vision of where philosophies of communication connect with the practice of democracy and in what ways the practice of communication poses challenges to philosophies of democracy. In so doing, they chart possible paths for the development of philosophies that embrace the ambivalent relationship between communication and democracy.

■ **TH 2.6.08 4:15 – 5:30 p.m.**

Rising Above "Otherness": Learning from the Courses Charted by Marginalizing Discourses

Sponsor: Rhetoric and Public Address
Chair: **Kathleen M. Torrens**, University of Rhode Island

The Eternal Jew: Jewish Marginalization Through Victimization
Joshua Fishlock, University of Rhode Island

Standing Within the Fray: Black Indian Women and the Need for their Voices Within the Public Sphere
Kalyana Champlain, University of Rhode Island

Jamaica: A Case Study in Post Colonial Transformation
Kristi DiAngelis, Independent Scholar

Women of the FLDS Polygamous Sect: Voices from a Closed Community
Diane M. Dolphin, University of Rhode Island

Postmodernism and the Cultural Deterioration of the Aborigines
John F. Lee, University of Rhode Island

The papers in this panel explore a multiplicity of colonizing and marginalizing discourses across the world and across history, offering lessons from the past—distant and less so—to aid our charting the courses of the future. The panel consists of our future—graduate students exploring the margins of public discourse and its intersections with gender, postmodernism, racism, and other discursive forces.

■ **TH 2.6.09 4:15 – 5:30 p.m.**

Marketing, Advertising, Consuming: The New Work

Sponsor: Media Communication
Chair: **Rod Carveth**, Fitchburg State College
Respondent: **Rod Carveth**, Fitchburg State College

“Cinematic Marketing: A Developmental-Interactionist Approach to Television Advertising”
Stephen Stiffano, University of Connecticut

“Representations of Work-life Interrelationships: An Analysis of Films, 1930-2008”
Erin Christie, Rutgers University

“Rhetorical Action as Persuasion in Direct-to-Consumer Advertising: Merck’s Gardasil Commercials”
Gretchen Losordo, Boston College *

“What’s the Big Picture?: Overweight Characterizations in Disney Movies”
Christine Spinneta, Purdue University

*Debut Paper

■ **TH 2.6.10 4:15 – 5:30 p.m.**

Charting New Horizons in Burkeian Scholarship

Sponsor: Kenneth Burke
Chair: **Jeffrey Delbert**, University of Missouri
Respondent: **Lee M. Pierce**, University of Georgia

“Charting the Appeal of Intelligent Design: A Pentadic Map”
Matthew T. Althouse, SUNY Brockport

“Defining the Virtual Reality: Using Burke’s A Grammar of Motives as a Critical Framework”
Ryan E. Carney, Ball State University

“From Kitchen Table to Forgiveness: A Burkeian Analysis of a Holocaust Museum’s Public Personae”
Jeffrey L. Courtright, Illinois State University
Peter M. Smudde, Illinois State University
Gerald Z. Slaughter, Kutztown University

“Obama in ‘08, A Pageant of Change in Three Acts: Burkeian Pentadic Dramas in Barack Obama’s Announcement of Candidacy for the Democratic Presidential Nomination”
Daniel E. Trucil, Villanova University

“Theorizing the Grotesque: ‘Pro-Ana’ Websites Through Kenneth Burke’s Dramatistic Frames”
Alfred G. Mueller II, Penn State–Mont Alto

■ **TH 2.6.11 4:15 – 5:30 p.m.**

“The Wire” and Baltimore: Audiences, Producers, and Subjects

Sponsor: Media Ecology Association

Chair: **Gregory Adamo**, Morgan State University

“Creators and their Creations: Media Responsibility and the Community”

Gregory Adamo, Morgan State University

“I Can’t Bear to Watch: A Scholar Looks at The Wire and her City”

Inte’a DeShields, Morgan State University

“The Wire and its Representations of Baltimore: Through the Eyes of the Natives”

Kimberly Moffitt, University of Maryland Baltimore County

“Journalism, Journalists, and The Wire”

Linda Steiner, University of Maryland College Park

The Wire, the critically acclaimed and Peabody award winning television drama, has a strong relationship to the city of Baltimore. The panel will explore issues of the program in relation to the city of Baltimore, its residents as audience and subjects, themes of inner-city life, and the institutions it depicted. Theoretical approaches, including audience reception, media responsibility, and television representations, are applied to uncover the impact and importance of The Wire.

■ **TH 2.6.12 4:15 – 5:30 p.m.**

2011 Convention Planners’ Meeting I

■ **TH 5:30 – 6:30 p.m. Newcomers’ Reception**

Sponsor: University of Alabama-Birmingham

■ **TH 6:30 – 8:00 p.m. Welcome Reception**

Sponsored in part by Towson University

■ **TH 8:00 – 9:00 p.m. 12-Step Group Meeting**

Friday, April 23

■ **FR 7:30 a.m. – 5:00 p.m.**

ECA Convention Registration

■ **FR 7:30 a.m. – 5:00 p.m.**

Short Course Registration

■ **FR 3.1 8:00 – 8:45 a.m.**

Interest Group Business Meetings

American Society for the History of Rhetoric
Argumentation and Forensics
Communication Traits
Health Communication
Interpersonal Communication
Interpretation & Performance Studies
Media Communication
Philosophy of Communication
Voices of Diversity
Institute of General Semantics

Chesapeake A
Calvert
Annapolis
Baltimore
Frederick
Lombard
Columbia
Pratt
Douglass
Chesapeake B

■ **FR 3.2.01 9:00 – 10:15 a.m.**

Evolving Conceptualizations of the Audience: New Media and New Consumers

Sponsor: Media Communication
Chair: **Robert Spicer**, DeSales University
Respondent: **Jack Z. Bratich**, Rutgers University

“Love to Hate and Hate to Love: Twilight and Communities of Disdain”
Anne Gilbert, Rutgers University

“These Impressionable Youngsters: Exploring the Adolescent Media Audience Construct in Terms of Sexual Content”
Penina Weisman, Rutgers University

“Video Game Audiences: An Examination of Freedom, Power, and Governance in the Production and Consumption of Video Games”
Karl Babij, Rutgers University

“The Audience is the Brand: Political Images Created by the Consumer for the Consumer”
Robert Spicer, DeSales University

■ **FR 3.2.02 9:00 – 10:15 a.m.**

Managing the Communication Program: A Workshop for Communication Administrators

Sponsor: 1st Vice President
Workshop Leaders: **Ronald C. Arnett**, Duquesne University

Mark Hickson, III, University of Alabama-Birmingham
Candice Thomas-Maddox, Ohio University, Lancaster
Don W. Stacks, University of Miami

This workshop is designed for the communication administrator who would like more on strategic management. It is common practice for a faculty member who has done well academically—researched, published, and taught—to be asked to chair the academic department, direct a program, or administer a program within a department or school. The assumption is that because a faculty member is good at what she had done thus far in her academic career, she will make a good and effective program administrator without additional training. This assumption is false and will be addressed in the workshop. Using Hickson and Stacks' *Effective Communication for Academic Chairs* as a resource, workshop leaders will help new and continuing administrators understand the dynamics, problems, and pitfalls of daily administration. After a short introduction, workshop leaders, all of whom are current and/or former administrators, will work with individual attendees to address the challenges of moving from being a faculty member into leading a communication program. This session is open to chairs and any other faculty members who have or expect someday to have administrative responsibility.

■ **FR 3.2.03 9:00 – 10:15 a.m.**

The Future of Communication: Technology, Social Media, and Humanity

Sponsor: Communication and Technology
 Chair: **Kristen Roeschenthaler Wolfe**, Duquesne University
 Respondent: **LaKesha Anderson**, George Mason University

“Where are You Now? Location Aware Technologies and the Organizing Logics”
Jordan Frith, North Carolina State University *

“Becoming Invisible Through IM: A Third Order Effect”
Daniel Halpern, Rutgers University

“Above and Below the “Web as Platform”: Hard and Soft Mastery in Social Media”
Robert W. Gehl, George Mason University

“Super Bodies and Secret Skins: The Corporeal Embodiment of Superhero Fashion and Fantasy”
Scott Daniel Boras, Arizona State University

“Online Social Networks and Weight Loss: A Comparative Study between Online and Face-to-Face Weight Loss Methods”
Rebecca Higgins, Rochester Institute of Technology

This panel looks at different ways in which humans use technology to advance both personal and work environments as well as ways in which humans are constantly striving for ways to improve and streamline the technology that is an ever-present aspect in their lives.

*Top paper for the Communication and Technology Interest Group

Friday, April 23

■ **FR 3.2.04 9:00 – 10:15 a.m.**

Legal Implications of Social Networking

Sponsor: Communication Law and Ethics
Chair: **Gary Gumpert**, Communication Landscapers

Donald A. Fishman, Boston University
Juliet Dee, University of Delaware
Susan J. Drucker, Hofstra University
Thomas Flynn, Slippery Rock University
Dale A. Herbeck, Boston College
Jean Ann Streiff, Oakland Catholic High School
Martin Wallenstein, John Jay College of Criminal Justice, CUNY
Pennilane Webb-Carlisle, Cleveland State University
Nancy Willets, Cape Cod Community College

This Roundtable will examine the growth, impact, and legal implications of social networking. Panelists will pose hypothetical situations that illustrate the issues and potential problems dealing with social networking.

■ **FR 3.2.05 9:00 – 10:15 a.m.**

Top Competitive Papers in Intercultural Communication

Sponsor: Intercultural Communication
Chair: **Juliette Storr**, Pennsylvania State University --Beaver
Respondent: **Lynn Gregory**, Appalachian State University

“Gendered Violence and the Black Female Body: The Public Pedagogy of “Crazy” Mike Tyson”
Rachel Alicia Griffin, Southern Illinois University at Carbondale

“Chinese Americans and Their Identities”
Lingling Zhang, Towson University

“Patriarchy and Gender Inequality: An Impediment to Black Women’s Expression?”
Annie N. Duru (Debut Student), Howard University

This panel features the top three competitive papers from the Intercultural Communication Interest Group for this year.

* Top paper

■ **FR 3.2.06 9:00 – 10:15 a.m.**

Nonverbal Communication: From Film to Reality

Sponsor: Nonverbal Communication
Chair: **Kerry Byrnes**, West Virginia University

“Examining the Empathy Dimension in Film Communication”
Stephen C. Stifano, University of Connecticut

"How Hormone Production Displayed in Facial Features Affects Perceptions and Communication: A Qualitative Study"

Thomas L. Meade, University of Alabama

James M. Schulte, West Virginia University

Maria Brann, West Virginia University

"An Examination of Nonverbal Touching Behavior in Cross-Sex Friendship Intensification"

Skye Marie Chernicky, Purdue University

"So How Do I Look Now?: An Experimental Investigation Into the Effect of Smoking on Social Image"

Michelle Saint Aubin, West Virginia University

Jenny Thoma, West Virginia University

Henry Fletcher, West Virginia University

Joseph Lybarger, West Virginia University

This panel features four papers that examine nonverbal communication across a variety of contexts. Additionally, the papers utilize diverse methodological designs.

■ FR 3.2.07 9:00 – 10:15 a.m.

Interpretation/Performance Studies: Meeting Future Horizons through Traditions

Sponsor: Focus on the Future

Chair: **Annette M. Holba**, Plymouth State University

Jay Baglia, Kutztown University

Carole Bennett, Oakland Community College – Orchard Ridge Campus

Mary Mino, Penn State–DuBois

Valerie Schrader, Ohio University

Adele Wang, Ohio University

This panel is devoted to imagining the future of the Interpretation/Performance Studies Interest Group through a session that focuses on influences of the past, recognition of our present, and contemplation of our future through traditional and interdisciplinary visions. Our panelists will cover discussion points that include general observations to specific observations about topics such as traditions and threads of scholarship in the field and topics such as "Oral Interpretation for the Reticent Student." Our panelists range from those who are newer to the field, in mid-career range, or who have longstanding interests and scholarship in Interpretation and Performance Studies. Together we can chart a course for our future as a field of study and as an interest group within the Eastern Communication Association. The discussants will share experiences and ideas in order to consider how we will chart and meet new horizons in the field of Interpretation and Performance Studies.

■ FR 3.2.08 9:00 – 10:15 a.m.

P.R.I.D.E.: Practical Resources in Diversity Education

Sponsor: Voices of Diversity

Friday, April 23

“Difference, Diversity, and Documentary: Teaching/Learning about Family Diversity through Film”
Lorin Basden Arnold, Rowan University

“All of Us Are Valuable—With or Without Stars”
Angie Copeland, Northern Virginia Community College

“Performances of Masculinity and Class in Sports: Analyzing Professional Basketball and ‘Street Ball’”
Cerise L. Glenn, University of North Carolina at Greensboro

“Relating to ‘Them’: Strategies to Create Identification with Diverse Audiences”
Dante L. Johnson, University of North Carolina at Greensboro

“Punctuation of Nonverbal Communication in the Movie *Boy Culture*: A Sequence of Events Activity”
Truman R. Keys, Western Connecticut State University

“Understanding Cultural Differences in Proxemics”
Bessie L. Lawton, West Chester University

“Where do You Stand? Experiential Activities for Teaching the Basics of Standpoint Theory”
Celeste Lacroix, College of Charleston

“Exploring Diverse Cultures on the University Campus”
Annette D. Madlock, Southern Connecticut State University

“The Rewards and Challenges of Intercultural Group/Team Experiences”
Kesha M. Morant, Eastern University

“Using the Gender Continuum to Illustrate the Fluidity of Gender”
Stacey A. Peterson, College of Notre Dame of Maryland

“Respecting Cultural Differences within the Workplace: An Interviewing Assignment”
Shavonne Shorter, Purdue University

“Cultivating Researchers: Examining the Role of Culture in Health Disparity Research”
Andrew Spieldenner, Latino Commission on AIDS

In this roundtable, instructors will present activities that incorporate diversity into a variety of classes to help students understand key principles regarding diversity and difference. Communication courses addressed include the basic course, required classes, and electives. Handouts describing the activities will be distributed to attendees.

FR 3.2.09 9:00 – 10:15 a.m.

Charting a Course through Troublesome Territory in Relationships: Negative Maintenance Behaviors, Forgiveness, Transgressions, Jealousy, and Dominance

Sponsor: Interpersonal Communication
Chair: **Shana Kopaczewski**, Southern Connecticut State University

Respondent: **Kristen Campbell Eichhorn**, SUNY Oswego

“Relational Quality Indicators and Love Styles as Predictors of Negative Relational Maintenance Behaviors in Romantic Relationships”

Alan K. Goodboy, Bloomsburg University

Scott A. Myers, West Virginia University

“Does Time Heal All Wounds? Perceptions of the Forgiveness Process that Unfolds within Romantic Relationships Following the Occurrence of a Hurtful Transgression”

Jessica Parker-Raley, The University of Texas Pan American

Anita L. Vangelisti, The University of Texas at Austin

“Expletives as Relational Transgressions: Relationships between Expletive Targets and Perceptions of the Speaker”

Danette Ifert Johnson, Ithaca College

Ryan Bigler, Ithaca College

“Emotional and Behavioral Responses to Romantic Partner Jealousy Expressions: Replication and Extension”

Jennifer Bevan, Chapman University

Stephen M. Yoshimura, University of Montana

“Domineeringness, Interactional Dominance, and Dominance as a Trait: An Interdisciplinary Exploration of Perceptual Differences”

Jeff Youngquist, Oakland University

Jacob Cayanus, Oakland University

This panel features research that investigates how individuals negotiate inevitable difficulties in their relationships. Whether it is predicting negative behaviors, granting forgiveness, examining specific types of transgressions, responding to jealousy, or exploring perceptions of dominance, these presenters will promote a better understanding of how these communication challenges are being understood and managed in relationships.

■ **FR 3.2.10 9:00 – 10:15 a.m.**

The Maryland Governors: Rhetorically Considered

Sponsor: Political Communication

Chair: **Ann Atkinson**, Keene State College

“Ways of Rhetorically Pursuing the Maryland ‘Middle Way’: An Examination of Governors Albert Ritchie, Theodore McKeldin, and Spiro Agnew”

Theodore Sheckels, Randolph-Macon College

“William Donald Shaefer: Charting a Rhetorical Course”

Carl Hyden, Morgan State University

“The Complex Rhetorical Strategies of the Lonely, Long Distance Republican Gubernatorial Candidate in a Democratic State”

Richard Vatz, Towson University

“From Reaching to the Future to Grappling with the Present: Governor Martin O’Malley’s Shifting Rhetorical Management of State Government”

Trevor Parry-Giles, University of Maryland

This panel provides political communication and public address scholars with an opportunity to consider the politics and discourse of the state (Maryland) and city (Baltimore) playing host to ECA’s 2010 Convention. This panel will reveal that over time Maryland’s governors have faced a host of rhetorical binds—binds between political extremes, between display and words, and between campaigning and governing.

■ **FR 3.2.11 9:00 – 10:15 a.m.**

Racial Politics in the Age of Obama: Exploring the Discourses of Backlash

Sponsor: Rhetoric and Public Address

Chair: **Karen Lee**, University of Nebraska-Lincoln

Respondent: **James F. Klumpp**, University of Maryland

“God Damn America! The Rhetoric of Dr. Rev. Jeremiah Wright”

Reynaldo Anderson, Harris-Stowe University

“Black Anger as Race Card: Exploring the Obama Response”

Ronald Lee, University of Nebraska-Lincoln

Aysel Morin, East Carolina University

“The ‘Beer Summit’ and What’s Brewing: A Discourse of Race and Economics in a Highly Coded Summer”

Robert Patterson, University of Virginia

In the post-civil-rights era, race baiting has given way to subtler backlash discourses. Starting with Goldwater’s “states rights” campaign and Nixon’s “Southern strategy,” these discourses evoke “neighborhood schools,” “law and order,” “welfare reform,” “meritocracy,” and “border security” in the name of cultural protection. This panel explores developments in backlash rhetoric during the Age of Obama.

■ **FR 3.2.12 9:00 – 11:00 a.m.**

Short Course 5

New Media Horizons in the Classroom: The Use of Participatory Media for Community Building, Collective Intelligence, and Assessment

Presenters: **Maria A. Simone**, Rowan University

Rod Carveth, Fitchburg State College

Rebecca M. L. Curnalia, Youngstown State University

Participatory media are encouraging us to chart new courses in social interaction in our personal, professional and civic lives. These media help educators enhance and expand the learning environment in various ways. This short course will cover effective classroom applications of participatory media, including Twitter, wikis, blogs, websites, online surveys, and e-portfolios. The course

will focus on how these technologies can be applied for building community in the classroom, contributing to class projects in collective intelligence, and assessing student learning outcomes at the course and program levels. The presenters have successfully used these media in their courses and will share their insights regarding the ways in which participatory media can help educators meet the expectations of the new media horizon. Participants will receive an information packet with various assignments and practices discussed during the short course, as well as resources for further study.

■ FR 3.2.13 9:00 – 11:00 a.m.

Short Course 6

Teaching and Learning Friendship Communication: Charting Courses and Extending Horizons

Presenters: William K. Rawlins, Ohio University
Elaine B. Jenks, West Chester University

This short course offers participants ideas for teaching and researching friendship communication. We will explore possibilities and limitations of communicating as friends across private, personal friendships and public, political friendships. This course will describe new theoretical concepts about communicating in friendship as a freestanding relationship, or as a dimension of other bonds such as marriage, family, work, and political relationships. We will examine *the compass of friendship*, addressing: (a) its scope and capacities for extending our horizons and communicating across differences, and (b) its practices for providing moral direction and charting courses as individuals and communities. Further, we will offer participants resources for teaching an entire course on friendship communication at both the undergraduate and graduate levels, and for teaching a section on friendship communication in other courses. All participants will receive a complimentary copy of Rawlins's *The Compass of Friendship: Narratives, Identities, and Dialogues* (2009), courtesy of Sage Publications.

■ FR 10:00 – 11:15 p.m.

ECA Coffee Café



■ FR 3.2.14 10:00 – 11:15 p.m.

Undergraduate Poster Session II

Chair: **Lisa Millhous**, West Chester University

“Enchantment of the Law”

Melissa Bekisz, Marist College

“Discourses that Cell Phone Users Voice: An Analysis Using Relational Dialectics Theory”

Jessie Briel, SUNY Geneseo

“Alternative Energy and Energy Conservation”

Eva J. Cooper, West Chester University

Andrea Berens, West Chester University

Stephanie Mascherino, West Chester University

Alice Matthews, West Chester University

Samual Serinsky, West Chester University

Friday, April 23

“Communication and Place: A Comparative Study on the Perceptual Differences between European and African Body Images”

Marissa DeAngelis, Marist College

“Tattoo: A Paradoxical Testimony to Ideological and Social Demands”

Kaitlyn Dowling, Penn State University

“Dear Advertisers, My Husband is not an Idiot: A Cross-Generational Study of the Perceptions of Males in Windex's ‘Birds' Nest’ Commercials”

Nicole R. Fraile, Wilkes University

Michele E. Flannery, Wilkes University

Brian E. Switay, Wilkes University

Dr. Mark Stine, Wilkes University

“Sarah Palin: A Contemporary Woman Rhetor”

Andrea Gagliardi, Stonehill College

“Fear Appeals in Mainstream Eco-themed Films”

Jay Giller, Drexel University

Ann Chang, Drexel University

“Kotex and Viagra: A Look at Advertising of Gender Specific Products”

Allyson J. Gotsell, Stonehill College

“Nominal Group Technique, the Positive and Negative Aspects”

Nicole Graham, Canisius College

“Discourses Voiced by Cell Phone Users: An Exploration of Undergraduate Students' Cell Phone Usage”

Nicole Kivitz, SUNY Geneseo

Alison Lewis, SUNY Geneseo

“New Technologies: The Persuasion Process of Political Elections”

Sean Lowry, Stonehill College

“The Role of Nonverbal Communication In Rio Grande Valley Flea Markets”

Monica Mercado, University of Texas-Pan American

“Silencing the Ignorance and Raising Awareness: Rhetorical Analysis of AIDS Activists Elizabeth Glaser and Mary Fisher”

Alexandra Mielnick, Stonehill College

“Cross-National Coverage of Females' Right to Education: A Community Structure Approach”

Madeline Patrick, The College of New Jersey

Dr. John C. Pollock, The College of New Jersey

Corey Ann Sherwood, The College of New Jersey

“The Downloading Behaviors of College Students and Advertising’s Role in the Future of the Music Industry”

Daniel Semenza, Marist College

“Coping Methods for Children: How Children Cope With Difficult Situations, and New Coping Methods for Children”

Katherine Songin, Canisius College

“Revolutionizing Retirement: How Nintendo Wii has Changed Entertainment in Retirement Communities”

Mary C. Treuer, Marist College

“Mother Jones: Feminine Style”

Sarah Varadian, Stonehill College

■ **FR 3.3.01 10:30 – 11:45 a.m.**

Top Competitive Papers in Philosophy of Communication

Sponsor: Philosophy of Communication

Chair: **Leeanne M. Bell**, Stevenson University

Respondent: **Ronald C. Arnett**, Duquesne University

“Regime Du Savoir and the Subjection of the Body”

Bryan Thomas Walsh, Indiana University

“Philosophical Leisure and Marxist Tradition”

Annette M. Holba, Plymouth State University

“The Limits of Cosmopolis: Considering the Work of Emanuel Levinas in the Dialogue of Cultures”

Kathleen Glenister Roberts, Duquesne University

This panel features the top three competitive papers from the Philosophy of Communication Interest Group for this year.

■ **FR 3.3.02 10:30 – 11:45 a.m.**

Top Competitive Papers in Organizational Communication

Sponsor: Organizational Communication

Chair: **Paul Madlock**, Texas A&M International University

Respondent: **Scott A. Myers**, West Virginia University

“The Truth about Deception in the Workplace: Targets’ Perceptions of Deceptive Coworkers”

Jason S. Wrench, SUNY New Paltz

Anthony DiMartino, SUNY New Paltz

Ariel Ramirez, SUNY New Paltz

Claudia Oviedo, SUNY New Paltz

Martha Tesfamariam, SUNY New Paltz

Friday, April 23

“Workplace Email Monitoring: The Links among Employee Privacy, Trust in Management, and Commitment”

Jason L. Snyder, Central Connecticut State University

Mark D. Cistulli, University of Hartford

“A Proposal to Diversify Exotic Dancer Research: Keeping Up with Five Decades of Organizational Assimilation Perspectives”

Michael J. Miller, University of Connecticut

Kate S. Kurtin, University of Connecticut

This panel features the top three competitive papers from the Organizational Communication Interest Group for this year.

FR 3.3.03 10:30 – 11:45 a.m.

Charting a Course to Greater Understanding of Communication Traits

Sponsor: Communication Traits

Chair: **Justin Johnston**, West Virginia University

“Listening, Liking, and Strategic Choices: Exploring the Relationship between Affinity-Seeking, Listening Style, and Biological Sex”

Debra L. Worthington, Auburn University

“Communication Traits as Predictors of Self-Perceived Communication Competence”

Jason J. Teven, California State University, Fullerton

Virginia P. Richmond, University of Alabama at Birmingham

Linda L. McCroskey, California State University, Fullerton

James C. McCroskey, University of Alabama at Birmingham

“Reticence and Facebook: An Exploratory Examination”

Michelle O’Connell, University of Hartford

“International Communication Association Audit: An Exploratory Investigation into Trait or State”

Shannon M. Maki, West Virginia University

Stephanie Shimotsu, West Virginia University

Theodore A. Avtgis, West Virginia University

Nicole Kimble, West Virginia University

Lindsey Lilly, West Virginia University

Anna Petrovich, West Virginia University

David Ward, West Virginia University

“Aspects of Inclusiveness”

Paul A. Frye, Penn State–Berks

■ **FR 3.3.04 10:30 – 11:45 a.m.**

Theory, Assessment, and Connectedness: Assorted Explanations of Instructional Communication

Sponsor: Instructional Communication
Chair: Sara Chudnovsky Weintraub, Regis College
Respondent: Danette Ifert Johnson, Ithaca College

“Understanding Emotional Response Theory: The role of Instructor Power and Justice Messages”

Sean Horan, DePaul University
Matthew M. Martin, West Virginia University
Keith Weber, West Virginia University

“Students’ Communication Predispositions: An Examination of Classroom Connectedness in Public Speaking Courses”

Robert Sidelinger, Oakland University
Scott A. Myers, West Virginia University
Audra McMullen, Towson University

“Revisiting Assessment: Some Suggestions to Improve Basic Course Students’ Presentational Speaking Performances”

Mary Mino, Penn State–DuBois

“Student Aggressive Communication Traits and Their Motives for Communicating with Their Instructors”

Daniel Mansson, West Virginia University
Scott A. Myers, West Virginia University
Matthew M. Martin, West Virginia University.

This panel features three competitive papers from the Instructional Communication Interest Group regarding various aspects of instructional communication but primarily focused on the introductory course to the communication discipline.

■ **FR 3.3.05 10:30 – 11:45 a.m.**

Top Competitive Papers in Voices of Diversity

Sponsor: Voices of Diversity
Chair: **Cerise L. Glenn**, University of North Carolina Greensboro
Respondent: **Celeste Lacroix**, College of Charleston

“An Advanced Intercultural Communication Project Exploring the Relationship among DNA Ancestry Profiles, Narrative, and the Social Construction of Race”*

Anita K. Foeman, West Chester University

“Domesticating the Muslim Other: A Critical Investigation of Aliens in America”**

Joseph Saei, College of Charleston

Friday, April 23

“True Blood: The Narrative of the Living Dead”

Meredith Hutchins, College of Charleston

“What Are They Like? Non-Expert Definitions of Stereotypes and their Implications for Stereotype Maintenance”

Anastacia Kurylo, Marymount Manhattan College

This panel features the top four competitive papers from the Voices of Diversity Interest Group this year.

*Top Paper

**Top Student Paper

■ **FR 3.3.06 10:30 – 11:45 a.m.**

The Future Role of Community Colleges

Sponsor: Focus on the Future

Chair: **Michelle Simpson**, College of Southern Maryland

Nancy J. Willets, Cape Cod Community

Lyn Lemerand, College of Southern Maryland

Alberta Arnold, LaGuardia Community College

Rebecca M. Townsend, Manchester Community College

Isa N. Engleberg, Prince George’s Community College

The panelists, community college professors at various stages of their careers, will explore the role community colleges should take in the future of the communication discipline and the Eastern Communication Association. After brief presentations from each of the panelists, the audience will be invited to join the discussion.

■ **FR 3.3.07 10:30 – 11:45 a.m.**

Networks of Creativity, Communities of Production: New Media Technologies and Power Relations in Global, National, and Local Contexts

Sponsor: Communication and Technology

Chair: **Catherine Wright**, George Mason University

“From Fake Cellular Phones to “Shanzhai” Culture: the Production of Counterfeit in China’s Communications Network”

Fan Yang, George Mason University

“Texting Capital: Mobile Phones, Social Transformation, and the Reproduction of Power in the Philippines”

Cecilia Uy-Tioco, George Mason University

“Producing Knowledge in a Hurricane: Wikipedia, Katrina, and Public Debate”

Robert Gehl, George Mason University

This panel consists of three case studies that interrogate the use and deployment of new media and network technologies (television, mobile phones and the Internet in particular) in global, national, local formations of communities. They include the production of counterfeit culture in China’s media network, the role of mobile phones in transforming and reproducing social struc-

ture in the Philippines, and Wikipedia debates about social inequality during Hurricane Katrina in the United States.

■ **FR 3.3.08 10:30 – 11:45 a.m.**

Focus on the Future: Theory and Methodology

Sponsor: Focus on the Future
Chair: **Susan Jasko**, California University of PA

Thom Gencarelli, Manhattan College
Gary Gumpert, Communication Landscapers
Thomas Flynn, Slippery Rock University
Catherine Phelan, Hamilton College
Mary Kahl, SUNY New Paltz
Donald A. Fishman, Boston College

Two propositions guide the discussion of these panel members: “Communication theory and methodology will lead the way in creating, enabling, and making possible the most fruitful collaborations with scholars and researchers from other disciplines” and “Communication theory and methodology will continue to fade into oblivion as more and more research is conducted and published that is both atheoretical and conducted without any real consideration of the reasonability of using a specific tool/method to address a specific problem/question.” Audience members are invited to join the discussion after panelists offer their responses

■ **FR 3.3.09 10:30 – 11:45 a.m.**

Applied Communication Outside Academia

Sponsor: Applied Communication
Chair: **Jeanne M. Persuit**, University of North Carolina Wilmington
Respondent: **Mark Hickson, III**, University of Alabama at Birmingham
Participants:
Melody Barrett, U. S. Department of the Treasury
Janet Marie Smith, Baltimore Orioles

This program is composed of graduates in communication who have undertaken positions in areas outside of colleges and universities. They will be discussing how they decided on their careers and how their careers and everyday decisions at work are impacted by their education and training in communication.

■ **FR 3.3.10 10:30 – 11:45 a.m.**

New Century, New Media: Charting the Future of Media Studies

Sponsor: Focus on the Future
Chair: **George Boone**, University of Illinois, Urbana-Champaign
Respondent: **Rebecca Curnalia**, Youngstown State University

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“Charting a Course: A Potential New Direction in Video Game Effects Research”

J. J. De Simone, University of Wisconsin – Madison (debut)

“New Medium, New News?: Comparison of the Process of Story Selection”

Kelly Madden, Villanova University

“I’m in UR Social Framework, Profiting from UR Ideas: Understanding “Viral” Culture and Com-
modification Through the Study of Memes”

Lenora Anne Hammock, Georgia State University (debut)

“Is There a ‘Tabloidisation’ of Online News? A Content Analysis of ‘Traditional’ News Websites

Anastasia Bernadette Lima, University of Maine (debut)

FR 3.3.11 10:30 – 11:45 a.m.

Top Competitive Papers in Interpersonal Communication

Sponsor: Interpersonal Communication

Chair: **Linda Sampson**, Southern Connecticut State University

Respondent: **Katie Neary Dunleavy**, LaSalle University

“An Experimental Examination of the Effects of Communicative Infidelity Motives on Communica-
tion and Relational Outcomes in Romantic Relationships”

Megan R. Dillow, West Virginia University

Colleen C. Malachowski, West Virginia University

Maria Brann, West Virginia University

Keith Weber, West Virginia University

“Theory of Motivated Information Management: An Examination of the Information Provider
within Military Couples”

Brandi N. Frisby, West Virginia University

Kerry Byrnes, West Virginia University

Daniel H. Mansson, West Virginia University

Meagan K. Birmingham, West Virginia University

Melanie Booth-Butterfield, West Virginia University

“He Likes Me, He Loves Me Not (Part II): Relational Maintenance in the Context of Unrequited
Attraction”

Jen Eden, Arizona University

Alice E. Veksler, Arizona University

This panel features the top three competitive papers from the Interpersonal Communication In-
terest Group listed in rank order.

FR 11:45 a.m. – 1:30 p.m.

Awards Luncheon

■ **FR 3.4.01 1:45 – 3:00 p.m.**

Examining Critical Issues in Identity Negotiation Processes: Is a Self the Product of Social Interactions?

Sponsor: Intercultural Communication
Chair: **Melbourne Cummings**, Howard University
Respondent: **Deborah Borisoff**, New York University

“From “Joy Luck Club” to “Transnational Chinese Public” –Chinese immigrant women’s subjectivity and narrative in different generations’ acculturation experience in America”

Lili Shi, Howard University

“The Identity Management and Negotiation Strategies Employed by the Brothel-Based Sex Workers of West Bengal, India”

Chizoba Udeorji, Howard University

“Negotiation of ‘Gay’ Male Identity in the Hypermasculine Context: Challenges in ‘Coming Out’ in the U.S. American Sport Field”

Shinsuke Eguchi, Howard University

“Why Did I Get Married? Toward a New Feminist Reading of Middle-Class Black Women's Identity Negotiation within Marriage”

Nicole File-Thompson, Howard University

This panel applies identity negotiation theory and research to examine how individuals constantly negotiate their identities every day in their own cultural contexts. Panel members will discuss the links between theory and practice and create a space for participants to think of what the future may look like in the field of intercultural communication.

■ **FR 3.4.02 1:45 – 3:00 p.m.**

New Horizons in Media Ecology

Sponsor: Media Ecology Association
Chair: **Thom Gencarelli**, Manhattan College
Respondent: **Lance Strate**, Fordham University

“Things Come in Fours: A Comparison of Marshall McLuhan’s Tetrad and Claude Lévi-Strauss’s Canonical Formula”

Robert Blechman, St. George’s University

“Media Ecology and the Organizational System: An Inquiry”

Jack Ciak, Seton Hill University

“Electronic Media and Patterns of Production and Consumption”

James Morrison, Babson College

This panel features competitively-selected papers from the Media Ecology Association, an affiliate organization, for this year.

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■ **FR 3.4.03 1:45 – 3:00 p.m.**

Focus on the Future of Quantitative Research in Human Communication

Sponsor : Focus on the Future

Chair: **Virginia P. Richmond**, University of Alabama at Birmingham

Jerry L. Allen, University of New Haven

James A. Katt, University of Central Florida

Linda L. McCroskey, California State University, Long Beach

Mary Toale, Baldwin-Wallace College

Jason S. Wrench, SUNY New Paltz

■ **FR 3.4.04 1:45 – 3:00 p.m.**

Focus on the Future: Creating an Agenda for the Future of Kenneth Burke

Sponsor: Focus on the Future

Chair: **David T. McMahan**, Missouri Western State University

Elvera Berry, Roberts Wesleyan College

Ryan E. Carney, Ball State University

James W. Chesebro, Ball State University

Erik Garrett, Duquesne University

Andrew A. King, Louisiana State University

James F. Klumpp, University of Maryland

Richard Thames, Duquesne University

For nearly twenty years, the discipline of communication has been without the person of Kenneth Burke. Although his influence on the discipline continues, what position will the Burkeian system hold in the future? What must be done to maintain the Burkeian system and to increase its influence in the coming years? Panelists at various stages of their careers will speculate about future trends associated with Kenneth Burke along with future challenges to the Burkeian system.

■ **FR 3.4.05 1:45 – 3:00 p.m.**

From I-It To I-Thou: The Evolving Human-Robot Relationship

Sponsor: Communication and Technology

Chair: **Matthew J. Smith**, Wittenberg University,

“Provoking Discussion with a Questionnaire”

Donald B. Egolf, University of Pittsburgh

“The Robotic Assistant: The Story of Pearl”

Sondra L. Chester, Ph.D., University of Pittsburgh

“Companion Robots”

Donald B. Egolf, University of Pittsburgh

“Future Trends”

Ricardo Gil Da Costa, Ph.D./MD, Salk Institute for Biological Sciences

The theologian Martin Buber discussed three kinds of human relationships: I-T, I-You, and I-Thou. The purpose of this panel is to track the development of robot-human interaction. Argued in the panel presentation is that robot-human interaction is following a trajectory outlined by Buber’s three types. Specifically, robots were first developed as assistive devices (I-It communication) but are now achieving companionship status (I-You communication), and will, if not already, lead to I-Thou communication episodes.

■ **FR 3.4.06 1:45 – 3:00 p.m.**

Eat, Drink, and Be Merry? Communicative Factors Influencing Choices in Food, Tobacco, and Clothing

Sponsor: Health Communication

Chair: **James Olufowote**, Boston College

“A Win, Lose Proposition: Positive and Negative Evaluations of Drinking Game Outcomes”

Mark D. Cistulli, University of Hartford

Randy Jacobs, University of Hartford

Jason L. Snyder, Central Connecticut State University

Amanda Schoonmaker, University of Hartford

“Where’s the Joy in Cooking?: Representations of Taste, Tradition, and Science in Joy of Cooking”

Sarah Heiss, Ohio University

Benjamin R. Bates, Ohio University

“A Re-Evaluation of Social Facilitation and Media Imagery Effects on Consumption Behaviors”

Carolyn Lagoe, University of Connecticut, Storrs

Lance Rintamaki, SUNY Buffalo

“Food Advertising Analysis in *Ebony* and *People*: Advertising Appeals and Ethnic Targeting”

Jung-Sook Lee, Towson University

Robert Bean, Towson University

Lindzey Galliford, Towson University

Ellen Underwood, Towson University

What we choose to eat and what we choose to smoke can have a significant effect on our health. But when it comes to what we choose and why, communication becomes a central question. This selection of papers investigates some of the influences on what, when, and how we choose to consume foods, tobacco, and other products from a healthy communication perspective.

■ **FR 3.4.07 1:45 – 3:00 p.m.**

State Communication Associations: Focus on the Future

Sponsor: Focus on the Future

Chair: **Donna Rongione**, Community College of Baltimore County

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ECA welcomes representatives from State Communication Associations, particularly those associated with the areas served by ECA, to meet, discuss, and focus on the future of their state associations.

■ **FR 3.4.08 1:45 – 3:00 p.m.**

The Debate Goes On: Charting the Course toward a More Civil Society

Sponsor: Argumentation and Forensics
Chair: **Fran Mindel**, Morgan State University
Respondent: **P.M. Forni**, Johns Hopkins University

Fran Mindel, Morgan State University
Officer Wanda Saunders, Baltimore City Police Department
Theodore Sheckels, Randolph-Macon College
Patrick Stearns, Morgan State University
Richard Vatz, Towson University

By all accounts, civility in America, in all its incarnations (media, public, personal), continues to decline. The panelists will discuss the definition of civility, how and why it is declining, and if there is hope for a reclaiming of civility on the horizon in a variety of areas, such as interpersonal relationships, song lyrics, in opposing views of the political arena, and from the unique perspective of a seasoned police officer.

■ **FR 3.4.09 1:45 – 3:00 p.m.**

Experiential Learning in Communication: Exploring Our Past to Shape Students' Futures

Sponsor: Instructional Communication
Chair: **Erin E. Hollenbaugh**, Kent State University Stark Campus

“Agents of Persuasion: A Case Study of Service-Learning in Communication and Influence”
Erin E. Hollenbaugh, Kent State University Stark Campus

“The Learner-Centered Basic Communication Course: Redesigning to Address 21st Century Liberal Education Requirements”
Barbara S. Hugenberg, Kent State University

“Advising Models that Support Faculty Efforts in Experiential Learning”
Kay A. Levandowski, Kent State University

Panelists will present unique perspectives on experiential learning, from advisor/faculty partnerships across the curriculum to policy changes implemented in the department and university. By examining our past and current practices, communication educators can develop new avenues for incorporating hands-on experience in higher education. Following presentations, audience members will be asked to join the discussion to spark creative ideas on how incorporating more experiential learning may help communication students grow and learn.

■ **FR 3.4.10 1:45 – 3:00 p.m.**

“Civically Engaging: Connecting Community through Communication”

Sponsor: Applied Communication

Facilitator: **Janet Reynolds Bodenman**, Bloomsburg University

“Students Develop Community through Main Street Program, Downtown Bloomsburg, Inc.”

Janet Reynolds Bodenman, Bloomsburg University

“Communication and Community within Lambda Pi Eta”

Leeanne M. Bell, Stevenson University

“Service Learning as Civic Engagement”

Jeanne M. Persuit & Kelli L. Fellows, University of North Carolina Wilmington

“Service-learning the Marketplace Way: Engaging Students in Integrated Marketing Communication Partnerships”

S. Alyssa Groom, Duquesne University

“Expanding Student Knowledge through Practical Experience: The Value of a Student Run Public Relations Firm”

Stephanie Verni, Stevenson University

“The Business Communication internship: A win-win-win proposition for students, for the university, and for the larger community”

Chip Rouse, Stevenson University

“Gaining Experience in the Communication Discipline”

Zach Adamerovich, Duquesne University

“Expand classroom: Create more active and informed citizens”

Kathleen Taylor Brown, Pennsylvania State University, Greater Allegheny

Emily Blake, Pennsylvania State University, Greater Allegheny

Round-table participants will share experience facilitating learning through a variety of curricular, co-curricular, and extracurricular projects designed to help students become civically engaged during their college years.

■ **FR 3.4.11 1:45 – 3:00 p.m.**

On The News: Charting a New Course for Journalism

Sponsor: Media Communication

Chair: **Kathleen F. Oswald**, North Carolina State University

Respondent: **Cary Wecht Horvath**, Youngstown State University

“Just a Different Kind of Playing Hurt: Sports Journalists Cover a Professional Athlete’s Struggle with Depression”

Ron Bishop, Drexel University

Iuliana Balascuta, Drexel University

“Look Who’s Talking?: Who Authors Opinion Pieces in Newspapers?”

Alexander Nikolaev, Drexel University

Tyson Mittman, Drexel University

Douglas Porpora, Drexel University

“Witness the Heir to the Throne: The Construction of the LeBron James Narrative”

Blair Marsh, Boston College

“Making Elites in the Globalized World: A Content Analysis of Newspapers Reflecting Korean Educational Culture”

Kim Tae-Sik, University of Oklahoma

Sang Chon Kim, University of Oklahoma

■ **FR 3.4.12** 1:45 – 3:45 p.m.

Short Course 7

Charting a (Capstone) Course: Balancing Practice and Scholarship in the 21st Century

Presenters: **Jeff Halford**, Keene State College
Stefne Lenzmeier Broz, Wittenberg University
Katie Warber, Wittenberg University

Drawing from a variety of different capstone approaches, this short course is designed to inspire and assist faculty in developing and executing a capstone course in communication. Consistent with this year’s conference theme, we will explore ways to chart a course for the ever-changing horizon of the senior capstone experience. The challenge of balancing practice and scholarship will be addressed, paying particular attention to both our students’ academic and career goals with regard to each. Likewise, the advantages and disadvantages of different capstone models will be discussed, especially as these courses manifest in liberal arts curricula. Materials will be provided by the leaders of the course, and will include sample syllabi, sample assignment ideas for both individual and group projects, and other capstone course resources.

■ **FR 3.4.13** 1:45 – 3:45 p.m.

Short Course 8

Charting the Persuasion Course: Integrating Theory, Research and Practice in Teaching Persuasion and Social Influence

Presenters: **Ann Bainbridge Frymier**, Miami University
Marjorie Keeshan Nadler, Miami University

Courses in persuasion/social influence are common and are frequently sought by students seeking careers in sales, marketing, public relations, management, and other communication fields. Students often seek a course that offers practical knowledge about influencing others. Instructors often value theory and seek to teach students the theories of persuasion and social influence. As a result, persuasion and social influence courses are often taught as either upper level theory courses or lower level practice courses. In this short course, the persuasion/social influence course is viewed as an opportunity to integrate theory and practice. Such an approach emphasizes critical thinking and can be combined with a service learning approach.

■ **FR 3:00 – 4:00**

ECA Coffee Café



■ **FR 3.4.14 3:00 – 4:00 p.m.**

Graduate Poster Session

Chair: **Lisa Millhous**, West Chester University

“Ain't That a Shame: Uncovering Differences Between Early Rock & Roll and R&B Album Covers”
Luke Auburn, Rochester Institute of Technology

“Interpersonal Relationships Among Family Members as Portrayed on Television”
Nancy Bressler, University of Hartford

“Using Problem-Based Learning in a Communication Leadership Curriculum”
Allison Brochet, West Chester University

“New Media, Literacy and Social Semiotic Theory: A Literature Review”
Heidi Bruening, Rochester Institute of Technology

“Social Network Influence: Predicting the Frequency of Disclosure Among Parent and Friend Relationships”
Erin Brummett, University of Delaware

“Self-Disclosure and Computer-Mediated Communication: A Social Information Processing Theory Perspective”
Brittani Crook, Texas State University–San Marcos
Brendan Radomski, Texas State University–San Marcos

“The Silences of Autism: Redefining Communication in the Terms of Individuals with Autism Who Are Nonverbal”
Colleen DeFruscio, Saint Joseph's University

“Make Those Good Girls Go Bad: Starring Britney Spears, Lady GaGa and Pink as the Good Bad Girl”
Teri Del Rosso, Syracuse University

“Surrogacy and the Feminine Political Style: Eleanor Roosevelt's Involvement in the 1932 New York State Gubernatorial Campaign”
Amanda Gresens, University of Memphis

“The Self-monitoring Construct and Philanthropy: Values and Social Norms”
Erin Hartnett, Canisius College

“Relationships Among Communication Competence, General Self-efficacy, and Optimism”
Kelly DiFiglia, Canisius College

“Facebook Usage in Modern Culture”
Kristin Van Dewater, Canisius College

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“Reality and Teen TV: Challenging or Maintaining the Status Quo? An Analysis of Gender and Consumerism in Season One of MTV’s The Hills”

Shannon Hughes, University of Hartford

“Serving up Gender: An Analysis of Gender Portrayals on Food Television Programs”

Evan Kropp, University of Hartford

“Environmental Engagement: A Meso-Level Approach”

Candace Loessin, Texas State University

“Assessing Student Learning in Intercultural Communication: Implementation of Three Classroom Assessment Techniques”

Daniel H. Mansson, West Virginia University

“All the News That’s Fit to Display: Understanding Credibility Judgments of Online News and Traditional Printed Newspapers”

John Minbiole, Syracuse University

“Cultural Identity Development in White Women who are Romantically Involved with Latinos.”

Karly Moletteri, West Chester University

“A study on the experiences of men who have sex with men in a time of HIV/AIDS in Zambia”

Mumba Mumba, Ohio University

“Should I Stay or Should I Go? An Application of Rusbult’s Investment Model to the General Social Survey”

Jennifer Owlett, University of Delaware

“Globalization of Media”

Nindhi Sinha, University of Hartford

“Public Engagement in Developing Countries: A Proposal for Engagement for Nanotechnology in Water Purification”

Meghnaa Tallapragada, North Carolina State University, Raleigh

“How Rhetoric Positioned Michael Vick for a Comeback”

Eryn Travis, West Chester University

“U.S. Women Exhibit More Interdependent Behaviors than U.S. Men: Their Social Status and Economic Security Depends on Interdependent Strategies. A Critical Review”

Christine M. Willingham, Barry University

■ **FR 3.5.01 3:15 – 5:00 p.m.**

Top Papers in Health Communication

Sponsor: Health Communication

Chair: **Benjamin R. Bates**, Ohio University

“Charting a Course for Survival: The Investigation into Problematic Communication and Delays in Inter-Hospital Transfer of Rural Trauma Patients”*

Theodore A. Avtgis, West Virginia University

E. Phillips Polack, West Virginia University

Matthew M. Martin, West Virginia University

Daniel Rossi, West Virginia University

“Understanding the Impact of Gender and Cancer Diagnosis on Health Media Consumption”

Keith Richards, University of Connecticut**

“Brothers, and Sisters, in Arms: Male Nurses’ Concept of Care”***

Liliana L. Herakova, University of Massachusetts, Amherst

“Physical Fitness? Attitudes, Norms, Beliefs, and Volitional Control when Cleaning Gym Equipment”

Thomas L. Meade, University of Alabama

D. Michael Ward, University of Miami

This panel features the top four competitive papers from the Health Communication Interest Group for this year.

* Top Paper

** Top Debut Paper

*** Top Student Paper

■ **FR 3.5.02 3:15 – 5:00 p.m.**

Focus on the Future: New Horizons for Intercultural Communication

Sponsor: Focus on the Future

Chair: **Juliette Storr**, The Pennsylvania State University-Beaver

Ogom P. Nwosu, California State University, Northridge

Ronald L. Jackson, II, University of Illinois, Urbana-Champaign

Natasha Shrikant, University of Illinois, Urbana-Champaign

William J. Starosta, Howard University

James Neuliep, St. Norbert College

■ **FR 3.5.03 3:15 – 5:00 p.m.**

Focus on the Future: Media Ecology

Sponsor: Focus on the Future

Chair: **Thom Gencarelli**, Manhattan College

Thom Gencarelli, Manhattan College

Stephanie Gibson, University of Baltimore

James Morrison, Babson College

Lance Strate, Fordham University

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This panel addresses the possibilities pertaining to the future directions, contributions, and impact of scholarship in the media ecology tradition. Each of the panelists will make a brief presentation, to be followed by a roundtable discussion, and a conversation with the audience.

■ **FR 3.5.04 3:15 – 5:00 p.m.**

POetic: A Performative Exploration About the Life and Mysterious Death of Edgar Allen Poe.

Sponsor: Interpretation and Performance Studies
Chair: **Nicole Defenbaugh**, Bloomsburg University
Respondent: **Carole Bennett**, Oakland Community College

Performer: **Darren Goins**, Stevenson University

Performer: **David Biglari**, Towson University

Performer: **Jenifer Beaty**, Towson University

Baltimore based Vox Theatre, a performance art collective dedicated to creating works that explore the power of the human voice to create change in society, presents *POetic*. The show debuted at Artscape 2009: The Nation's Largest Free Public Art's Festival. This performance intertextualizes the letters, history and words of American great Edgar Allan Poe. Using presentational Aesthetics inspired by Bertolt Brecht, Molly Bang and Don Whitmore, this panel contributes to the ongoing dialogue about adaptation and the use of presentational aesthetics in Performance Studies.

■ **FR 3.5.05 3:15 – 5:00 p.m.**

G.I.F.T.S (Great Ideas for Teaching Students) Session II

Sponsor: Community College
Chair: **Jessica L. Papajcik**, Stark State College of Technology

"It's Not About You: Reinforcing Audience Centeredness"
Danamarie Every, Delaware County Community College

"Anxiety, Ability, and Sandpaper: Managing Public Speaking Anxiety"
Susan M. Ward, Delaware County Community College

"The Shopping List: An Activity on Perception and Symbolic Interactionism"
Laura A. O'Connell, Nassau Community College

"Enhancing Intercultural Relationships Through Global Connections"
Meredith Marko Harrigan, SUNY Geneseo

"Create Your Own Travel Tour Group Service: An Interactive Group Presentation Exploring Countries of the World!"
John Lee, University of Rhode Island

"Presto Change-o!: To How Many Groups Do We Belong? (A Demographics Game)"
Catherine Wright, George Mason University

“Fish! A Remarkable Way to Boost Morale and Improve Results in End of the Semester Research Presentations”

Audra L. McMullen, Towson University

“The Public Speaking Talent Show: A Philanthropic Teaching Idea”

Valerie Lynn Schrader, Ohio University

This program consists of “Great Ideas for Teaching Students” in a variety of communication courses. Panelists share their class tested G.I.F.T.S., which consist of activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skill, or learning objective

■ **FR 3.5.06 3:15 – 5:00 p.m.**

Focus on the Future: What Future Path Holds the Greatest Promise for the Study of Political Communication?

Sponsor: Focus on the Future

Moderator: **Mary Kahl**, SUNY New Paltz

Mary Kahl, SUNY New Paltz

Kathleen Kendall, University of Maryland

Judith Trent, University of Cincinnati

Trevor Parry-Giles, University of Maryland

Lisa M. Gring-Pemle, George Mason University

J. Kanan Sawyer, West Chester University

Bryan Kaylor, James Madison University

What does the future hold in store for the study of political communication? This panel will offer a glimpse of that future. Panelists will present their competing visions of the most promising path for furthering our understanding of political communication. Through discussion, panelists and audience members will endeavor to chart a future course for the study of political communication.

■ **FR 3.5.07 3:15 – 5:00 p.m.**

Focus on the Future: Nonverbal Communication in the Mediated Age

Sponsor: Focus on the Future

Don Stacks, University of Miami

Nina-Jo Moore, Appalachian State University

Mark Hickson, III, University of Alabama at Birmingham

Ashley Duggan, Boston College

Lynn Dee Gregory, Appalachian State University

Panelists will present their own perspective on the future of nonverbal communication. Specifically, the panelists will discuss the impact of technology and nonverbal across diverse contexts and encourage a dialogue that explores areas of research for future generations of nonverbal scholars.

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■ **FR 3.5.08 3:15 – 5:00 p.m.**

Media, Feminism, and the (New) Politics of Gender

Sponsor: Media Communication
Chair: **Rebecca Chory**, West Virginia University
Respondent:

“Coveting Sarah Jessica Parker: When Postfeminism Meets Commodity Feminism”
Gigi McNamara, Pennsylvania State University

“Playing Dress-up: Looking at the Black Male Body in Drag on 30 Rock”
Eleanor Seitz, University of Maine

“The Gender Double-Bind for Female Politicians as Revealed in News Frames of Hillary Clinton’s
“Emotional Moment”
Rebecca Curnalia, Youngstown State University
Dorian L. Mermer, Youngstown State University

“Mainstreaming a Movement: (Anti)Feminism in the Pages of BUST Magazine”
Renee Sessions, University of South Florida

■ **FR 3.5.09 3:15 – 5:00 p.m.**

Applied Communication: Practice, Position, Compare, Apply

Sponsor: Applied Communication
Chair: **Susan Malcolm**, Robert Morris University
Respondent: **Jeanne M. Pursuit**, University of North Carolina Wilmington

Practice Makes Perfect: Avoiding Catastrophe by through Effective Listening
Ann D. Jabro, Robert Morris University

Comparing News Coverage of Immigration by a Local Newspaper in the United States with a Local
Newspaper in Mexico
Robert McKenzie, East Stroudsburg University
Arturo Santamaria, Autonomous University of Sinaloa

The Application of Rhetorical History to Deer Creek Crossing: Prolonged Argumentative Processes
in Local Environmental Controversies
Michael Bannon, University of Pittsburgh

Mentoring Relationships Research
Rowena Briones, University of Maryland

■ **FR 3.5.10 3:15 – 5:00 p.m.**

Kenneth Burke—Relational Scholar: Extending the Burkeian System

Sponsor: Kenneth Burke
Chair: **David T. McMahan**, Missouri Western State University

Steve Duck, University of Iowa
Erik Garrett, Duquesne University
Andrew A. King, Louisiana State University
John E. Tapia, Missouri Western State University

One of two panels dedicated to the extension of the Burkeian system by examining how it can be incorporated into areas of the discipline usually not associated with Kenneth Burke. Panelists from both areas will explore how the Burkeian system can be used in the study of personal relationships. Discussion will include what Kenneth Burke said about personal relationships and what he might say about personal relationships. Audience participation will be strongly encouraged.

■ **FR 3.5.11 3:15 – 5:00 p.m.**

Top Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address
Chair: **Nneka Ifeoma Ofulue**, University of Maryland
Respondent: **Charles E. Morris**, Boston College

“The Rhetoric of Disaster: The Presidential Natural Disaster Address as an Emergent Genre”
Kevin R. McClure, University of Rhode Island

“Framing the President: Franklin D. Roosevelt, Romantic Narrative, and Dradactic Propaganda in World War II”
James J. Kimbel, Seton Hall University

“Rhetorical Displays of Tortured Bodies: Images Events, the Body-in-Pain, and Visual Tactics of Resistance”
Bryan Walsh, Indiana University

This panel features the top three competitive papers from the Rhetoric and Public Address Interest Group for 2010.

■ **FRI 3.6 4:45 – 5:30 p.m.**

Interest Group Business Meetings

Communication Law & Ethics	Pratt
Intercultural Communication	Annapolis
Kenneth Burke	Charles
Media Ecology	Calvert
Nonverbal Communication	Frederick
Organizational Communication	Baltimore
Political Communication	Columbia
Theory & Methodology	Douglass

Friday, April 23

■ FRI 5:45 – 7:45 p.m.

Wine & Spots

■ FRI 5:45 – 7:45 p.m.
Sponsor: Duquesne University

Baltimore Aquarium Reception

■ FRI 8:00 – 9:00 p.m.

12-Step Group Meeting

Friday, April 23

Saturday, April 24

■ **SAT** 7:30 a.m. – 5:00 p.m.
ECA Convention Registration

■ **SAT** 7:30 a.m. – 5:00 p.m.
Short Course Registration

■ **SAT 4.1** 8:00 – 8:45 a.m.
Interest Group Business Meetings

Applied Communication	Charles
Lambda Pi Eta	Calvert
Community College	Baltimore
Communication & Technology	Columbia
Instructional Communication	Annapolis
New York Communication Association	Pratt
Rhetoric and Public Address	Frederick

■ **SAT 4.2.01** 9:00 – 10:15 a.m.
Is Forensics Meeting the Needs of the Millennial Student?

Sponsor: Argumentation and Forensics
Chair: **Carolyn Kasey**, Pennsylvania Highlands Community College

Todd Allen, Geneva College, PA
Neil Butt, Wayne State University, MI
Mark Hickman, West Chester University, PA
Carl Hyden, Morgan State University, MD
Fran Mindel, Morgan State University, MD
Barbara Sims, Alderson-Broaddus College, WV

College students in 2010 represent the first generation to grow up totally with digital technology. They have spent their lives surrounded by and using computers, videogames, digital music players, video cams, cell phones, and all the other toys and tools of the digital age. Because of all this technology, current college students *think and process information differently and they value different things* than their college professors and forensic coaches. This panel will examine ways in which forensics is rising to meet the needs of the millennial student. Each panelist will focus on a specific forensic event or activity.

■ **SAT 4.2.02** 9:00 – 10:15 a.m.
Instructional Practices for the Nonverbal Classroom

Sponsor: Nonverbal Communication

“Using Improvisation as a Teaching tool in the Nonverbal Classroom”

Kristen Campbell Eichhorn, SUNY Oswego

“Big Problems Come in Small Packaging: Teaching Microinequities in the Classroom”

Jessica Reeher, SUNY Oswego

“Don’t Lie to Me about Nonverbals!”

Christine Hirsch, SUNY Oswego

“The Stage on Screen: Nonverbal Communication in the Ring”

Steven Granelli, SUNY Oswego

Nonverbal communication strikes a different chord with every communication instructor. Because nonverbal communication is such an expansive and fertile ground for instruction, a number of unconventional exercises, activities, and strategies can be found on campuses throughout the country. From hallway discussions and casual sharing of nonverbal curriculum that each panel participant found through years of trial and error, the panel participants will provide different strategies and examples for teaching nonverbal communication in the classroom.

■ **SAT 4.2.03 9:00 – 10:15 a.m.**

Focus on the Future: Philosophy of Communication in Action

Sponsor: Focus on the Future

Chair: **Ronald C. Arnett**, Duquesne University

Ronald C. Arnett, Duquesne University

Brent C. Sleasman, Gannon University

Annette M. Holba, Plymouth State University

Cem Zeytinoglu, East Stroudsburg University

This panel features a guided discussion of four major philosophers who are still actively working on the issues of communication, politics, and ethics. Significant questions raised by these noteworthy philosophers relate very strongly to the domain of philosophy of communication and will be presented to the audience in order to facilitate an interactive conversation among all present.

■ **SAT 4.2.04 9:00 – 10:15 a.m.**

Top Papers of the Lambda Pi Eta Interest Group

Sponsor: Lambda Pi Eta

Chair: **Andrew Jared Critchfield**, The George Washington University

Respondent: **Wei Sun**, Bowie State University

“The Creation of an American Super Race: American Sporting Media’s Categorization of Barack Obama”

Stephen Gabauer, Pennsylvania State University

"The Makings of Pre-Marital Post-Dissolutional Relationships: A Review of Strategies, Predictors, and Outcomes"

Michelle Losordo, Boston College

"Sharing 'Closet' Space: Relationship Maintenance Among Gays and Lesbians with Differing Levels of 'Outness'"

Michael M. Tuntevski, Boston College

■ **SAT 4.2.05 9:00 – 10:15 a.m.**

Charting New Horizons: Creating Partnerships with Students, Educational Institutions, Not-for-Profit Organizations and the Community

Sponsor: 1st VP

Chair: **Joseph Bulsys**, SUNY Geneseo

"The New Horizon of Environmental Cooperation: The Importance of Communication and Social Capital for Student Activists"

Andrew P. Herman, , SUNY Geneseo

Alicia M. Kowsky, Arcadia University

"Charting a New Course: Creating Multicultural, Cross-disciplinary, and Collaborative Learning Initiatives"

Meredith Marko Harrigan, , SUNY Geneseo

"Charting a New Course: Creating Partnerships as a Way of Learning"

Rosanne Hartman, Canisius College

"An Emerging Context for Town/Gown Partnerships – Place Branding"

Mary L. Mohan, SUNY Geneseo

Colleges and universities are responsive to challenges and opportunities both on and off campus. Academic institutions bridge the environment of the "known", i.e., the day to day activity of campus life, with the "unknown," the emergent needs and goals of the college and the community in which it exists. This panel explores new horizons for engagement of these vital relationships.

■ **SAT 4.2.06 9:00 – 10:15 a.m.**

New Horizons in Communibiological Research

Sponsor: Communication Traits

Chair: **Justin Johnston**, West Virginia University

"Toward A Communibiological Theory of Inclusiveness"

Paul A. Frye, Penn State–Berks

"Charting a Course: Meeting New Horizons in Mapping the Verbally Aggressive Brain"

Theodore A. Avtgis, West Virginia University

E. Philips Polack, West Virginia University

Julie Brefczynski-Lewis, West Virginia University

“Is There Really Room for Two? Examining Narcissism, Competitiveness, and Relational Maintenance Communication in Romantic Relationships”

Stephanie Shimotsu, West Virginia University

Melanie Booth-Butterfield, West Virginia University

“Does Locus of Control Predict Young Adult Conflict Strategies with Supervisors? An Examination of Control Orientation and the Organizational Communication Conflict Instrument”

Melissa Taylor, Bloomsburg University

“Gender Differences in Verbal Aggression”

James M. Durbin, West Virginia University

Theodore Avtgis, West Virginia University

■ **SAT 4.2.07 9:00 – 10:15 a.m.**

Top Competitive Papers in Political Communication

Sponsor: Political Communication

Chair: **Theodore Sheckels**, Randolph-Macon College

Respondent: **Trevor Parry-Giles**, University of Maryland

“The Usenet Debate on Iraq: How Ideal is the Speech in the Ideal Speech Situation?”

Alexander Jenkins, Drexel University

Alexander Nikolaev, Drexel University

Douglas Porpora, Drexel University

“Revisiting Candidate Assessment: Charting a Course Toward Understanding Image and Issue”

Sean Luechtefeld, University of Maryland

“‘It’s We the People. . . , Not We the Illegals’: Charting Extremist Rhetoric in Prince William County, Virginia’s Anti-Immigration Discourse”

Lisa Gring-Pemle, George Mason University

This panel features the top three competitive papers from the Political Communication Interest Group for this year.

■ **SAT 4.2.08 9:00 – 10:15 a.m.**

NCA—Meet the Leadership Team

The National Communication Association provides a forum for questions and discussion.

■ **SAT 4.2.09 9:00 – 10:15 a.m.**

Competitive Papers in Political Rhetoric

Sponsor: Rhetoric and Public Address

Chair: **Valerie Schrader**, Ohio University

Respondent: **Ann Atkinson**, Keene State College

Saturday, April 24

"A Comparative Analysis of Presidential Response to Economic Crisis: Silence and Incompetence"

Laura Correnti, Boston College

"The Use of Memory in Political Argument: The 2008 Republican National Convention and the Construction of John McCain"

Emily Berg, University of Minnesota – Twin Cities

"Social Aspects of Life and Labor: Graham Taylor as Chicago's Secular Witness"

Elizabeth Gardener, University of Maryland

This panel features competitively selected papers in political rhetoric.

SAT 4.2.10 9:00 – 10:15 a.m.

Nominating Committee Meeting

SAT 4.2.12 9:00 – 11:00 a.m.

Short Course 9

Charting Your Medical History: Getting the Most out Of Your Healthcare with a Medical Organizer

Presenters: **Anne McIntosh**, Central Piedmont Community College
Danielle Rose, Charlotte Metro Hyperbarics Center

The current system of healthcare in the US is being discussed and challenged. Heated debates are covered in the news media about healthcare reform and. Congress is actively discussing new legislation governing healthcare coverage. Additional challenges that impact the quality of healthcare: include HIPAA (privacy act), patients moving from one location to another, medical practices merging with other practices and/or changing names, and the lack of universal software by which medical facilities can communicate with one another to transfer medical records easily. Meanwhile, what is the average American supposed to do? This course will provide hands-on instruction on how to utilize a medical tracking organizer created by pediatrician/medical director and a communication faculty member which is user-friendly for patients and healthcare providers alike. Information is also discussed on how medical professionals gather medical histories from patients and how patients can gather important family histories from relatives which can be useful.

SAT 4.2.13 9:00 – 11:00 a.m.

Short Course 10

Race and Cultural Communication in the Classroom

Presenter: **Joanne Washington**, Clarion University

One of the most difficult tasks facing instructors is encouraging class participation and interaction among students of color, students from cultural minorities or non-dominant co-cultures and majority students. Although decades of diversity initiatives have produced programming to increase students' awareness and sensitivities to human differences, there is little evidence to suggest that students have shown a corresponding increase in their interactions across race and cultural groupings. This workshop will provide instructors with strategies and techniques that increase student

participation and success in cross-racial and culturally diverse groups. Participants will have the opportunity to apply these techniques to their course designs and classroom teaching. Participants will also examine how the culture of hip-hop has influenced the educational dynamic and ways in which hip-hop culture has been effectively infused within the curriculum.

■ **SAT**

10:00 – 11:15 a.m.

ECA Coffee Café



■ **SAT 4.2.14 10:00 – 11:15 a.m.**

Undergraduate Poster Session III

Chair: **Lisa Millhous**, West Chester University

“Further Insight on Public Relations Undergraduate Curricula: What Field Professionals Suggest”

Emily Ahalt, West Virginia Wesleyan College

“The Contemporary Sexual Double Standard: Implications for Role Conflict, Sexual Risk Taking and Female Sexual Identity”

Jillian Beley

a’s Letter to Third World Women: Rhetorical Inclusion and Exclusion”

Alia Bellwood, St. John’s University

“The Globalization of Little League Baseball”

Thomas Biggiani, Ramapo College of New Jersey

A Few Words on Bad Words”

Tasha Cammarata, Ithaca College

“Facebook Usage, Importance, and Self-Esteem”

Tom Geisel, University of Hartford

Linda Fiordilisio, University of Hartford

Michelle Babin, University of Hartford

“For Love of the Game: Standpoint Theory in the World of Women’s Athletics”

Kate Harman, Rowan University

“Television Advertisement's Effect on Stereotype Development in College Students”

Brandi Holmes, University of Hartford

Erica Pfefferle, University of Hartford

Sarah Reagin, University of Hartford

Erin Falvey, University of Hartford

Josh Bodner, University of Hartford

“Case Study in Campaign Communication: Communication Directors and Media Strategy in 1980 and 1992 Presidential Campaigns”

Kevin Michael Lessard, Rowan University

“Facebook's Impact on Romantic Relationships”

Andrea MacDonald, University of Hartford

Tara Johnson, University of Hartford
Pat Conklin, University of Hartford
Dominic Ancona, University of Hartford
Shayna Hersh, University of Hartford

“Comparative Study of Public Participation in Environmental Justice: Alliance, Ohio vs. Erie, Pennsylvania”

Elizabeth Maier, Mercyhurst College
David Haurin, Mercyhurst College

“Facebook, Twitter and Engagement Advertising: Their Relationship, Consumer reactions and Brand Awareness”

Patrick Maloney, King’s College

“The Effects of a Single-Sex Education on Students’ Communicative Competence and Confidence”

Shavon Martin, Morgan State University

“As the World of Warcraft Turns: An in depth analysis of the popularity of World of Warcraft”

Kurt Miller, Ramapo College of New Jersey

“Relationships With Fictional Characters: An Analysis of Parasocial Relationships and their Real-Life Implications”

Lauren Miglionica, Ramapo College of New Jersey

“Ecomagination's Effect on the Public's Perception of GE: The Power of an Advertising Campaign”

Jenna Oberman, King’s College

“Perceptions of Dysfunction: Rhetorical Constructions of Gender in M Night Shyamalan's ‘The Sixth Sense’”

Lisa Pontelandolfo, Rowan University

“Gender Role Representations: A Child's Point of View”

Melissa Scarlino, Manhattan College

“Redefining the Ideal through Advertisements: Hegemonic Workings in Dove's Campaign for Real Beauty”

Alisha Siqueira, St. John’s University

“The Food Network’s Giada: The Consumption of a Lifestyle, A Desirable Figure and an Exotic Culture without the Consumption of Food”

Ashley Tobin, Ramapo College of New Jersey

“The Impact of U.S. Mainstream Media on U.S.-Cuban Relations”

Elyse Toribio, Ramapo College of New Jersey

“How Mobile Technology has Transformed the Way Young Adults Communicate with Each Other in a Postmodern World”

Jessica Woodin, King’s College

■ **SAT 4.3.01 10:45 a.m. – 12:00 p.m.**

Top Papers in Media Communication

Sponsor: Media Communication
Chair: **Maria A. Simone**, Rowan University
Respondent: **Gordon Coonfield**, Villanova University

“1989 vs. 2009: A Comparative Analysis of Two Music Superstars and Their Fans”
Gale Stever, SUNY Empire State College

“Rating the YouTube Indian: Viewer Ratings of Native American Portrayals on a Viral Video Site”
Maria A. Kopacz, West Chester University
Bessie Lee Lawton, West Chester University

“Lost in Translation: Rise and Fall of the American Telenovela”
Guillermo Avila-Saavedra, Salem State College

■ **SAT 4.3.02 10:45 a.m. – 12:00 p.m.**

Focus on the Future: Visualizing New Horizons in Interpersonal Communication Scholarship

Sponsor: Focus on the Future
Chair: **Linda Sampson**, Southern Connecticut State University

Jerry Allen, University of New Haven
Dawn O. Braithwaite, University of Nebraska, Lincoln
Jennifer L. Bevan, Chapman University
Kristen Campbell Eichhorn, SUNY Oswego
Sean Horan, DePaul University

Forecasting the future of anything is part art and part science. This panel of scholars combines years of publishing and editorial experience with the fresh perspectives of more recently minted PhDs in an attempt to predict what new horizons lie ahead in interpersonal communication scholarship. Drawing on experience, imagination, and perhaps a crystal ball, our panelists will share their visions of what directions our subdiscipline may take as ECA begins its second century.

■ **SAT 4.3.03 10:45 a.m. – 12:00 p.m.**

Tyler Perry and Representations of African Americans in his Films: Charting a New Course or Maintaining the Status Quo?

Sponsor: 1st Vice President
Chair: **Deric Greene**, Stevenson University
Respondent: **Heather Harris**, Stevenson University

“Can a N***A Speak? The Rhetorical Exigencies of Tyler Perry’s *Madea* and Langston Hughes’s *Jesse B. Simple*”
Reynaldo Anderson, Harris-Stowe State University

Saturday, April 24

“Wounded or Warriors: Representations of Women in Selected Tyler Perry Films”

Heather Harris, Stevenson University

“When ‘Keepin’ It Real’ Goes Wrong: Depictions of Class in Tyler Perry’s Comedic Films”

Cerise L. Glenn, The University of North Carolina at Greensboro

Shavonne Shorter, Purdue University

Tyler Perry, Representation, and Audience Reception

Omotayo Banjo, University of Cincinnati

This panel examines the work of writer, director, actor, author, and entrepreneur Tyler Perry through character comparisons between his *Medea* and Langston Hughes’ *Jesse B. Simple*’s constructions of gender and class, representations, and audience reactions based on his depictions of African American experiences.

SAT 4.3.04 10:45 a.m. – 12:00 p.m.

Top Papers in Communication Law and Ethics

Sponsor: Communication Law and Ethics

Chair: **Susan J. Drucker**, Hofstra University

Respondent: **Donald A. Fishman**, Boston College

“Symbolic Speech: A Communicative Ethical Turn”

Cyril Latzoo, Duquesne University

“Charting a Course for Ex-Prisoners Coming Home: Balancing Support and Control in a Reentry Problem-Solving Court”

Jerri Farris, Purdue University

“Voluntary Abdication of Legal Rights: Arbitration Clauses as Miscommunication and Potential Constitutional Violations”

William Self, University of Alabama, Birmingham

Larry Powell, University of Alabama, Birmingham

Mark Hickson, III, University of Alabama, Birmingham

Justin Johnson, West Virginia University

“Interpreting Free Speech: Meeting the Horizon of Postmodernity”

Reshmi Sen, Finger Lakes Community College

This panel features the top faculty and Ph.D. student papers in Communication Law and Ethics.

SAT 4.3.05 10:45 a.m. – 12:00 p.m.

The Future of the History of Rhetoric: Contributions of the Study of the History of Rhetoric to the Future of Communication Studies

Sponsor: Focus on the Future

Chair: **David Dzikowski**, Pennsylvania State University

Sponsor: American Society for the History of Rhetoric
Chair: **David Dzikowski**, Penn State University

Anne Mattina, Stonehill College, MA
David Hoffman, Baruch College-CUNY
Raymie McKerrow, Ohio University
Chris Johnstone, PennState University
Alfred G. Mueller, II, Penn State–Mont Alto
Jane Sutton, Penn State–York
Molly Wertheimer, Penn State–Hazelton
Jane Donawerth, University of Maryland
Sara Newman, Kent State
Michael Hostetler, St. Johns,
Jim Benjamin, University of Toledo

In this panel, the second of two inter-disciplinary panels [(see TBD)], Communication and English department scholars will discuss position papers on the present and the future of the study of the history of rhetoric. The group discussion for this panel will explore what will follow from past and current trends in the field, with an emphasis on the contributions the history of rhetoric can make to contemporary rhetorical theory and current rhetorical criticism.

■ **SAT 4.3.06 10:45 a.m. – 12:00 p.m.**

Exploring Race, Gender, and Sexual Orientation in Contemporary United States Culture

Sponsor: Voices of Diversity
Chair: **Joy Cypher**, Rowan University
Respondent: **Timothy J. Brown**, West Chester University

“Exploring the Role of Family Approval in Mitigating Face Threats for Black and White Interracial Couples”

Gina Castle Bell, George Mason University
Sally O. Hastings, University of Central Florida

“Symbolic Performance of Same-Sex Love: Is Same-Sex Marriage the Ultimate Goal of Gay Male Relationships?”

Shinsuke Eguchi, Howard University

“Classroom to Boardroom: The Role of Gender in Leadership, Stereotypes, and Aptitudes for Command in Public Relations”

Victoria Geyer, Hofstra University

“The Virtual Locker Room: Hate Speech and Online Gaming”

Ryan Rogers, Syracuse University

Although the United States is more inclusive of difference than it has ever been, challenges to an “all inclusive” society still remain. This panel explores contemporary constructions of race, gender, and sexual orientation to discuss and problematize difference in seemingly inclusive environments. These papers explore tensions in acculturating to the norms of mainstream culture while attempting to celebrate the unique differences of diverse groups.

Saturday, April 24

■ **SAT 4.3.07 10:45 a.m. – 12:00 p.m.**

A Glimpse of the New Media Horizon: Current Studies of the Concept of Presence

Sponsor: Communication and Technology
Chair: **David Westerman**, West Virginia University

“Online Interaction and Psychological Well-Being: The Role of Social Presence”

David Westerman, West Virginia University

Amy Gentzler, West Virginia University

Ann Oberhauser, West Virginia University

“Presence and Proximity in Educational Settings: The Importance of Knowing How to Use Technology”

CJ Claus, West Virginia University

David Westerman, West Virginia University

“The Role of Personal Experience in the Formation of Spatial Presence and its Impact on Outcomes of Video Game Play”

Mu Wu, Cleveland State University

“Video Game Player Performance Effects on Flow and Spatial Presence”

Pete Lindmark, Cleveland State University

Paul Skalski, Cleveland State University

“Real-Life Behaviors and Naturally Mapped Video Game Controllers: Exploring the Connection as it Relates to Presence and Flow”

Paul Skalski, Cleveland State University

“Telepresence and Technological Expectation”

Cheryl Bracken, Cleveland State University

Gary Pettey, Cleveland State University

The concept of presence represents an exciting new horizon for the study of communication technologies. It addresses psychological experiences such as feeling “in” a mediated environment (spatial presence) or “with” mediated others (social presence), which have become increasingly common due to advances in digital and interactive media. This panel presents six studies by scholars examining spatial and social presence experiences in diverse contexts, including online interaction, education, and video games.

■ **SAT 4.3.08 10:45 a.m. – 12:00 p.m.**

Top Competitive Papers in Instructional Communication

Sponsor: Instructional Communication
Chair: **Katie Neary Dunleavy**, La Salle University
Respondent: **Ann Bainbridge Frymier**, Miami University

“Student Motives for Communicating with Instructors as a Function of Perceived Instructor Misbehaviors”

Alan Goodboy, Bloomsburg University

Scott A. Myers, West Virginia University

San Bolkan, California State University—Long Beach

“Charting a Course in Instructional Communication: A Case Study of Assessment Practices”

Kristen LeBlanc, Texas State University—San Marcos

Lori Vela, Texas State University—San Marcos

“A Review of Mentoring Literature Related to Kalbfleisch’s Mentoring Enactment Theory”

Daniel Mansson, West Virginia University

This panel features the top three papers submitted to the Instructional Communication Interest Group this year.

SAT 4.3.09 10:45 a.m. – 12:00 p.m.

Self-Disclosure and Charting One’s Own Medical Course

Sponsor: Health Communication

Chair: **Jay Baglia**, Kutztown University

Respondent: **Dennis A.V. Leoutsakas**, Salisbury University

“The Choice to Disclose: Mediating the Boundaries of Self, Corporeality, and Discourse”*

Jay Baglia, Kutztown University

“Disclosure of a Family History of Alcoholism in the Provider-Patient Interaction”

Sharlene Thompson, James Madison University

“Type II Diabetes: Blame, Shame and Representation”

Annette N. Hamel, Ohio University

“Relational Communication and Personal Health: Diabetics Chart Their Course with Social Support Networks through Self-Disclosure”

Bryan K. Horikami, Salisbury University

“Observations, Interrogations, and Explorations: Medical Revelation and Institutional Politics”

Susan A. Jasko, California University of Pennsylvania

For those managing their personal health information, self-disclosure is often a complex task. On this panel, communication scholars discuss the management and self-disclosure of medical information, either from a personal perspective or from recently conducted research.

Saturday, April 24

■ **SAT 4.3.10 10:45 a.m. – 12:00 p.m.**

Charting a Course with Grants: Managing the Expectations, Writing, Revision, and Relationships with the Funding Agency

Sponsor: Applied Communication
Chair: **Maria Brann**, West Virginia University
Respondent: **Kerry Byrnes**, West Virginia University

"Towards Managing Tenure and Merit Considerations While Pursuing Research Funding"
Jim L. Query, Jr., James Madison University

"Advice from the Not So Successful: Secret Handshakes and Such"
Keith Weber, West Virginia University

"Grant Writing: The Thrill of Victory and the Agony of Defeat"
Melissa Bekelja Wanzer, Canisius University

"Our Funding Was Denied: Charting a New Course for Research and Funding"
Brandi Frisby, West Virginia University

"Just Because You Pay Me Doesn't Mean You Can Tell Me What to Do: Living with Funders Once You Receive the Grant"
Melinda Villagran, George Mason University

This roundtable is comprised of a collection of researchers who have diverse experiences with the grant writing, reviewing, and revising process. Because the grant pursuing process is complex, this panel will focus primarily on seeking grants and the paths to take following both the receipt of and the denial of funding for research. The participants will discuss issues that faculty members face as they work toward tenure, seek grants, and work with received grants.

■ **SAT 4.3.11 10:45 a.m. – 12:00 p.m.**

Lessons Learned from the Campaign Season of 2008

Sponsor: Political Communication
Chair: **Karl Babij**, Rutgers University
Respondent: **J. Kanan Sawyer**, West Chester University

"Searching for the Candidates: Examination of the Sources Generated by Search Engines during the 2008 Presidential Campaign"
Ashley Muddiman, University of Texas, Austin

"Facebook: A Social Utility or Political Hub?"
Tim Macafee, University of Wisconsin, Madison

"2004 & 2008 Presidential Campaign Media Predictors: Interest, Issue Knowledge and Candidate Likeability"
Thomas Boyle, Millersville University

“The Bill and Oprah Effect: Effects of Charisma on a Presidential Candidate”

Chris Kowal, University of Connecticut

This panel of competitive papers draws upon data from the 2008 campaign season to expand our understanding of the changing landscape of American politics. These papers will examine a range of factors in that altered landscape, including how search engines lead to political information, how social networking sites like Facebook shape our political process, how the use of various media forms relates to voter attitudes, and how charismatic surrogates impact political campaigns.

■ **SAT 4.3.12** 11:00 a.m. – 1:00 p.m.

Short Course 11

Teaching a Course on Applied Organizational Communication: Charting a New Course for Relevancy in the Workplace

Presenters: Theodore A. Avtgis, *West Virginia University*
Andrew S. Rancer, *The University of Akron*

This short course will enable teachers, trainers, and members of human resource departments to develop a course on applied organizational communication. The information presented in this course will be geared toward the development and practice of communication skills that today’s organizational communication courses lack and that students and employers are demanding. Participants will be provided materials that will enable them to develop an entire semester course on applied organizational communication firmly grounded in the social scientific perspective that includes modules on communication training, leadership, organizational development, organizational communication ethics, and organizational communication consulting. Pedagogical strategies for teaching, syllabus construction, and the use of ancillary materials will be provided and presented.

■ **SAT 4.3.13** 11:00 a.m. – 1:00 p.m.

Short Course 12

New Horizons for Learning: Teaching Digital Natives

Presenters: Star A. Muir, *George Mason University*
Janette Kenner Muir, *George Mason University*

Our classes are now largely filled with digital “natives,” having grown up with the internet and experiencing a vastly different technological and social environment. This session identifies characteristics of digital natives and discusses different communication strategies that might be useful for digital “immigrants” who are doing the teaching. Sample assignments and assessments are provided, along with suggested technology etiquette norms. Discussion will include opportunities to share challenges, strategies and lessons learned.

■ **SAT 4.4.01 12:15 – 1:30 p.m.**

Case Studies of Organizational Communication Practices

Sponsor: Organizational Communication
Chair: **Jason Durbin**, West Virginia University
Respondent: **Paul A. Madlock**, Texas A&M International University

“Perfection Projection: Women and Nuclear Families in Mormon Television Advertising”*
Jeremiah Miner, University of Maine

“Public Relations in a Megachurch: An Exploratory Study”
Ahnlee Jang, University of Maryland

“An Assessment of Crisis Planning on College Campuses in Western New York”
S. Catherine Foster, Canisius College
Annmarie Dean, Canisius College
Miriam Kuhn, Canisius College
Stefanie Pavlicic, Canisius College
Victoria Zuffranieri, Canisius College

This panel features competitive papers that provide case studies of organizational communication practices.

*Debut Paper

■ **SAT 4.4.02 12:15 – 1:30 p.m.**

Charting a Course: Application of Philosophical Ideas to Examine Mass Media Communication

Sponsor: Philosophy of Communication & Media Communication
Chair: **Brent C. Sleasman**, Gannon University
Respondent: **John H. Prellwitz**, University of Pittsburgh-Greensburg

“Mass Communication: A Rehistoricized, Isocratic Approach”
Jeremy Langett, Duquesne University

“An Investigation of Heidegger’s Radio Comment in Being and Time”
Nathan Taylor, Villanova University

“An Application of Kant’s Four Moments of the Judgments of Taste to *SecondLife*: The Potential for Unique Aesthetic Judgments in Virtual Environments”
Jaime D. Banks, Colorado State University

“Too Much Information: Social Networking Websites and the Public and Private Spheres”
Douglas J. Marshall, Duquesne University

This panel features competitive papers that apply philosophical ideas to the examination of mass media communication in terms of mass communication, virtual reality and social media.

■ **SAT 4.4.03 12:15 – 1:30 p.m.**

Incorporating Culturally Specific Approaches in Health Communication Research and Practice among African Americans

Sponsor: Health Communication
Chair: **Carolyn A. Stroman**, Howard University

“Culturally Specific Measures for Health Communication Research “
Carolyn A. Stroman, Howard University
Camonia Long, Howard University

“Health Communication: The Use of Computer-Based Kiosks in Diverse Populations”
Kimberly M. Henderson, University of Maryland, Baltimore County
Claudia R. Baquet, University of Maryland, Baltimore County

“Talk to Me: Representations of Physical and Mental Health Communication on Black Talk Radio”
Kesha M. Morant, Eastern University

“Beyond the First Decade: African American Press Framing of HIV/AIDS Prevention”
Rockell Brown Burton, Texas Southern University

This panel will highlight the use of culturally relevant measures in recent health communication research. To understand fully the interplay between culture and health communication, it is instructive to view this relationship in a particular context. Therefore, the panel will focus on selected attributes of African American culture to provide this context. Since much of what will be discussed has relevance for other co-cultures, the presenters will offer suggestions for the inclusion of cultural factors in future health communication research.

■ **SAT 4.4.04 12:15 – 1:30 p.m.**

New Media in the Old Academe: Blogs, Blogging, and Knowledge Production

Sponsor: 1st VP
Chair: **Stephanie Verni**, Stevenson University

“Pedagogue: Blogging with Purpose”
Lauren Alfrey, Georgetown University
Patricia Fancher, Georgetown University

“Communities of Practice: Blogging and the Creation of a Shared Intellectual Consciousness”
Michael F. Davidson, Georgetown University
Joshua M. Scacco, Georgetown University

“Speaking Truth about Power: Blogging as Forum for Social Critique”
Lydia Kelow-Bennett, Georgetown University
Jason Turcotte, New York University

Based on experience and formal scholarship, this roundtable of colleagues for Georgetown’s *gnosis* Journal re-imagines academia after the New Media revolution. Each participant will expound on research and primary experience with blogs and blogging as a legitimate mode of academic

scholarship. Considering a diversity of theory from Dana Boyd to Jean Lave and Etienne Wenger, the roundtable will demonstrate novel uses of blogging in three areas of interest: pedagogy, communities of practice, and social criticism.

■ **SAT 4.4.05 12:15 – 1:30 p.m.**

Tectonic Shifts: Five Ways that Emerging Technologies and Media are Changing Socio-political Life

Sponsor: Media Ecology Association

Chair: **Todd Kelshaw**, Montclair State University

“Beyond the Fold: Rhetorics of Demise and Opportunity in the Newspaper Industry”

Jeffrey St. John, University of Maine

Todd Kelshaw, Montclair State University

“From Transistors to Browsers: The Emergence and Potentials of Internet Radio”*

Rory Raabe, University of Washington

“I’m that Bored: Text-based Media and Sexting’s Field of Cultural Production”

Hugh Curnutt, Montclair State University

“Emerging Modes of Histrionics Across Various Mediated Public Assemblies”

Todd Kelshaw, Montclair State University

“Rethinking *Kategoria* and *Apologia* in the Web 2.0 Environment: Lessons from the Whole Foods Case”

Christine Lemesianou, Montclair State University

Presenters address several important socio-cultural underpinnings and transformative consequences of new media, focusing on particularly profound moments of technological shift. Specific topics include the news industry’s movement from print to digital platforms; radio’s migration from terrestrial to online broadcast; the application of first-person text-based media for documenting users’ sexuality; citizens’ newfound capacities for political theatre in mediated public meeting venues; and the proliferation and management of organizational crisis in interactive digital settings.

*Debut paper

■ **SAT 4.4.06 12:15 – 1:30 p.m.**

Teaching for Social Justice: Innovations and Roadblocks

Sponsor: Voices of Diversity

Chair: **Bryan Crable**, Villanova University

“Disability, Voice and a Place to be Heard: Challenge and Change from the Classroom”

Joy Cypher, Rowan University

“Teaching for Social Justice: Lessons from Developing a Course Designed to Train Activists at a Conservative Catholic Campus”

Maurice Hall, Villanova University

“‘I May Be Reading Too Much into This...’: Confronting Student Perception of “Over-analysis” in Feminist Rhetorical Studies

Julie Haynes, Rowan University

“Indigenous Teachings”

Janet Yedes, Kean University

“Teaching for Social Justice: Talking about Racism and Sexism...in a *Required Class*?”

Bryan Crable, Villanova University

“Teaching for Deliberative Democracy: The Challenges of Confronting Student Assumptions and Ideology”

Maria Simone, Rowan University

The communication classroom is an important site for the creation of social change. Yet, too often, our conversations focus less on critical pedagogy than on critical theory—ignoring the opportunities and obstacles faced when bringing diverse voices into the classroom. This panel seeks to generate new possibilities for using teaching to produce a more just world. The focus will be on generating discussion between participants and audience—and thus reengaging the activist potential of our classrooms.

■ SAT 4.4.07 12:15 – 1:30 p.m.

Thurgood Marshall’s Rhetorical/Legal Legacy: Charting New Courses and Meeting New Horizons for America

Sponsor: Communication Law and Ethics & 1st VP

Chair: **Trevor Parry-Giles**, University of Maryland, College Park

“The In-between Years: Thurgood Marshall and the NAACP Legal Defense Fund”

Thomas E. Carney, University of Baltimore

“Justice Thurgood Marshall’s Dissent in Bakke: The Great Melting Pot That Wasn’t”

M. Kelly Carr, University of Baltimore

“Thurgood Marshall’s Legacy: Supreme Court Confirmations and the ‘Marshall’ Precedents”

Trevor Parry-Giles, University of Maryland, College Park

Baltimore Native Thurgood Marshall was a pivotal figure in American law and politics. From his work for the NAACP to his role as Supreme Court Nominee to his service as a Supreme Court Justice, this panel explores specific moments of Marshall’s rhetorical influence, highlighting his profound importance to the American Community. To honor Marshall and his Baltimore roots, this panel will be held at the Thurgood Marshall statue outside the Garmatz Federal Courthouse at the Corner of W. Pratt St. and Hopkins Place (one block from the Hyatt Regency).

■ **SAT 4.4.08 12:15 – 1:30 p.m.**

The Rhetorical Construction, Conditions, and Limitations of Presidential Popularity: The Obama Presidency Examined

Sponsor: Political Communication

Chair: **Kathleen Kendall**, University of Maryland

“Obama, Race, and the Rhetoric of Health Care Reform: Promises, Popularity, and Decorum”
Mary Kahl, SUNY New Paltz

“President Barack Obama’s Rhetorical Resiliency: May It Never Be Extinguished”
Judith Trent, University of Cincinnati

“President Obama’s Ethos in Relation to His Agenda and Spin: Presidential Popularity Cannot Long Withstand Overwhelming Policy Opposition”
Richard Vatz, Towson University

Since his historic election victory, President Obama has faced an ever growing and increasingly intense opposition. This panel explores the causes behind that expanding opposition; are these oppositional forces driven by Obama’s overly left-leaning governing approach, or do racial motives underlie the opposition’s intense animosity to the Obama Presidency?

■ **SAT 4.4.09 12:15 – 1:30 p.m.**

GRAD UATE SCHOOL FAIR

■ **SAT 4.4.10 12:15 – 1:30 p.m.**

Is It Un-Burkean to be an Orthodox Burkean?

Sponsor: Kenneth Burke

Chair: **Kevin R. McClure**, University of Rhode Island

“Burke on Americanism as an Ideal of Self Transformation”
Andrew A. King, Louisiana State University

“WWKBD? It is Absolutely Un-Burkean to be an Orthodox Burkean”
Kara Shultz, Bloomsburg University

“A Heretical Call for Burkean Criticism”
Lawrence J. Prelli, University of New Hampshire

“Puritans in Bohemia: A Burkean Attitude toward Criticism”
James F. Klumpp, University of Maryland

“Is it Unorthodox to be an Orthodox Burkean? The Magic of Permanence and Change”
Kathleen Torrens, University of Rhode Island

“Quo Modo Quandary: Did Burke Surpass Burke’s View of Attitude?”

Matthew T. Althouse, SUNY Brockport

“On the Indispensable but Usually Unwelcome Recalcitrance of the Unorthodox Perspective”

Floyd D. Anderson, SUNY Brockport

■ **SAT 4.4.11 12:15 – 1:30 p.m.**

Charting a Course to Some Forgotten Horizons: Rediscovering Communication Behavior

Sponsor: First Vice President

Chair: **John A. Courtright**, University of Delaware

“Scientific Communication Theory Demands a Behavioral Component”

Charles Pavitt, University of Delaware

“Behavioral Measurement and Analysis of Dyadic and Group Interaction: The Forgotten Science”

Arthur Van Lear, University of Connecticut

“Measuring Psychophysiology: Enriching and Expanding Our Understanding of Communication Behavior”

James Angelini, University of Delaware

“Looking Inside the ‘Black Box’ to Understand Communication as it Relates to Communicative Behaviors”

Don W. Stacks, University of Miami

“Some Interesting Assertions and a Question about Communication Behavior”

John A. Courtright, University of Delaware

The basic premise of this panel is that communication scholars should devote more time and attention to the study of actual communication behavior. The presenters bring different points of view and different substantive interests to the question of how this premise should be realized.

■ **SAT 4.4.12 12:15 – 1:30 p.m.**

Past Officers’ Meeting/Luncheon

■ **SAT 4.4.13 1:00 – 3:00 p.m.**

Short Course 13

Charting a Course for Technology Implementation in the Classroom: Real Options for Real Impact without the Need for Real Time Consumption

Presenters: **J. Kanan Sawyer**, West Chester University

Audra Diers, Marist College

Professors are inundated with technological options for the classroom. For the technically savvy, such tools are exciting new methods of connecting with students. For those of us who have em-

braced the *idea* if not all of the bells and whistles of the massive quantity of new high tech options, these tools can appear mystifying and time consuming. This short course charts a course for instructors who wish to implement the most useful, high impact technological tools into their courses while avoiding drastic and time consuming changes that disconnect students and teachers. Our session provides simple steps along with significant take-home resources for implementing both Presentation and Interaction technologies, including: blogs, PDAs, cell phones, PowerPoint, and distance learning. In addition, participants will get a first look at the newest version of Microsoft's pedagogical design product, *Collage* (not yet launched in the United States).

■ **SAT 4.5.01 1:45 – 3:00 p.m.**

Reflexivity In The Research Process: Role, Theory, and Praxis

Sponsor: Theory and Methodology
Chair: **Jeffrey Wickersham**, University of Connecticut
Respondent: **Susan A. Jasko**, California University of PA

“Reflexivity in the Process of Conducting Content Analysis ”
Archana Krishnan, University of Connecticut

“Providing Voice: Challenges and Directions for Reflexivity in Qualitative Research”
Dante E. Morelli, Ohio University

“Imitations of Social Life: Considering Demographic Variables in Communication Research”
Kristin N. P. Marie Evans, University of Connecticut

“Full Steam Ahead: Institutional Barriers to Practicing Reflexivity”
Gerard Jalette, University of Connecticut

■ **SAT 4.5.02 1:45 – 3:00 p.m.**

Teaching “Naked” or Teaching “Teched:” Technology in the Communication Classroom

Sponsor: Instructional Communication

Matthew Isbell, Merrimack College
Bonnie Jefferson, Boston College
Pamela J. Lannutti, Boston College
Jessica L. Moore, North Carolina State University
Rita Rosenthal, Boston College
Kelly Rossetto, Boston College
Sara Chudnovsky Weintraub, Regis College
Nancy Willets, Cape Cod Community College
Elaine Zelley, La Salle University

While the array of technology available to improve and support communication courses continues to expand, there is also a growing backlash against “teched” courses. This high density roundtable brings together professors from diverse areas of the field and institutions to discuss their experiences with technology in the communication classroom. Participants will discuss the advan-

tages and challenges of using technology in and out of the classroom in the context of the “teaching naked” movement.

■ **SAT 4.5.03 1:45 – 3:00 p.m.**

Philosophy of Communication for the 21st Century Marketplace

Sponsor: Philosophy of Communication
Chair: **Jeanne Persuit**, University of North Carolina – Wilmington
Respondent: **Annette M. Holba**, Plymouth State University

“Habermas, Theory of Interests, Critical Theory and Crisis Communication”
Cyril Latzoo, Duquesne University*

“Theorizing the Vernacular in Global Economics”
Maria Hegbloom, Bridgewater State College

“The Search for Enlarged Mentality”
Susan B. Malcolm, Robert Morris University

This panel features three competitive papers from the Philosophy of Communication Interest Group that discuss the relationships between marketplace communication and philosophy.

*Debut Student Paper

■ **SAT 4.5.04 1:45 – 3:00 p.m.**

Seeking a Horizon: What is “Quality” in Communication Research?

Sponsor: Research Fellows
Chair: **Mark Hickson, III**, University of Alabama at Birmingham

Theodore Avtgis, West Virginia University
Sally Vogl-Bauer, University of Wisconsin-Whitewater
Don W. Stacks, University of Miami
Marian L. Houser, Texas State University

For some time, the criterion for evaluating “quality” in communication research has been the number of articles one has published. Recently, some universities have attributed “quality” to citations in the ISI index, and even more recently, others have claimed that the citations listed in Google Scholar are a better indicator. The panelists will review the concept of “quality” in search of an answer to the question of whether we can evaluate quality at all.

Saturday, April 24

■ **SAT 4.5.05 1:45 – 3:00 p.m.**

In With the New?: Journalism, Technology, and Political Memory

Sponsor: Media Communication
Chair: **Kelly Madden**, Villanova University

“Life After Newspapers: Local Political Information On the Web”
Lee Shaker, Princeton University

“The U.S. Launch of Al Jazeera English in Washington, DC: An Analysis of American Media Coverage”
Kim Meltzer, Georgetown University

“Rights, Privileges, and Memories: Health Care and Senator Edward Kennedy”
Nicole Maurantonio, Northeastern University

“The Politics of the Eternal Present: The Impact of Digital Journalism on Political Memory”
Paul Falzone, Green Mountain College

■ **SAT 4.5.06 1:45 – 3:00 p.m.**

Close Encounters of All Kinds: Exploring Characteristics of Dyadic Relationships

Sponsor: Interpersonal Communication
Chair: **Robert J. Sidelinger**, Oakland University
Respondent: **Danette Ifert Johnson**, Ithaca College

“Source, Correlates, and Consequences of Uncertainty: Expounding the Scope of Uncertainty in General Interpersonal and Close Personal Relationships”
Mary E. Nagy, Rutgers University

“Social Exchange in Exclusive, Hookup, Friends-with-Benefits, and Open Relationships: Exploring College-Aged Women’s Personal Relationships”
Amanda E. Hamilton, SUNY Geneseo
Meredith Marko Harrigan, SUNY Geneseo

“Intentional Jealousy Evoking Behavior in Romantic Relationships as a Function of Received Partner Affection and Love Styles”
Alan K. Goodboy, Bloomsburg University
Melanie Booth-Butterfield, West Virginia University
Sean M. Horan, DePaul University

“Does Our Humor Affect Us? An Examination of a Dyad’s Humor Orientation”
Shannon Maki, West Virginia University
Melanie Booth-Butterfield, West Virginia University
Audra McMullen, Towson University

“When Two Become One: Marital Couples’ Public Performances, Satisfaction, and Identity Gaps”
Carrie D. Kennedy-Lightsey, Indiana University-Purdue University, Fort Wayne

The papers on this panel examine some intriguing aspects of relational dynamics in dyads that range from casual to close. The topics include uncertainty during dyadic transitions, rewards and costs of different relationship types, whether intentional efforts to provoke jealousy behavior in a romantic partner can be predicted, how humor orientation influences dyadic cohesion and satisfaction, and the impact of identity gaps on the perceived quality of marital relationships.

■ SAT 4.5.07 1:45 – 3:00 p.m.

Top Student Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address
 Chair: **Tim Barney**, University of Maryland
 Respondent: **Michael Hostetler**, St. John's University

"Shaping Economic Reality: A Critical Metaphor Analysis of President Barack Obama's Economic Language During His First 100 Days"

Joshua Scacco, Georgetown University

"Congresswoman Tammy Baldwin's Millennium March on Washington and the Rhetorical Construction of Identity Politics"

Robin Scholz, University of Maryland

"Peace is a Woman's Job: Jeannette Rankin's Pacifist Rhetoric in the Interwar Years"

Tiffany Lewis, University of Maryland

This panel features the top three student papers from the Rhetoric and Public Address Interest Group for 2010.

■ SAT 4.5.08 1:45 – 3:00 p.m.

Focus on the Future: Voices of Diversity

Sponsor: Focus on the Future
 Chair: **Lorin Basden Arnold**, Rowan University

Brenda J. Allen, University of Colorado Denver

Melbourne Cummings, Howard University

Cerise L. Glenn, University of North Carolina at Greensboro

Ronald L. Jackson, II, University of Illinois at Urbana-Champaign

Celeste Lacroix, College of Charleston

Andrew Spieldenner, Latino Commission on AIDS

William J. Starosta, Howard University

This panel discusses prior, current, and possible future trends in research regarding diversity in the field of communication from a variety of perspectives. The panelists represent scholars at various stages in their career paths, including those with long-standing contributions to diversity research, those in mid-career stages, and scholars new to the field who are beginning research agendas. Discussion among panelists and attendees will also be an important part of this session.

Saturday, April 24

■ **SAT 4.5.09 1:45 – 3:00 p.m.**

There Used to Be A Ballpark Here: The Stadium and Community

Sponsor: 1st Vice President

Chair: **Gary Gumpert**, Communication Landscapers

“For What is Baseball Profited If It Shall Gain a New Ballpark: The False Promise of Renewal in Small Market Baseball”

Thomas Flynn, Slippery Rock University

“Yogi Berra Stadium: An Attempt at a Community Ballpark”

Lewis Freeman, Fordham University

“What’s In a Name? From Fenway Park to Busch Stadium and Enron Field”

Dale Herbeck, Boston College

“The Soundtrack of Baseball Stadiums”

Harvey Jassem, University of Hartford

“Out With the Old, In With the New: The Ballpark as Urban Renewal”

Susan Drucker, Hofstra University

Gary Gumpert, Communication Landscapers

The building boom in stadium building at the turn of the 20th century comes along with a new technological era in which cities and communities function and frolic in a new media and urban landscape. The construction reflects new economic realities and new horizons for cities and media institutions. The new stadia incorporate media technologies required by the multi-media press corp. and demanded by media addicted fans. They come at a time in which public recreation and sense of community require reassessment. In keeping with the conference theme, this panel will explore the changing communication environment of the urban ballpark. This cross-disciplinary evaluation provides an example of research in urban communication, itself an area of research that is charting new directions in communication studies and activism.

■ **SAT 4.5.10 1:45 – 3:00 p.m.**

Sport, Race, and Intercultural Communication

Sponsor: Intercultural Communication

Chair: **Pierre Rodgers**, George Mason University

Respondent: **Grant C. Cos**, Rochester Institute of Technology

“The Use of Sports as Stereotypes in *The Negro Soldier*”

Kimberly R. Moffitt, University of Maryland

“The Michael Vick Dog Fighting Controversy: The Intersection of Race, Culture, and Morality”

Mark C. Hopson, George Mason University

"A Rhetorical Analysis of Competing Narratives in the Newspaper Accounts of the Howard-Lincoln Football Rivalry, 1894-1925"

R. Pierre Rodgers, George Mason University

David K. Wiggins, George Mason University

This panel features issues on ethical, historical, racial, and mediated approaches to sport communication. In their studies of sport-situated discourses, the panelists apply a variety of critical and rhetorical methods to differing types of texts. The panel fuses past and current social/communication issues based on intercultural/interracial aspects of race and sport.

■ SAT 4.5.11 1:45 – 3:00 p.m.

Meeting New Horizons: Using Technology in the Communication Classroom

Sponsor: Community College

Chair: **Tobi Mackler**, Montgomery County Community College

"Going Green in the Communication Classroom: How to Create a Paperless Basic Course"

Tom Donlan, Montgomery County Community College

"Using Echo360 Classroom Capture Software in the Speaking Classroom"

Tom Jewell, Bergen Community College

"Using YouTube in (and out of) the Communication Classroom"

Steven Epstein, Suffolk County Community College

"Using Twitter in the Online Classroom"

Michelle Simpson, College of Southern Maryland

"Effectively Utilizing Your IT Staff to Help You to Incorporate Technology in the Classroom"

Kathryn Ishler, Montgomery County Community College

The first four panelists will discuss how they have met new horizons by using new technology in their classrooms. The final panelist is an information technology specialist who will tell you how you can work with the IT specialists on your campus to help you to incorporate technology into your classroom.

■ SAT 4.5.12 1:45 – 3:00 p.m.

Some New Horizons Are Inside the Head: Interpersonal Communication and the Brain

Sponsor: Interpersonal Communication

Chair: **Kelly Joyce**, The National Science Foundation

Respondent: **Kelly Joyce**, The National Science Foundation

Donald B. Egolf, University of Pittsburgh

Ricardo Gil da Costa, The Salk Institute for Biological Sciences

Sondra L. Chester, Sondra L. Chester & Associates

The purpose of this panel is to review the recent avalanche of findings emerging from the world's neuroscience laboratories and to show the relevance of these findings for interpersonal communication scholars. The panel will: (1) present a brief (technology-driven) history of neuroscience, (2) provide a basic introduction to neuroanatomy, (3) discuss neuroscience findings relevant to interpersonal communication scholars, (4) give guidelines for evaluating neuroscience findings, and (5) discuss future trends in the area.

■ **SAT 4.6.01 3:15 – 4:30 p.m.**

Focus on the Future: The Chart is Not the Course You Travel

Sponsor: Focus on the Future

Chair: **Lance Strate**, Fordham University

Mary Alexander, Marist College

Thom Gencarelli, Manhattan College

Stephanie Gibson, University of Baltimore

Martin Levinson, Institute of General Semantics

Bill Petkanas, Western Connecticut State University

This panel features a roundtable discussion about the future of general semantics as a discipline and field of study.

■ **SAT 4.6.02 3:15 – 4:30 p.m.**

Charting a Course for a Global Future: Experiential Learning and Study Abroad

Sponsor: Intercultural Communication

Chair: **Lynn Gregory**, Appalachian State University

“Experiential Learning and Study Abroad: Scotland”

Kristen Eichhorn, SUNY Oswego

“Experiential Learning and Study Abroad: An Administrator/Practitioner Perspective”

Nina-Jo Moore, Appalachian State University

“Experiential Learning and Study Abroad: Two Countries, Three Methods, and Four Topic Areas”

Lynn Dee Gregory, Appalachian State University

Panelists will present their own successes and challenges in designing, leading, and evaluating study abroad programs. The panelists have been involved in study abroad in Scotland, Poland, Armenia, and Belize. A broad range of methods and content areas will be discussed, a list of “best practices” compiled, and a working bibliography of helpful texts and teaching tools provided.

■ **SAT 4.6.03 3:15 – 4:30 p.m.**

Love, Marriage, and Family: The Relationship between Mediated Images and Real Life

Sponsor: Interpersonal Communication & Media Ecology

Chair: **Jack Banks**, University of Hartford

Respondent: **Branislav Kovacic**, University of Hartford

"Representations of Romantic Relationships in the Media"

Alicia B. Linder, University of Hartford

"Advertising, Gender Stereotypes, and Relationships"

Nicole D. Fecteau, University of Hartford

"The Portrayal of the American Family and Its Relationships"

Nancy Bressler, University of Hartford

"*Balika Vadhu*: The Portrayal of Child Marriage in India"

Nidhi Sinha, University of Hartford

"The Secret's in the Telling"

Mackenzie Portfolio, University of Hartford

The interrelationship between mediated images and interpersonal communication is explored in this panel, which examines media images of family, marriage, and romantic relationships and the reciprocal influence these may have on relationships in real life. The papers examine the media representation of conventional and accepted models of relationships, such as the nuclear family and heterosexual dating, as well as models that are increasingly shunned, such as the practice of child marriage in India.

■ **SAT 4.6.04 3:15 – 4:30 p.m.**

Charting the Course: Curriculum Design in Interpersonal Communication

Sponsor: Community College

Chair: **Michelle Simpson**, College of Southern Maryland

"Listening in Interpersonal Communication"

Isa N. Engleberg, Prince George's Community College

"Service Learning in Interpersonal Communication"

Nancy J. Willets, Cape Cod Community College

"Teaching Theory in Interpersonal Communication through Student Application"

Marilyn Lemerand, College of Southern Maryland

"Transformative Education in Interpersonal Communication"

Wendy S. Walters, Stark State College

"Assessment and Evaluation in Interpersonal Communication"

Nadine M. Cichy, Sinclair Community College

The decisions made regarding the curriculum in the Interpersonal Communication Course regarding content, methodology and assessment need to be considered carefully. While the objectives for the class may be in place, many of us struggle with decisions about how we will achieve those objectives. During this panel discussion, we hope to shed some light on how such decisions are made and introduce some diverse options.

■ **SAT 4.6.05 3:15 – 4:30 p.m.**

Top Competitive Papers in Applied Communication

Sponsor: Applied Communication
Chair: **Mary Mino**, Penn. State University
Respondent: **Mary Mino**, Penn. State University

"The Weakness of Strong Ties: Barriers to External Communication among Female Agronomy Associations in Post-colonial Southern Rwanda"

Sarah Ryan, University of Texas, El Paso

"Testing the Temporal Effects of a Rural Trauma Training Curriculum: Improving Procedure and Communication among Trauma Personnel"

E. Phillips Polack, West Virginia University
Theodore A. Avtgis, West Virginia University
David Kappel, West Virginia University
Matthew M. Martin, West Virginia University

"Portrayals of Legitimate Authority: US Newspaper Editorials and the 2002 Clerical Abuse Scandal in the Catholic Church"

Cyril Latzoo, Duquesne University

"Charting a Course for Academic Success: Communication Privacy management in Academic Advising"

Bryan K. Horikami, Salisbury University

"Positioning Major Gift Fund Raising on the Dimensions of Public Relations: A Case Study"

Ryan E. Merkel, University of Maryland

This panel features the top five competitive papers from the Applied Communication Interest Group for this year.

■ **SAT 4.6.06 3:15 – 4:30 p.m.**

Kenneth Burke and the Symbolic in the Philosophy of Technology

Sponsor: Philosophy of Communication & Kenneth Burke
Chair: **James W. Chesebro**, Ball State University

Respondent: **Celeste Grayson Seymour**, Duquesne University

“ ‘Instruments of our Own Making’: Where Burke’s Technology and Postman’s Technopoly Meet”
Elvera Berry, Roberts Wesleyan College

“Burke’s Encounters with McLuhan: Technology as/and Symbolicity”
Bryan Crable, Villanova University

“ ‘Dreams of Electric Sheep’: Technology and Sacrifice”
Erik Garrett, Duquesne University

“The Virtual and the Vicarious”
Richard Thames, Duquesne University

Kenneth Burke has not been known as a philosopher of technology. As a matter of fact, he lived his life as something of a Luddite. However, buried in Burke’s philosophy of communication and his understanding of the symbolic are various principles that can explain the human relation with technology. The panelists will address the “symbolic motives” at play in technology and develop Burke’s line of analysis that stresses the “continuities between theology and technology.”

SAT 4.6.07 3:15 – 4:30 p.m.

Ethical Issues: Student Problems in Organizational Settings and the Role of Communication

Sponsor: Communication Law and Ethics
Chair: **Kerry Byrnes**, University of West Virginia
Respondent: **Theodore A. Avtgis**, University of West Virginia

“The Boss Told You What About My Performance? Gratuitous Superior Subordinate Disclosures”
Kerry Byrnes, University of West Virginia

“Healthy Research? When Research Decisions Can Change a Participant’s Life”
James Durbin, University of West Virginia

“Gossip in the Workplace: See No Evil, Hear No Evil, and Speak No Evil”
Brandi Frisby, University of West Virginia In Session 2.6.2

“To Speak or Not to Speak? That is an Ethical Question”
Shannon Maki, University of West Virginia

“Whose Side are You On Anyway? Disclosure of Employee Termination”
Charles Rudick, University of West Virginia

“What, Thou Shalt Be Ethical? Investigating Ethical Dilemmas Within the Church Walls”
Stephanie Shimotsu, University of West Virginia

This panel focuses on the ethical dilemmas young scholars have experienced in organizational life. Participants on this panel will discuss real-life ethical issues and determine how communication contributes to and can alleviate these problems.

■ **SAT 4.6.08 3:15 – 4:30 p.m.**

Political Communication Meets Maryland Politics: A Tribute to Ted Sheckels

Sponsor: Political Communication
Chair: **Sean Luechtefeld**, University of Maryland

Respondents: **Carl Hyden**, Morgan State University
Richard Vatz, Towson University

“Political Communication Lessons Learned from Ted Sheckels’ Scholarship on Maryland Politics”
David Levasseur, West Chester University

“The Forgotten Maryland Rhetorical Moment: Race War on Race Street in Cambridge, Maryland”
Theodore Sheckels, Randolph-Macon College

In light of the Maryland venue for ECA’s Conference, this panel pays tribute to Ted Sheckels, an individual whose research has done much to illuminate the intricacies of Maryland politics. The panel will both highlight Professor Sheckels’ past work on Maryland politics and introduce the audience to one of his ongoing research projects in this area.

■ **SAT 4.6.09 3:15 – 4:30 p.m.**

Forgetting, Grieving, and Remembering: Exploring the Form and Functions of Visual Memory

Sponsor: Rhetoric and Public Address
Chair: **Celeste LaCroix**, College of Charleston
Respondent: **Trevor Parry-Giles**, University of Maryland

“Carousels and Death: The Construction of Mixed Memories at Knoebels Amusement Park’s Museum of Mining”
David S. Heineman, Bloomsburg University

“Public Memory, Public Forgetting: US War Memorials and Cultural Amnesia”
Diane S. Hope, Rochester Institute of Technology

“Fashioning Grief: Form, Function, and Meaning of R.I.P. T-Shirts in Baltimore City”
Katie Kavanagh O’Neill, University of Pittsburgh

“Scrapbooking, Visual Memory and Identity as Project”
Kara Shultz, Bloomsburg University

These papers analyze the ways in which visual images function to shape memory across four distinct contexts – museums, memorials, memory albums, and clothing – demonstrating the complex and often contradictory and polysemic nature of visual images.

■ **SAT 4.6.10** 3:15 – 4:30 p.m.

Meeting the Professional Horizon: PRSSA

Sponsor: Applied Communication
Chair: **Katrina J. Quinn**, Slippery Rock University

Richard J. Toth, APR, Fellow PRSA, ABC, University of Maryland
Ronnie Gunnerson, Loyola University Maryland
Lester R. Potter, MBA, ABC, IABC Fellow, Towson University
Susan A. Jasko, California University of Pennsylvania
Kathleen Glenister Roberts, Duquesne University
Katrina J. Quinn, Slippery Rock University

Public Relations Student Society of America (PRSSA) advisors discuss the benefits of a PRSSA chapter for student engagement of the professional horizon of public relations. Audience discussion is encouraged.

■ **SAT 4.6.11** 3:15 – 4:30 p.m.

“Off the Charts in Service!”: Join the Voyage as Regional and National Communication Leaders Talk about Service to the Discipline

Sponsor: 1st Vice President
Chair: **Jeffrey T. Child**, Kent State University

Participants:
Dawn O. Braithwaite, University of Nebraska-Lincoln
President, NCA
Lynn H. Turner, Marquette University, Milwaukee, WI
First Vice President, NCA
Richard West, Emerson College, Boston, MA
Second Vice President, NCA

These three panelists are the 2010-2011 officers of the National Communication Association. They each have also served as president of their respective regional associations (CSCA, WSCA, and ECA). Using personal narratives spliced with passion and humor, the officers will discuss what drives them to leadership roles and offer advice for those who are interested in providing service to the regional and/or national communication organizations. The program is intended to be interactive, with audience involvement (questions, experiences, etc.) strongly encouraged.

■ **SAT 4.6.12** 3:15 – 4:30 p.m.

Life-Changing Events: Charting a Course Toward a “New Normal”

Sponsor: 1st Vice President
Chair: **Fran Mindel**, Morgan State University

Saturday, April 24

“Alternative Politics and Mainstream Media: How I Ran for President and You Never Knew”

Jared A. Ball, Morgan State University

“The Woman in the Mirror: Coping Post-Surgery Recovery and Altered Appearance After Major Surgery”

Andrea M. McClanahan, East Stroudsburg University

“When Crises Collide: Managing Multiple Life-Changing Events”

Fran Mindel, Morgan State University

“Communication Challenges When Caregiving from Afar”

Stacey A. Peterson, College of Notre Dame of Maryland

Many events change our lives, but few change us in profound and lasting ways. The participants will examine several life-changing events from undergoing major surgery, caring for seriously ill parents from a distance, running for President of the United States, and coping with multiple crises, in an attempt to discover how communication influences these critical incidents.

■ **SAT 4.6.13 3:15 – 4:30 p.m.**

Resolutions Committee

■ **SAT 4.7 4:45 – 6:00 p.m.**

General Business Meeting

■ **SAT 6:00 – 8:00 p.m. President’s New Century Reception**

Sponsor: Kendall Hunt Publishing Company

■ **SAT 8:00 – 9:00 p.m. 12-Step Group Meeting**

Saturday, April 24

Sunday, April 25

■ **SUN 7:30 a.m. – 10:00 a.m.**

ECA Convention Registration

■ **SUN 5.1.01 8:15 – 9:30 a.m.**

Issues Related to Technology in Organizations

Sponsor: Organizational Communication

Chair: **Christine Foster**, Bergen Community College

Respondent: **Danette Ifert Johnson**, Ithaca College

“Attitudes Toward Technology in the Workplace: The Role of Socialization”

Paul A. Madlock, Texas A&M International University

“The Validity of the ICA Audit in Examining Healthcare Organizations, Communication, and Satisfaction”

Brandi N. Frisby, West Virginia University

Sydney M. Staggers, West Virginia University

Theodore A. Avtgis, West Virginia University

Lucy K. Allara, West Virginia University

Lisa M. Dorinzi, West Virginia University

C’Anna M. Keffer, West Virginia University

“Constellation of Concepts: Reexamining Place in the Context of Global Offshoring “

Sanae Elmoudden, St. John’s University

This panel features competitive papers from the Organizational Communication Interest Group.

■ **SUN 5.1.02 8:15 – 9:30 a.m.**

Testing Communication Theory in Contemporary Contexts: An Examination of Health Behaviors and Mediated Channels

Sponsor: Theory and Methodology

Chair: **Megan R. Dillow**, West Virginia University

Respondent: **Melissa Bekelja Wanzer**, Canisius College

“Uncertainty and the H1N1 Virus: Applying Uncertainty Theory to Temporal Illness”

Kimberly Goddard, West Virginia University

Charles Rudick, West Virginia University

Justin R. Johnston, West Virginia University

“Intent to Receive the H1N1 Vaccine: An Application of the Theory of Planned Behavior”

Erica Shella, West Virginia University

Sarah Oyler, West Virginia University

Shay Niland, West Virginia University

“The Outcomes of Convergent and Divergent E-Mail Messages: A Communication Accommodation Theory Perspective”

CJ Claus, West Virginia University
Emily Read, West Virginia University
Brian Flynn, West Virginia University

“An Interaction Adaptation Theory Perspective on Computer-Mediated Initial Interactions”

Christine Yurko, West Virginia University
Madeleine Hummer, West Virginia University
Jill Nizan, West Virginia University

■ **SUN 5.1.03 8:15 – 9:30 a.m.**

Rhetoric and Popular Discourse: Race, Religion, and Otherness in Memoirs and Film

Sponsor: Rhetoric and Public Address
Chair: **Tim Pollock**, University of Ohio
Respondent: **Christine Courtade Hirsch**, SUNY Oswego

“White Sheets: Self-Reflexivity and Ghostly Confrontations in Mab Segrest’s Memoir of a Race Traitor”

Deborah Summers, University of Minnesota

“And A Mouse Shall Inherit the Earth: The Disney Phenomenon as a Religious Ideal Ingrained in the Minds of Children”

Nicholas Smith, West Virginia University

“Good Morning, Baltimore:” Whiteness, Blackness and Otherness in the 2007 Movie Musical Hair-spray”

Valerie Schrader, Ohio University

This panel features competitively selected papers that revolve around themes of race, religion, and otherness.

■ **SUN 5.1.04 8:15 – 9:30 a.m.**

Church and State: Moving Forward? Together?

Sponsor: Political Communication
Chair: **Brian Kaylor**, James Madison University

“Indulgence Money: How the Invention of the Printing Press Reinvented Church-State Relations”

Read Mercer Schuchardt, Wheaton College

“Visual Blanketing”

Amy Pointer, University of Baltimore

“When Church & State Collide”

Stephanie Gibson, University of Baltimore

Sunday, April 25

“Salazar versus Buono: Is the Mojave Cross Memorial a Violation of Separation of Church and State?”

Rod Carveth, Fitchburg State College

This panel examines the ongoing rhetorical struggle to define a dividing line between church and state. The panel will highlight the role technology has played in the intricate relationship between church and state. The panel will also explore what happens when church and state communicatively collide in propaganda posters, at a statesman’s funeral, and in a legal battle over the use of religious symbols on public lands.

■ **SUN 5.1.05 8:15 – 9:30 a.m.**

Freedom of Speech and the G-20 Summit

Sponsor: 1st VP

Chair: **Michael Balmert**, Carlow University

Michael Balmert, Carlow University

John Gareis, University of Pittsburgh

Valerie Goff Whitecap, Carlow University and University of Pittsburgh

Joe Sery, University of Pittsburgh

Pittsburgh was recently at the epicenter of the G-20 Summit. This panel will examine the issues of freedom of speech in relation to the summit. It will examine this issue from various perspectives, including the students, the protesters, the media, the university and the city. Joe Sery will address what, historically, protest has attempted and what has happened when it was squelched. Valerie Goff Whitecap, through interviews with a student/soldier and a student/protester, will talk about what role the students played in the events and the media’s coverage of their involvement. John Gareis will deal with the response of the various universities to the event, and Michael Balmert will discuss how the preparations of the city and the universities hinder or provide a forum for dissent.

■ **SUN 5.1.06 8:15 – 9:30 a.m.**

Do You See What I See?: Constructions of African-American Beauty and Attractiveness

Sponsor: Voices of Diversity

Chair: **Debyii Thomas**, Howard University

“Hegemonic Standards of Beauty and Status in the Real Housewives in Atlanta”

Alexa Harris, Howard University

VaNatta Ford, Howard University

“‘Real Love’: A Critical Discourse Analysis of the Construction of Commitment Indicators in Romantic Relationships in R&B Songs”

Elizabeth Okigbo, Howard University

“When Aging Stood Still: A Photographic Analysis of Aging through the Eyes of Baby Boomers”

Mackenzie Jordan, Howard University

“African-American Men’s Perceptions of African-American Women’s Body Figure Attractiveness”

C. Chic Smith, Howard University

The papers presented on this panel utilize qualitative approaches to examine how manifestations of the beauty of African-Americans and other people of color are constructed and presented in contemporary contexts. This panel examines how beauty is perceived, received, and managed from Hollywood to Atlanta, through the eyes of men and women, in different generations, and in R&B lyrics. In the end the question will remain: do you see what I see?

SUN 5.1.07 8:15 – 9:30 a.m.

Narrative Ethnography as Applied Communication: Tales of Community and Dialogue at (the Mayor’s) “Community Summit on Health and Wellness”

Sponsor: Applied Communication

Chair: **Jill Seibert Burk**, Duquesne University

““What Right Do I Have to Speak?: (Dis)abling Frameworks, Tensions of (Dis)empowerment, and Organized Community Discourse”

Melissa Wood Alemán, James Madison University

““Keepin’ It UnReal:’ Identity, Authenticity and the Legitimacy of the Margin”

Carlos Galvan Alemán, James Madison University

“Legitimacy and Voice in Two Health Care Dialogues: An Autoethnography of Health Care Summit Experience”

Sharlene Thompson, James Madison University

““Mr. Fix-it’: A Confessional Tale”

Pete Bsumek, James Madison University

This panel employs narrative ethnography in an applied context. Panelists attended a community health and wellness summit, which was designed to create opportunities for citizens, community leaders and organizations “committed to creating healthier people and lifestyles” with a chance to come together for dialogue, organizing and networking. Participant-centered modes of communication, such as this summit, provide an opportunity for communication scholars to explore the possibilities for dialogue about difficult and charged social and political topics.

SUN 5.1.08 8:15 – 9:30 a.m.

Charting a Course Through the Media/New Media Maze

Sponsor: Media Ecology Association

Chair: **Susan Jasko**, California University of Pennsylvania

Respondent:

“From Zapruder to Albarghouti: A Study of User-generated Content as News Video”

Jennifer Neidenberg, American University

Sunday, April 25

"Video Games Have Politics"

Ryan Rogers, Syracuse University

"Fallingwater: A Philosophical View of an 'Impossible' Building"

Kristin Roeschenthaler Wolfe, Duquesne University

This panel features competitively-selected papers from the Media Ecology Association, an affiliate organization, for this year.

■ **SUN 5.1.09 8:15 – 9:30 a.m.**

Are We There Yet? Charting a New Course for Intercultural and Interracial Understanding in the 21st Century

Sponsor: Intercultural Communication

Chair: **Mark C. Hopson**, George Mason University

Respondent: **R. Pierre Rodgers and David K. Wiggins**, George Mason University

"Black and White Interracial Relationships in the "Era of Obama": Reflecting on a Personal Narrative and Charting a Course for the Future"

Gina Castle Bell, George Mason University

"The Day(s) After: Exploring immediate reactions to Barack Obama as the 2008 Democratic Nominee; and the 2009 Inauguration of the first Black President"

Mark Hopson, George Mason University

Dionne Foster, George Mason University

"21st Century Perceptions of Culture and Communication: Exploring Images of Mental Health within African American Communities"

Nicole M. Robinson, George Mason University

This panel examines the issues of charting a course for a post-racial society. In the 21st century, the election of President Barack Obama might imply that the U.S. has moved toward fulfilling Dr. King's dream. As communication scholars contemplate the meaning of "new horizons," we must ask ourselves some critical questions: Does the current Commander in Chief symbolize movement toward a day when racism and oppression no longer prevent people from living fuller and healthier lives? Has our society traversed the last vestiges of racial and cultural imposition? Are we getting closer to the dream? Are we there yet?

■ **SUN 5.1.10 8:15 – 9:30 a.m.**

■ **SUN 5.1.11 8:15 – 9:30 a.m.**

Social Networking in a Digital Age

Sponsor: Interpersonal Communication & Media Ecology

Chair: **David Petroski**, Southern Connecticut State University

Respondents: **Bonnie Farley-Lucas**, Southern Connecticut State University
Thom Gencarelli, Manhattan College
Ronald C. Arnett, Duquesne University

Laurie Moroco, Thiel College
Victor Evans, Thiel College

This alternative format program will screen a 20-minute documentary film which presents in-depth interviews with adolescents, teens, and adults about how they use online social networking in their daily lives. Including opinions from media experts and interpersonal scholars, this film presents the investigation in an engaging, multimedia format. The respondents, versed in interpersonal scholarship as well as media and film, will discuss both the content and medium in which it is presented.

 **SUN 5.1.12** 8:15 – 9:30 a.m.

Communication as a Tool for Democratic Education

Sponsor: Instructional Communication

“‘Doing Democracy:’ Using Debate to Encourage Democratic Practice in the Basic Speech Course”

Carolyn Brejwo, West Virginia University
Joni Gray, West Virginia University
Lucretia Hubler-Larimore, West Virginia University
Francene Kirk, Fairmont University

“Restructuring Teacher Preparation Programs: Facilitating Democratic Teaching Practices in K-12 Classrooms through Voice and Dialogue”

Carolyn Brejwo, West Virginia University
Joni Gray, West Virginia University
Lucretia Hubler-Larimore, West Virginia University
Francene Kirk, Fairmont University

“The Democratic Classroom: Fostering Civic Ideals through Discussion in the High School Classroom”

Carolyn Brejwo, West Virginia University
Joni Gray, West Virginia University
Lucretia Hubler-Larimore, West Virginia University
Francene Kirk, Fairmont University

“Expanding the Lens: The use of First Person Accounts in an Introductory Honors Communication Class”

Carolyn Brejwo, West Virginia University
Joni Gray, West Virginia University
Lucretia Hubler-Larimore, West Virginia University
Francene Kirk, Fairmont University

Our panel approaches communication as both a method and a tool that has the power to promote democratic philosophies and notions within emerging citizens. We determine that educators not only have to model democratic practices but also support opportunities for students to

learn and experience such practices. Each presenter identifies and develops communication strategies specific to her teaching level—elementary, secondary, and post-secondary.

■ **SUN 5.1.13 8:15 – 9:30 a.m.**

A New McLuhan?: Jenkins, Convergence Culture & the So-Called 'Death' of Media Studies (Roundtable)

Sponsor: Media Communication

Moderator: **Theresa A. Donofrio**, University of Maryland

Danielle Graci, Rutgers University

Jessica Roberts, University of Maryland

Dana Neacsu, Rutgers University

Kimberly Davis, University of Maryland

■ **SUN 5.2.01 9:45 – 11:00 a.m.**

CLASP: Charting a Course for Intra-Campus Community

Sponsor: Community College

Chair: **Gordon Alley-Young**, Kingsborough Community College

Panelists:

Hollis Glaser, Borough of Manhattan Community College

Eva Kolbusz, Borough of Manhattan Community College

Shauna Vey, New York City College of Technology

Alan Winson, John Jay College of Criminal Justice

CLASP (The CUNY League of Active Speech Professors) was founded to give support to faculty, especially those working at community and comprehensive (associates and bachelors granting) colleges, outside of formal speech departments, and/or in professional isolation a working community. Panel presenters will provide insight into CLASP's inception, its work to promote and study speech education in diverse urban environment through a professional development community, and how members aim to carry the organization forward.

■ **SUN 5.2.02 9:45 – 11:00 a.m.**

A Variable-Level View of Predictors and Correlates of Health Behavior and Intention Outcomes

Sponsor: Health Communication

Chair: **Rosanne Hartman**, Canisius College

“Health Care Humor Orientation: The Effectd of Humor When Things Go Bad”

James M. Durbin, West Virginia University

Melanie Booth-Butterfield, West Virginia University

“The Relationship between Compliance Gaining and Visible Handicaps: A Field Experiment”*

Rose Motley, La Salle University

“It Does What to My What: Creating the Anti-Smoking Message Targeting Teens”

Jenny Thoma, West Virginia University

Henry Fletcher, West Virginia University

Keith Weber, West Virginia University

Megan Dillow, West Virginia University

The Collective Members of Communication 401, West Virginia University

“Using the Theory of Planned Behavior to Examine Women’s Communication About and Use of Plan B®”

Lisa Dorinzi, West Virginia University

C’Anna Keffer, West Virginia University

Melanie Booth-Butterfield, West Virginia University

Health communication interventions for social or behavioral change often attempt to isolate specific variables that have the greatest impact in effecting pro-social change. These competitively selected papers identify key message and intervention strategies to attain desirable changes.

*Debut Paper

■ **SUN 5.2.03** 9:45 – 11:00 a.m.

Issues of Representation and Emergent Communication Technologies

Sponsor: Communication and Technology

Chair: **Dianne M. Garyantes**, Rider University

“Issues of Representation in a Multimedia Journalism Environment”

Dianne M. Garyantes, Rider University

“Representing Corporations in a Social Media – A Collaborative Task”

Maria de Fatima Oliveira, Temple University

“How End-User Controlled Technologies are Impacting Telecommunications Policy”

Gwen Shaffer, Temple University

“Self-Representation through Social Media: The Use of Social Media in Articulating an Emergent Transgender Identity”

Kelly K. Ryan, Temple University

In communication technology, we are encountering new horizons on a continual basis—today more than ever. One area that deserves attention at this time involves the ways in which people represent themselves and others in a changing media environment. This panel will explore the issue of emergent communication technology and representation from a number of perspectives, including those from public relations specialists, telecommunication policymakers, transgender people who are “self reporting,” and multimedia journalists.

Sunday, April 25

■ **SUN 5.2.04 9:45 – 11:00 a.m.**

Forensics at a New Horizon

Sponsor: Argumentation and Forensics
Chair: **Kimberly K. Korcsmaros**, Bridgewater College, VA

“Institutional and Outside Sources of Support”
Barbara F. Sims, Alderson-Broaddus College, WV

“Constraints of Lack of Funding”
Carolyn Kasey, Pennsylvania Highlands Community College, PA

“Recruitment in the Current Economic Climate”
Todd Allen, Geneva College, PA

“Files vs. Internet for Extemp Prep”
Theodore Sheckels, Randolph-Macon College, VA

“Encouraging Minority Participation”
Carl Hyden, Morgan State University, MD

“New Media for Interp”
Shannon N. Langford, Old Dominion University, VA

“New Technology Use in Debate”
Neil Butt, Wayne State University, MI

“Challenges of an Urban Program”
Fran Mindel, Morgan State University, MD

New horizons can create both positive and detrimental changes to any forensic program. With the recession plaguing every academic budget, forensics is not exempt. As a result, finding new funding strategies are even more crucial. Issues of recruitment are become more complicated as more students need to work in order to fund their education. And restraints on time necessitate changes in the ways students do research and the amount of time they have to practice. Yet many students and coaches are become savvier about navigating in these rougher waters. This panel will examine these and other major challenges currently being confronted on the new horizon.

■ **SUN 5.2.05 9:45 – 11:00 a.m.**

Charting a Dangerous Course? The Preemptive (Pre) Reactions to President Obama’s School Speech

Sponsor: Applied Communication
Chair: **Jessica Milam**, US Air Force-Pentagon

“Placing Obama’s 2009 School Speech in Context: Has Anyone Else Gotten Folks So Riled Up?!”
J. Kanan Sawyer, West Chester University
Jillian Eckert, West Chester University

“Contemporary Psychagogia: Fear and Loathing in Obama’s Classroom”

Jaime Lane Wright, St. John’s University

“Astroturf Campaigns to Discredit Obama”

Deborah Clark Vance, McDaniel College

“Setting a Stage for Political Violence? Analyzing Opposition Response Strategies”

Audra R. Diers, Marist College

The controversy created in the week preceding President Obama’s speech to America’s students is undeniable, yet its foundations and implications are complex and inherently linked to emerging trends in social movement, rhetorical, historic, organizational, and technological issues in communication. This panel is an attempt to unpack some of the communication-rich components to the controversy and at the same time to help identify emergent trends for communication in socially charged settings.

SUN 5.2.06 9:45 – 11:00 a.m.

Political Communication across the Globe

Sponsor: Political Communication

Chair: **Richard Katula**, Northeastern University

Respondent: **Christina Knopf**, SUNY Potsdam

“Managing an Economic Crisis: President Clinton and the Mexican Peso Crisis”

Jason Edwards, Bridgewater State College

Liza-Anne Cabral, Bridgewater State College

“An Emergent Public Forum: Letters to the Editor in Russian Newspapers”

Natalia Kovalyova, University of Texas, Austin

“President Bush on the World Stage: International News Coverage of the U.S. Government, 2005-2007”

Stephen Farnsworth, George Mason University

S. Robert Lichter, George Mason University

Roland Schatz, Media Tenor International

This panel of competitive papers examines political communication on the world stage. On that stage, it explores a U.S. president’s management of an international crisis, it investigates the public sphere that emerges in Russian newspapers, and it uncovers differences in international and U.S. news coverage of U.S. governmental actions.

SUN 5.2.07 9:45 – 11:00 a.m.

Climate Change Communication: From Framing Research to Public Engagement

Sponsor: Applied Communication

Chair: **Melinda Villagran**, George Mason University

Respondent: **Erik Garrett**, Duquesne University

Sunday, April 25

“Identifying Implicit Frames Used by Distinct Audiences to Understand Global Warming: An In-depth Interview Study”

Karen Akerlof, George Mason University

Matthew C. Nisbet, American University

Edward W. Maibach, George Mason University

“Reframing a Contested Public Issue: Global Warming and the Public’s Health”

Paula Baldwin, George Mason University

Matthew C. Nisbet, American University

Edward W. Maibach, George Mason University

“TV Meteorologists as Informal Climate Change Educators: An Assessment of ‘Best Practices’”

Joe Witte, George Mason University

Paula Baldwin, George Mason University

Katherine Rowan, George Mason University

Edward Maibach, George Mason University

Communication research is making important contributions to climate change public engagement efforts. This panel presents three such studies: an evaluation of frames used by various publics use to understand climate change; an assessment of a novel climate change frame, public health; and an examination of the potential of TV meteorologists as trusted climate change communicators.

SUN 5.2.08 9:45 – 11:00 a.m.

Prime Time Programs in the Fall of 2009: New Horizons or More of the Same?

Sponsor: Media Communication

Chair: **Nancy Signorielli**, University of Delaware

Respondent: **Elizabeth Perse**, University of Delaware

“Introduction to the Project and its Methodology”

Nancy Signorielli, University of Delaware

“Men and Women in Fall 2009 Network Prime Time Programs”

Stefanie Best, University of Delaware

Samantha Penn, University of Delaware

Rhiannon Kallis, University of Delaware

“Health-Related Occupations on Television”

Jennifer Tyrawski, University of Delaware

Lindsey Oxley, University of Delaware

Brittany Richter, University of Delaware

“Violence in Prime Time: More of the Same?”

Denee Crumrine, University of Delaware

Shannon Robbins, University of Delaware

Ashton Gerding, University of Delaware

■ **SUN 5.2.09 9:45 – 11:00 a.m.**

Uncharted Courses in Media Communication: Imagined Worlds and the Becoming-future of Science Fiction

Sponsor: Media Communication
Chair: **Elise Sciocia**, Villanova University
Respondent: **Gordon Coonfield**, Villanova University

“Performing Spaces and Bodies: Charting the Narrative of Progress in Will Wright's Spore”
George W. Boone, University of Illinois, Urbana-Champaign

“Broadcasting/Broadband as Cultural Form: Representations of Teleportation Technology”
Kathleen F. Oswald, North Carolina State University

“Utopia, Dystopia, and Vilem Flusser: The Unity of the Techno-Imaginary”
Nathan Taylor, Villanova University

“Are You Telling Me This Ship is Alive?: Sound, Subjectivity, and Non-Place in Science-Fiction?”
Seth Mulliken, North Carolina State University

■ **SUN 5.2.10 9:45 – 11:00 a.m.**

Charting the Future in Health, Education, and Cultural Production

Sponsor: Intercultural Communication
Chair: **Bessie Lee Lawton**, West Chester University
Respondent: **Bessie Lee Lawton**, West Chester University

“Baseline Assessment of Intercultural Sensitivity at a Large Hospital Network”
Jay Baglia, Kutztown University
Tony Nerino, Lehigh Valley Health Network

“Developing countries’ participation in the global information flow and cultural production: The case of Nigerian Film industry – Nollywood”
Bellarmino Ezuma, Debut Student, Howard University

“Between Culture and Commercialization: Representation of the Trinidad Carnival as Third Space”
Koren A. Bedeau, Debut Student, Howard University

“Internationalizing the American University: Case Studies in Authentically Connecting a Mission-Driven University to International Students”
Shane Smith, Debut Student, Duquesne University
Zachary Braun, Debut Student, Duquesne University
Nicole Cargiene, Debut Student, Duquesne University
Casey Myburgh, Debut Student, Duquesne University
Joe DeCrosta, Duquesne University
Kathleen Glenister Roberts, Duquesne University

This competitive paper panel highlights future pathways in the study and implementation of poli-

cies and procedures that will enhance human relations as it pertains to issues of intercultural communication in health, education and cultural production.

■ **SUN 5.2.11** 9:45 – 11:00 a.m.

Connecting 2.0: Facebook, Cyber-teasing, Cell Phones, and Speed Dating

Sponsor: Interpersonal Communication
Chair: **Kerry Byrnes**, West Virginia University
Respondent: **Mary E. Braz**, West Chester University

“A New Horizon for a Classic Perspective: Facebook and Expectancy Violation Theory”

Eric M. Fife, James Madison University
Kristin Gilbert Zhang, James Madison University
C. Leigh Nelson, James Madison University

“The Dark Side of Cyber-Teasing in Romantic Relationships: When Words Really Do Hurt”

Paul E. Madlock, Texas A&M International University
David Westerman, West Virginia University

“The Effects of Cell Phone Usage Rules on Satisfaction in Romantic Relationships”

Aimee E. Miller, University of Hartford
Lynne Kelly, University of Hartford
Robert L. Duran, University of Hartford

“Is Love on the Horizon? An Examination of Initial Interactions between Singles”*

Colleen C. Malachowski, West Virginia University
Jessica D. Coughenour, West Virginia University
Maria Brann, West Virginia University

Applying theories like Expectancy Violation Theory, Social Information Processing Theory, Rules Theory, and Social Penetration Theory, these scholars explore relatively new ways of connecting while improving our understanding of how similar or different these “new” ways are from more traditional forms of initiating, developing, and maintaining relationships.

*Debut paper

■ **SUN 5.2.12** 9:45 – 11:00 a.m.

“But Does S/He Really Like Me”: Using Nonverbal Affiliative Behaviors to Chart A New Course in the Emerging Romantic Relationship

Sponsor: Nonverbal Communication
Co-Chairs: **Brandi Frisby**, West Virginia University
Keith Weber, West Virginia University

This panel will highlight research completed by undergraduate students as part of their advanced communication research seminar. The goal of this panel is to assist these new scholars in charting their own course into and through the communication discipline. The topic of their research is based on how individuals in the romantic relationship use affiliative behaviors and secret tests to

assist them in creating perceptions about that relationship. Methodological issues and results will be stressed as part of their discussion.

■ **SUN 5.2.13 9:45 – 11:00 a.m.**

Hot Topics in Communication Law and Ethics

Sponsor: Communication Law and Ethics

Chair: **Dale Herbeck**, Boston College

Thom Gencarelli, Manhattan College

Thomas Flynn, Slippery Rock University

Brandon-Robinson, Hofstra University

Audra Kincaid, Hofstra University

This Roundtable will examine the latest and most hotly debated controversies in the ever shifting landscape of Communication Law and Ethics

■ **SUN 5.3 11:15 – 11:45 a.m.**

Richard West's 4th Annual "Don't Leave Just Yet" Raffle

■ **SUN 5.4 11:45 a.m.-12:45 p.m.**

Finance Committee II Meeting

■ **SUN 5.5 12:45-2:45 p.m.**

Exec Council II Meeting