

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



Eastern Communication Association Officers and Staff



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Welcome from the ECA First Vice President

Welcome to the 101st annual conference of the Eastern Communication Association! May this conference provide opportunity to exchange ideas, meet with colleagues new and long-standing, and explore new horizons for the future of communication. Baltimore offers an outstanding array of opportunities for food and entertainment in the Inner Harbor area and around the city, so when you're finished with panels for the day or find yourself with a rare free moment, get out and enjoy this remarkable city.

The cover of this program shows the harbor city of Baltimore set against the horizon. As we meet this city again as though for the first time, this view reminds us that courses we chart lead us somewhere, although our destination cannot always be known from the beginning. We will soon set sail again, refreshed by our time together and ready to continue the journey to the next port of call, meeting more new horizons as we chart yet another course, ever hopeful and ever learning. Credit goes to the Stevenson University Public Relations Club for this fitting visual image of our convention theme.

I offer thanks to the many crew members who have made this convention possible: from Stevenson University, Leeanne M. Bell, 2nd vice president, who coordinated all the action here in Baltimore and kept me afloat through it all; Chip Rouse, who designed and produced the program with extraordinary expertise; Stephanie Verni who, with her intrepid task force, the Public Relations Club, handled publicity and promotions; and Heather Harris, who organized the Graduate Fair. Thanks to Marketing Director Annette Holba of Plymouth State University worked tirelessly to provide opportunities for sponsors to play a part in this convention through their contributions—thanks to all who purchased ads, exhibit space, and sponsorships! In a tough year for fund-raising, she exceeded all expectations. Thanks to Tim Brown of West Chester University, who did an outstanding job coordinating the Focus on the Future series; to Benjamin Bates of Ohio University, who secured our rich slate of short courses; to Lisa Millhous of West Chester University, who produced four student poster sessions, inviting the next generation of communication scholars into the discipline; to Carl Hyden, who coordinated the efforts of local educational institutions; and to Donna Rongione, Community College of Baltimore County, who gathered a panel of state association representatives for a special themed panel. Thanks to you all!

This convention's substance, however, would not happen without the submissions of a multitude of participants and the intense efforts of the various interest group planners who tackled the enormous task of soliciting papers, coordinating evaluators (thanks to all of you who assisted with this task!), and producing panels of extremely high quality. Our interest group planners hoisted the sails, swabbed the decks, and kept the vessel sound as we've pursued this course. It has been a very rewarding experience to work with this responsive and thoughtful group. Thank you!

I offer a special thanks to my colleagues and to the graduate students in the Department of Communication & Rhetorical Studies at Duquesne University. Your support and encouragement has made it possible to take on this task; all of you pitched in to help in every way possible, making the work seem light.

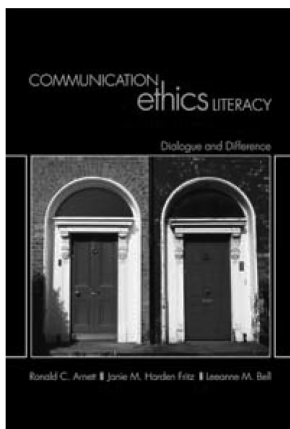


Janie Harden Fritz
April, 2010

SAGE congratulates



the Eastern Communication Association
as it moves into its second century
and commends ECA's next Executive
Director Ronald C. Arnett, current 1st
Vice President Janie Harden Fritz, and
current 2nd Vice President Leeanne M.
Bell for their service to the nation's oldest
communication association. *We are
proud to claim them as our authors.*



COMMUNICATION ETHICS LITERACY

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Ronald C. Arnett, *Duquesne University*
Janie M. Harden Fritz, *Duquesne University*
Leeanne M. Bell, *Stevenson University*

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Remarks by the ECA President



Welcome to ECA's 101st Convention!

As we mark the beginning of a new century, I want to take this opportunity to reflect on the reasons we have had to celebrate during our centennial year. Our 100th anniversary convention attracted a record-setting number of attendees (860) from 34 states. The event provided us with an opportunity to reflect on the history of our Association, to honor the officers who have served ECA, and to welcome 288 students who represent our future. During the past year, ECA members have graciously volunteered to serve on task force committees in an effort to explore opportunities for the future of our Association. Issues they have addressed include increasing opportunities for student involvement, exploring options for ECA convention scheduling, and developing a comprehensive policies and procedures document. Thank you to those who have dedicated their time and energy to help our association grow! As the nation's first professional communication association, we have reached incredible milestones. I am confident that we will continue to thrive as we kick-off our next 100 years!

Janie Harden Fritz (First Vice President) has done an amazing job putting together an intriguing convention program for our 101st meeting! The convention theme, "Charting a Course: Meeting New Horizons," provides us with an opportunity to address where our Association should go from here – plan to attend one of the "Focus on the Future" sessions and share your voice in the dialogues about the future of our interest groups, our discipline, and our Association. Please join me in thanking Janie, LeeAnne Bell, Annette Holba, and the entire 2011 Convention Planning committee for creating an event to be remembered!

Here's to the next 100 years for ECA!

A handwritten signature in cursive script that reads "Candice Thomas-Maddox".

Candice Thomas-Maddox
ECA President

The colleagues and friends of

Dr. Candice Thomas-Maddox

from the School of

Communication Studies
at Ohio University

congratulate her
on her appointment as

President of the
Eastern
Communication Association.

Her dedication to
and leadership of ECA
are a source
of pride for us all.



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A MESSAGE FROM GOVERNOR MARTIN O'MALLEY

Dear Friends:

It is my pleasure to welcome you to the 101st Annual Conference of the Eastern Communication Association (ECA) hosted by Stevenson University.

For over one hundred years, ECA has been integral in furthering the communication discipline. This year's theme "*Charting a Course: Meeting New Horizons*" demonstrates your willingness to take on challenges as you enter into a new, ever more complex and interconnected 21st century. To the ECA members and supporters: Your dedication and research give you a remarkable and rare opportunity to find new and innovative ways to foster the connections among us. In Maryland, our Revolutionary History has been filled with unknown challenges and great achievements. As you engage with each other during this conference, I hope that you'll discover the rich heritage of Baltimore and of our Great State.

Please accept my most sincere congratulations on your contributions to the communications field, and my best wishes for success in all of your future endeavors.

Sincerely,

A handwritten signature in black ink, which appears to read "Martin O'Malley". The signature is stylized with a large, looping "M" and "O".

Martin O'Malley
Governor



STEPHANIE RAWLINGS-BLAKE
Mayor
250 City Hall, 100 North Holliday Street
Baltimore, Maryland 21202



April 21, 2010

A Message from Mayor Stephanie Rawlings-Blake:

On behalf of the citizens of Baltimore, it is my pleasure to welcome you to the Annual Convention of the Eastern Communication Association.

For more than a century, the Eastern Communication Association has exhibited a distinguished service record and made significant contributions to the field of communication through research, criticism, and excellence in teaching.

The theme for this year's convention, "Charting a Course: Meeting New Horizons," seems especially appropriate for Baltimore's geographic location as a harbor town. Due to advances in technology, the way we communicate has changed considerably since the days when our harbors were built. It is organizations like the Eastern Communication Association that ensure we will continue to meet new horizons as we press on into the 21st century.

Thank you, and best wishes for a memorable convention!

Sincerely,

Stephanie Rawlings-Blake
Mayor
Baltimore City

Visit our Website @ www.baltimorecity.gov

Phone: 410.396.3835 fax: 410.576.9425 e-mail: mayor@baltimorecity.gov

General Convention Information

REGISTRATION – Second Floor Atrium

Hours for Registration

Wednesday, April 21	3:00 p.m. – 5:00 p.m.
Thursday, April 22	7:30 a.m. – 5:00 p.m.
Friday, April 23	7:30 a.m. – 5:00 p.m.
Saturday, April 24	7:30 a.m. – 3:30 p.m.
Sunday, April 25	7:30 a.m. – 10:00 a.m.

Alfred G. Mueller, II, Pennsylvania State-Mont Alto, *Executive Director*
Kathie Cesa, *ECA Administrative Assistant*

All current and new members of ECA are encouraged to register (or complete the pre-registration process by picking up name badge and schedule) as soon as possible after arriving at the Hyatt Regency Baltimore. Admission to the program sessions, the Basic Course Conference, Short Courses, meetings, receptions, and the Exhibit Hall will be by badge only.

EXHIBIT AREA – Second Floor South Atrium

Exhibit Hours

Thursday, April 22	1:00 p.m. – 5:00 p.m.
Friday, April 23	9:00 a.m. – 5:00 p.m.
Saturday, April 24	9:00 a.m. – 3:00 p.m.

Annette M. Holba, Plymouth State University, *Director of Marketing*

Schedule time to visit the publishers and graduate programs who are joining us for this year's convention. Graduate and undergraduate poster sessions will be hosted in the South Atrium in conjunction with ECA Coffee Cafes – be sure to check the schedule and join us for these events!

CONVENTION POLICY STATEMENTS

The Baltimore Hyatt Regency is a non-smoking hotel, and hotel staff will enforce this policy diligently.

ECA makes all reasonable accommodations for people with disabilities. Although the pre-registration form inquired about accommodation needs, anyone who requires assistance should notify First Vice-President Janie Harden Fritz as soon as possible. As an Association, we have a history of making our convention experience a safe and convenient one for all participants.

By registering for the 2010 ECA Convention, participants agree that they are responsible for providing their own insurance. They assume responsibility for their own risks in participation and thereby hold harmless ECA, its Executive Council, and other sponsors of this event.

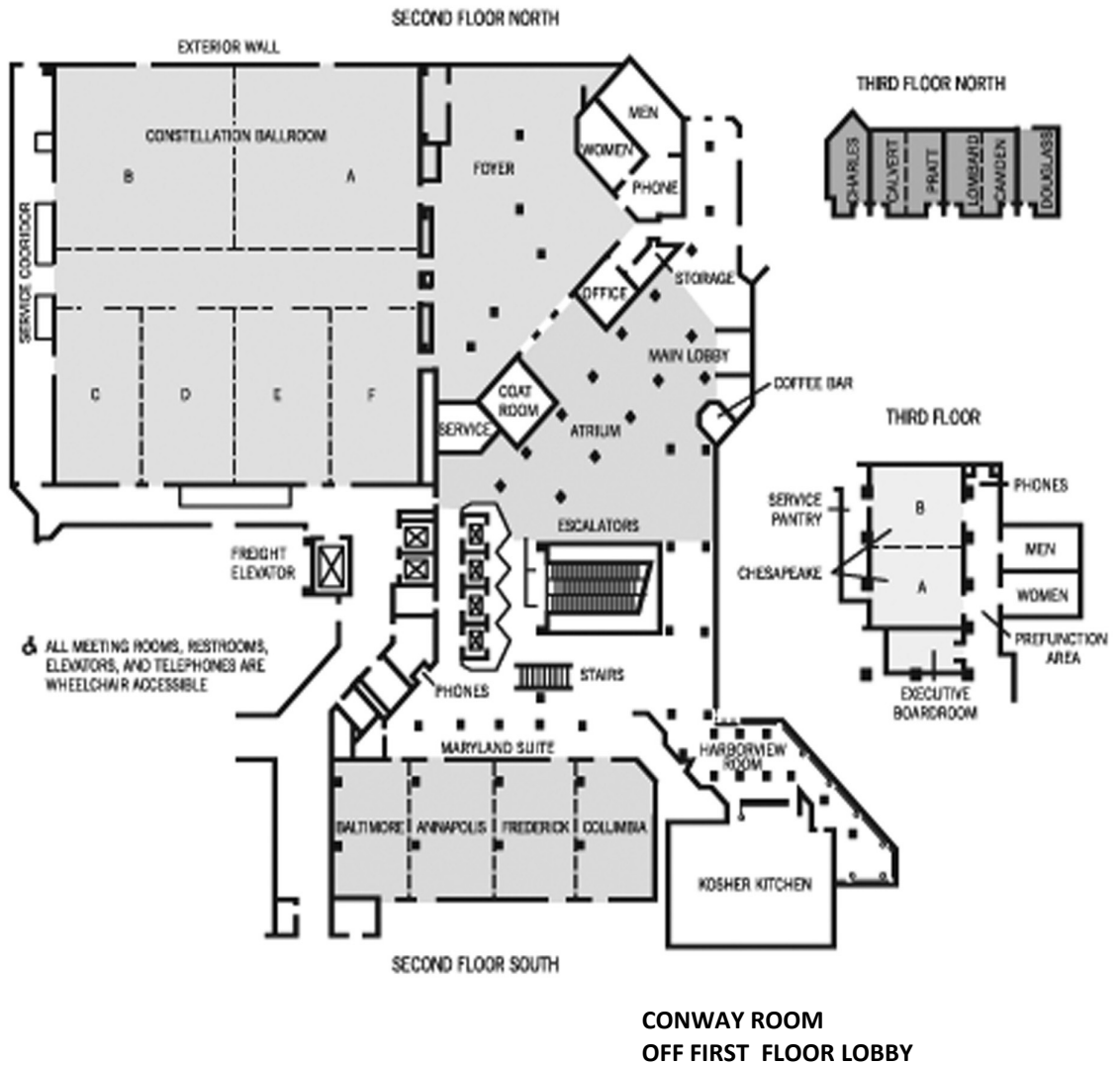
ECA TECHNOLOGY POLICY

(Approved 4/29/07)

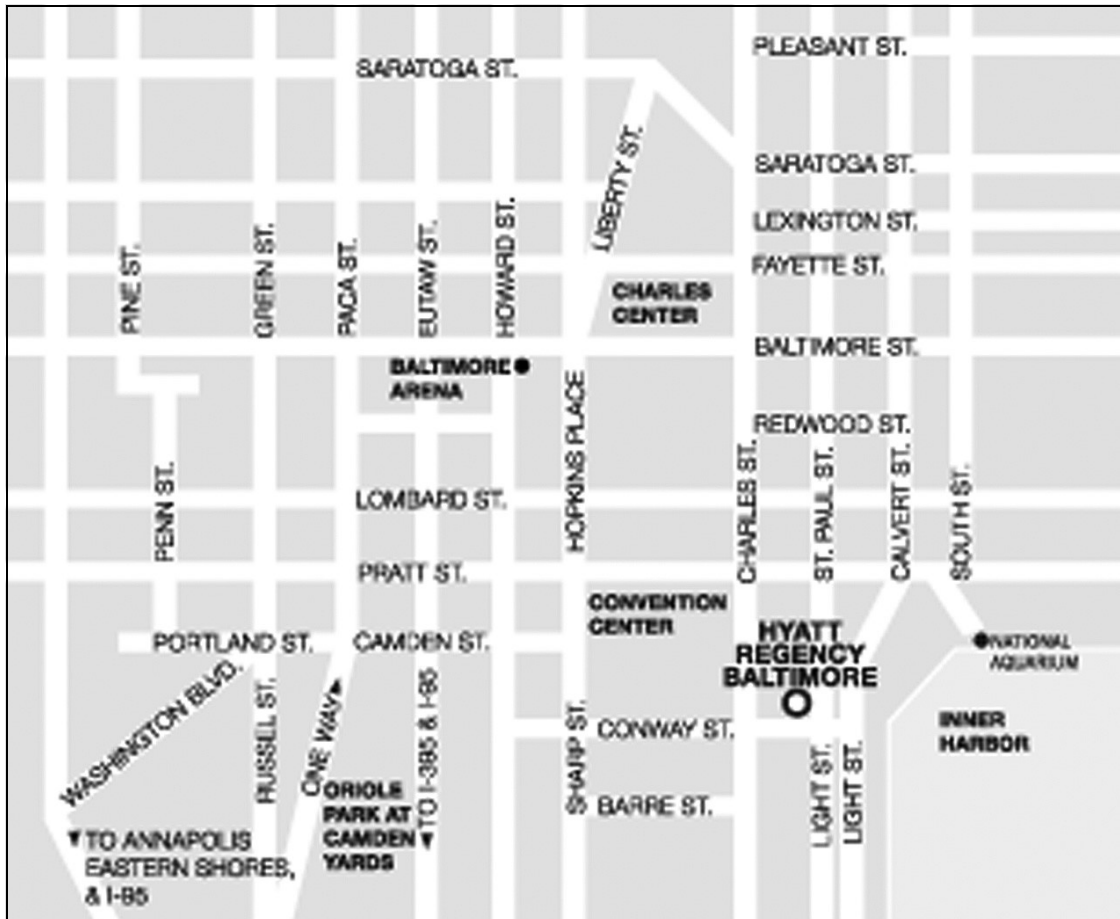
All requests for technology must be made by the Interest Group Program Planner at the time of final program submissions (normally, this is around mid-November). Any requests made after that time will not be honored. Upon receiving those requests, the Convention Planner will review the importance and necessity of the requests, examining the individual submission and its purpose. Those programs ranked highest by the program planner that incorporate technology will be given priority. Those with lower ranking will likely not allow technology to be included in the program.

ECA will not approve requests for the following technology: personal computers, laser printers, satellite links, teleconference equipment, LCD panels and projectors, video data projects, and digital versatile/video disc equipment. Although ECA members may wish to rent this equipment from the hotel at their own expense, those individuals are responsible for the equipment, including protecting it from damage and theft. Further, ECA is not responsible for this equipment. Finally, the hotel should not be expected to provide service for, or assistance with, personal technology that is brought into the hotel.

Hyatt Regency Baltimore



Downtown Baltimore



2010 Convention Planners

Primary Convention Planner:

Janie Harden Fritz

First Vice President

Duquesne University

Associate Convention Planners:

Leeanne M. Bell

Second Vice President

Stevenson University

Annette M. Holba

Director of Marketing

Plymouth State University

Timothy J. Brown

Focus on the Future Coordinator

West Chester University

Benjamin R. Bates

Short Course Coordinator

Ohio University

Carl Hyden

Liaison to Local Colleges and Universities/
Equipment Coordinator

Morgan State University

Stephanie Verni

Director of Publicity and Promotion/Local
Arrangements Coordinator

Stevenson University

Chip Rouse

Program Editor and Producer

Stevenson University

Lisa Millhous

Poster Session Coordinator

West Chester University

Student Assistants

Stevenson University

Donna Rongione

Liaison to State Communication Associations
Community College of Baltimore Count (CCBC)

Heather E. Harris

Graduate School Fair Coordinator

Stevenson University

Stevenson University Public Relations Club

Local Arrangements Task Force

Stevenson University

2010 Interest Group Planners

American Society for History of Rhetoric

David Dzikowski
Penn State University

Applied Communication Division

Christina McDowell Marinchak
Duquesne University

Argumentation and Forensics

Fran Mindel
Morgan State University

Communication Law and Ethics

Martin Wallenstein
John Jay College, CUNY

Communication and Technology

Cathy Wright
George Mason University

Communication Traits

James C. McCroskey
University of Alabama at Birmingham

Community College

Michelle Simpson
College of Southern Maryland
Jessica Papajcik
Stark State College

Health Communication

Benjamin R. Bates
Ohio University

Instructional Communication

Katie Neary Dunleavy
La Salle University

Intercultural Communication

Juliette Storr
Penn State Beaver

Institute of General Semantics

Lance A. Strate
Fordham University

Interpersonal Communication

Linda Sampson
Southern Connecticut State University

Interpretation and Performance Studies

Annette M. Holba
Plymouth State University

Kenneth Burke

David McMahan
Missouri Western State University

Lambda Pi Eta

Andrew Jared Critchfield
George Washington University

Media Communication

Gordon Coonfield
Villanova University

Media Ecology

Thom Gencarelli
Manhattan College

Nonverbal Communication

Brandi N. Frisby
West Virginia University

Organizational Communication

Danette Ifert Johnson
Ithaca College

Philosophy of Communication

Cem Zeytinoglu
East Stroudsburg University

Political Communication

David Lavasseur
West Chester University

Rhetoric and Public Address

Nneka Ifeoma Ofulue
University of Maryland

Theory and Methodology

Susan A. Jasko
California University of Pennsylvania

Voices of Diversity

Cerise Glenn
University of North Carolina Greensboro

2010 Paper and Program Selection Committees

Applied Communication

Maria Brann, West Virginia University
Paul Azim Frye, Penn State Berks
Susan B. Malcolm, Robert Morris University
Naomi Bell O'Neil, Clarion University
Jeanne Persuit, University of North Carolina
 Wilmington
Sarah Ryan, University of Texas at El Paso

Argumentation and Forensics

Meloney Levy, Morgan State University
Neil Strine, Bloomsburg State University
InTe'A De Shields, Morgan State University

Communication Law & Ethics

Susan Drucker, Hofstra University
Donald Fishman, Boston College
Thomas Flynn, Slippery Rock University
Valerie Swarts, Slippery Rock University
Martin Wallenstein, John Jay College, CUNY

Communication and Technology

LaKesha Anderson, George Mason University
Rod Carveth, Fitchburg State College
Paul Madlock, Texas A&M International
 University
Star Muir, George Mason University
Matthew J. Smith, Wittenberg University
David Westerman, West Virginia University

Communication Traits

Theodore Avtgis, West Virginia University
Andrew S. Rancer, University of Akron
Virginia Peck Richmond, University of Alabama at
 Birmingham

Community College

Tobi Mackler, Montgomery County Community
 College
Jessica Papajcik, Stark State College
Michelle Simpson, College of Southern Maryland

Health Communication

Benjamin R. Bates, Ohio University
Melanie Booth-Butterfield, West Virginia
 University
Maria Brann, West Virginia University
Megan Dillow, West Virginia University
Ashley Duggan, Boston College

Rosanne Hartman, Canisius College
Doreen Jowi, Bloomsburg University
Aimee Miller, University of Hartford
James Olufowote, Boston College
Katherine Rowan, George Mason University
Melinda Villagren, George Mason University
Melissa Bekelja Wanzer, Canisius College

Instructional Communication

Kristen Campbell Eichhorn, SUNY Oswego
Angela Hosek, University of Nebraska-Lincoln
Danette Ifert Johnson, Ithaca College
Carrie Kennedy-Lightsey, Indiana University–
 Purdue University Fort Wayne
Jennifer Knapp, SUNY Oswego
David McMahan, Missouri Western State
 University
Timothy Mottet, University of Texas–Pan
 American
Jennifer Waldeck, Chapman University
Sara Weintraub, Regis College

Intercultural Communication

Andrew Jared Critchfield, George Washington
 University
Lynn Dee Gregory, University of Vermont
Kathleen Glenister Roberts, Duquesne
 University
Bessie Lee Lawton, West Chester University
Daniel H. Mansson, West Virginia University
Lili Shi, Howard University
Stephanie Shimotsu, West Virginia University
Juliette Storr, Penn State Beaver
Janey Trowbridge, George Mason University
Joel Ward, Duquesne University

Interpersonal Communication

Mary E. Braz, West Chester University
Katie Neary Dunleavy, La Salle University
Kristen Campbell Eichhorn, SUNY Oswego
Alan K. Goodboy, Bloomsburg University
Meredith Marko Harrigan, SUNY Geneseo
Sean M. Horan, DePaul University
Carrie D. Kennedy-Lightsey, Indiana University–
 Purdue University Fort Wayne
Aimee E. Miller, University of Hartford
Naomi Bell O'Neil, Clarion University
Robert J. Sidelinger, Oakland University

Kenneth Burke

Jeffrey Delbert, University of Missouri

Lee Pierce, University of Georgia

Media Communication Interest Group

Monica Brasted, SUNY Brockport

Rod Carveth, University of Hartford

Rebecca M. Chory, West Virginia University

Rebecca Curnalia, Youngstown State University

Amanda Davis, University of Texas at Tyler

Cary Horvath, Youngstown State University

Cindy Lont, George Mason University

Kathleen F. Oswald, North Carolina State University

Lisa G. Perks, Nazareth College

Maria A. Simone, Rowan University

Matthew J. Smith, Wittenberg University

Nathan Taylor, Villanova University

Stacey Wieland, Villanova University

Nonverbal Communication Interest Group

Kerry Byrnes, West Virginia University

Sean M. Horan, DePaul University

Lynn Dee Gregory, Appalachian State University

Jacob Cayanus, Oakland University

Jennifer Knapp, SUNY Oswego

Organizational Communication Interest Group

Erin B. Bentley, West Virginia Wesleyan University

Jason Durbin, West Virginia University

John Sherblom, University of Maine

Jason Snyder, Central Connecticut State University

Philosophy of Communication

Leeanne M. Bell, Stevenson University

Annette M. Holba, Plymouth State University

Mark May, Clayton State University

Jeanne Persuit, University of North Carolina Wilmington

Brent C. Sleasman, Gannon University

Molly Wertheimer, Penn State Hazleton

Political Communication Interest Group

Ann Atkinson, Keene State College

Karl Babij, Rutgers University

Paulette Brinka, Suffolk County Community College

Janis Edwards, University of Alabama

Lisa Gring-Pemble, George Mason University

Mary L. Kahl, SUNY New Paltz

Richard Katula, Northeastern University

Brian Kaylor, James Madison University

Brent Kice, Frostburg State University

Jayne Klenner-Moore, King's College

Christina Knopf, SUNY Potsdam

Sean Luechtefeld, University of Maryland

Brad Mello, National Communication Association

Trevor Parry-Giles, University of Maryland

David Richardson, Syracuse University

J. Kanan Sawyer, West Chester University

Valerie Lynn Schrader, Ohio University

Theodore Sheckels, Randolph-Macon College

Maria Anne Simone, Rowan University

June Speakman, Roger Williams University

Julia Spiker, University of Akron

Kathleen M. Torrens, University of Rhode Island

Rhetoric and Public Address

Nneka Ifeoma Ofulue, University of Maryland

Benjamin Bates, Ohio University

Trevor Parry-Giles, University of Maryland

Kathleen M. Torrens, University of Rhode Island

Christine Hirsch, SUNY Oswego

Charles Morris III, Boston College

Kristy Maddux, University of Maryland

Jason Edwards, Bridgewater State College

Lisa Burns, Quinnipiac University

Timothy Barney, University of Maryland

Valerie Schrader, Ohio University

Heather Stassen Ferrera, Ohio University

Terry Donofrio, University of Maryland

Alyssa Samek, University of Maryland

Voices of Diversity

Lorin Basden Arnold, Rowan University

Timothy J. Brown, West Chester University

Joy M. Cypher, Rowan University

Truman Keys, Western Connecticut State University

Celeste Lacroix, College of Charleston

Kesha M. Morant, Eastern University

Andrew Spieldenner, Latino Commission on AIDS

Annette Madlock, Southern Connecticut State University

Media Ecology

Stephanie Bennett, *Palm Beach Atlantic University*

Cheryl Casey, *Hamilton College*

Stephanie Gibson, *University of Baltimore*

American Society for the History of Rhetoric

David Dzikowski, *Penn State University*

Lambda Pi Eta

Andrew Jared Critchfield, *George Washington University*

Jean Costanza Miller, *George Washington University*

Wei Sun, *Bowie State University*

Theory and Methodology

MacDonald Kale, *California University of Pennsylvania*

Dencil K. Backus, *California University of Pennsylvania*

Poster Sessions

Jennifer Babcock, *West Chester University*

Mary Braz, *West Chester University*

Beckey Curnalia, *Youngstown State University*

Adam Earnhardt, *Youngstown State University*

Jen Eden, *Arizona State University*

Tom Flynn, *Slippery Rock University*

Anita Foeman, *West Chester University*

Erin Hollenbaugh, *Kent State University*

Jaietta Jackson, *Youngstown State University*

Bessie Lawton, *West Chester University*

Corey Leighton, *Rowan University*

Tara Musser, *West Chester University*

Jeanne Pursuit, *University of North Carolina Wilmington*

Jesse Piersol, *West Chester University*

Clara Popa, *Rowan University*

Dawn Pfeifer Reitz, *West Chester University*

Short Courses

Benjamin R. Bates, *Ohio University*

Jeffrey Kuznekoff, *Ohio University*

Li Li, *Ohio University*

Joseph P. Mazer, *Ohio University*

Catherine Striley, *Ohio University*

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 Texas State University
 University of Baltimore
 University of Delaware
 Villanova University
 West Chester University
 West Virginia University

2010 ECA Business Meetings At-a-Glance

Wednesday, April 21

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

Thursday, April 22

8:30 – 11:30 a.m.	ECA Executive Council Meeting I	Conway
2:45 – 4:00 p.m.	ECA Teaching Fellows Meeting	Chesapeake A
4:15 – 5:30 p.m.	2011 Convention Planners' Meeting I	Chesapeake A
4:15 – 5:30 p.m.	ECA Research Fellows Meeting	Camden
8:00 – 9:00 p.m.	12-Step Group Meeting	Columbia

Friday, April 23

8:00 – 8:45 a.m.	American Society for the History of Rhetoric	Chesapeake A
8:00 – 8:45 a.m.	Argumentation and Forensics	Calvert
8:00 – 8:45 a.m.	Communication Traits	Annapolis
8:00 – 8:45 a.m.	Health Communication	Baltimore
8:00 – 8:45 a.m.	Interpersonal Communication	Frederick
8:00 – 8:45 a.m.	Interpretation & Performance Studies	Lombard
8:00 – 8:45 a.m.	Media Communication	Columbia
8:00 – 8:45 a.m.	Philosophy of Communication	Pratt
8:00 – 8:45 a.m.	Voices of Diversity	Douglass
8:00 – 8:45 a.m.	Institute of General Semantics	Chesapeake B
4:45 – 5:30 p.m.	Communication Law and Ethics	Pratt
4:45 – 5:30 p.m.	Intercultural Communication	Annapolis
4:45 – 5:30 p.m.	Kenneth Burke	Charles
4:45 – 5:30 p.m.	Media Ecology	Calvert
4:45 – 5:30 p.m.	Nonverbal Communication	Frederick
4:45 – 5:30 p.m.	Organizational Communication	Baltimore
4:45 – 5:30 p.m.	Political Communication	Columbia
4:45 – 5:30 p.m.	Theory & Methodology	Douglass
8:00 – 9:00 p.m.	12-Step Group Meeting	Columbia

Saturday, April 24

8:00 – 8:45 a.m.	Applied Communication	Charles
8:00 – 8:45 a.m.	Lambda Pi Eta	Calvert
8:00 – 8:45 a.m.	Community College	Baltimore
8:00 – 8:45 a.m.	Communication & Technology	Columbia
8:00 – 8:45 a.m.	Instructional Communication	Annapolis
8:00 – 8:45 a.m.	New York Communication Association	Pratt
8:00 – 8:45 a.m.	Maryland Communication Association	Camden
8:00 – 8:45 a.m.	Rhetoric and Public Address	Frederick
9:00 – 10:15 a.m.	2011 Convention Planners' Meeting II	Douglass
9:00 – 10:15 a.m.	Nominating Committee Meeting	Camden
12:15 – 1:30 p.m.	Past Officers' Meeting/Luncheon	Bistro 300
3:15 – 4:30 p.m.	Resolutions Committee Meeting	Baltimore
4:45 – 6:00 p.m.	General Business Meeting	Constellation A
8:00 – 9:00 p.m.	12-Step Group Meeting	Columbia

Sunday, April 25

11:45-12:45 p.m.	Finance Committee Meeting II	Conway
12:45-2:45 p.m.	Executive Council Meeting II	Bistro 300

2010 ECA Short Courses At-A-Glance

Participants must register for Short Courses
Please register at Convention Registration

- | | |
|--|---------------------|
| 1. Charting a Course in Group Dynamics | Chesapeake A |
| Date: Thursday, April 22, 8:30 – 10:30 a.m. | |
| Presenters: Todd Allen , Geneva College
Becky Case , Geneva College | |
| 2. Activity-Based Learning | Chesapeake A |
| Date: Thursday, April 22, 10:45 a.m. – 12:45 p.m. | |
| Presenter: Jen Jones , Duquesne University | |
| 3. Public Speaking Across the Curriculum | Conway |
| 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 | Conway |
| 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 | Chesapeake A |
| 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 | Conway |
| Date: Friday, April 23, 9:00 – 11:00 a.m. | |
| Presenters: William K. Rawlins , Ohio University
Elaine B. Jenks , West Chester University | |

2010 ECA Short Courses At-A-Glance

- | | |
|--|-------------------------------|
| <p>7. Charting a (Capstone) Course: Balancing Practice and Scholarship in the 21st Century</p> <p>Date: Friday, April 23, 1:45 – 3:45 p.m.</p> <p>Presenters: Jeff Halford, Keene State College
 Stefne Lenzmeier Broz, Wittenberg University
 Katie Warber, Wittenberg University</p> | <p>Chesapeake A</p> |
| <p>8. Charting the Persuasion Course: Integrating Theory, Research and Practice in Teaching Persuasion and Social Influence</p> <p>Date: Friday, April 23, 1:45 – 3:45 p.m.</p> <p>Presenters: Ann Bainbridge Frymier, Miami University
 Marjorie Keeshan Nadler, Miami University</p> | <p>Conway</p> |
| <p>9. Charting Your Medical History: Getting the Most out Of Your Healthcare with a Medical Organizer</p> <p>Date: Saturday, April 24, 9:00 – 11:00 a.m.</p> <p>Presenters: Anne McIntosh, Central Piedmont Community College
 Danielle Rose, Charlotte Metro Hyperbarics Center</p> | <p>Chesapeake A</p> |
| <p>10. Race and Cultural Communication in the Classroom</p> <p>Date: Saturday, April 24, 9:00 – 11:00 a.m.</p> <p>Presenter: Joanne Washington, Clarion University</p> | <p>Conway</p> |
| <p>11. Teaching a Course on Applied Organizational Communication: Charting a New Course for Relevancy in the Workplace</p> <p>Date: Saturday, April 24, 11:00 a.m. – 1:00 p.m.</p> <p>Presenters: Theodore A. Avtgis, West Virginia University
 Andrew S. Rancer, University of Akron</p> | <p>Chesapeake A</p> |
| <p>12. New Horizons for Learning: Teaching Digital Natives</p> <p>Date: Saturday, April 24, 2:30— 4:30 p.m.</p> <p>Presenters: Star A. Muir, George Mason University
 Janette Kenner Muir, George Mason University</p> | <p>Constellation A</p> |
| <p>13. Charting a Course for Technology Implementation in the Classroom: Real Options for Real Impact without the Need for Real Time Consumption</p> <p>Date: Saturday, April 24, 1:00 – 3:00 p.m.</p> <p>Presenters: J. Kanan Sawyer, West Chester University
 Audra Diers, Marist College</p> | <p>Conway</p> |

Focus on the Future Panels

Friday, April 23

9:00 – 11:15 a.m.	Interpretation/Performance Studies: Meeting Future Horizons through Traditions	Chesapeake B
10:30 – 11:45 a.m.	The Future Role of Community Colleges	Douglass
10:30 – 11:45 a.m.	Focus on the Future: Theory and Methodology	Baltimore
10:30 – 11:45 a.m.	New Century, New Media: Charting the Future of Media Studies	Frederick
1:45 – 3:00 p.m.	Focus on the Future of Quantitative Research in Human Communication [Communication Traits]	Pratt
1:45 – 3:00 p.m.	Focus on the Future: Creating an Agenda for the Future of Kenneth Burke	Camden
1:45 – 3:00 p.m.	State Communication Associations: Focus on the Future	Chesapeake B
3:15 – 4:30 p.m.	Focus on the Future: New Horizons for Intercultural Communication	Calvert
3:15 – 4:30 p.m.	Focus on the Future: Media Ecology	Pratt
3:15 – 4:30 p.m.	Focus on the Future: What Future Path Holds the Greatest Promise for Political Communication?	Douglass
3:15 – 4:30 p.m.	Focus on the Future: Nonverbal Communication in the Mediated Age	Chesapeake B

Saturday, April 24

9:00 – 11:15 a.m.	Focus on the Future: Philosophy of Communication in Action	Pratt
10:45 a.m. – 12:00 p.m.	Focus on the Future: Visualizing New Horizons in Interpersonal Communication Scholarship	Calvert
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	Lombard
1:45 – 3:00 p.m.	Focus on the Future: Voices of Diversity	Chesapeake B
3:15 – 4:30 p.m.	Focus on the Future: The Chart is not the Course You Travel [Institute of General Semantics]	Charles

First Vice President-Sponsored Panels

Thursday, April 22

8:30 – 9:45 a.m.

Exploring the Horizons of Baltimore

Calvert

Friday, April 23

9:00 – 10:15 a.m.

Managing the Communication Program: A Workshop for Communication Administrators

Calvert

Saturday, April 24

9:00 – 10:15 a.m.

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

Chesapeake B

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?

Pratt

12:15 – 1:30 p.m.

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

Camden

12:15 – 1:30 p.m.

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

Chesapeake B

1:45 – 3:00 p.m.

There Used to be a Ballpark Here: The Stadium and Community

Baltimore

3:15 – 4:30 p.m.

Charting a Course to Some Forgotten Horizons: Rediscovering Communication Behavior

Columbia

3:15 – 4:30 p.m.

Life Changing Events: Charting a Course to a "New Normal"

Conway

Sunday, April 25

8:00 a.m. – 9:15 a.m.

Freedom of Speech and the G-20 Summit

Lombard

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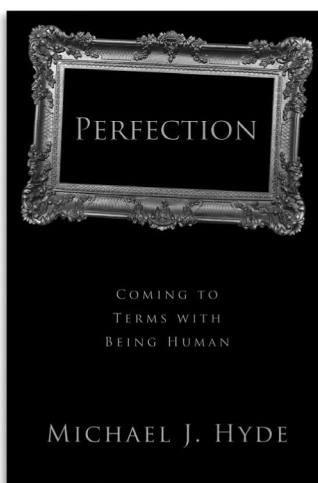


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Events of General Convention Interest

Wednesday, April 21, 2010

3:00– 5:00 p.m.	Registration	Second Floor Atrium
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Thursday, April 22, 2010

7:30– 5:00 p.m.	Registration	Second Floor Atrium
1:00– 5:00 p.m.	Exhibit Hall	South Atrium
3:00– 5:00 p.m.	Undergraduate Poster Session I/Coffee Café	South Atrium
5:30– 6:30 p.m.	Newcomers' Reception	Atrium
6:30– 8 p.m.	Welcome Reception	Pisces

Friday, April 23, 2010

7:30– 5:00 p.m.	Registration	Second Floor Atrium
10:00–11:15 a.m.	Undergraduate Poster Session II/Coffee Café	South Atrium
11:45 a.m.–1:30 p.m.	Awards Luncheon	Ballroom
1:00– 5:00 p.m.	Exhibit Hall	South Atrium
3:00– 4:00 p.m.	Graduate Poster Session /Coffee Café	South Atrium
5:45–7:45 p.m.	Wine and Spots	Columbia Room
5:45–7:45 p.m.	President's Reception	Baltimore Aquarium

Saturday, April 24, 2010

7:30– 3:30 p.m.	Registration	Second Floor Atrium
10:00–11:15 a.m.	Undergraduate Poster Session III/Coffee Café	South Atrium
12:15–1:30 p.m.	Graduate School Fair I	Annapolis Room
1:45–3:00 p.m.	Graduate School Fair II	Annapolis Room
4:45–6:00 p.m.	General Business Meeting	Constellation A Room

Sunday, April 25, 2010

7:30– 10:00 a.m.	Registration	Second Floor Atrium
9:20–9:50 a.m.	Richard West's 4 th Annual "Don't Leave Just Yet" Raffle	Baltimore Room

Convention Programs, Meetings, and Activities

Wednesday, April 21

■ 3:00 – 5:00 p.m.	Convention Registration	Atrium
■ WED 1.01		
4:00 – 5:00 p.m.	ECA Publications Committee Meeting	Baltimore
■ WED 1.02		
5:00 – 6:00 p.m.	ECA Finance Committee Meeting I	Baltimore
■ WED 1.03		
6:00 – 7:00 p.m.	ECA Site Selection Committee Meeting	Baltimore

Thursday, April 22

■ TH 7:30 a.m. – 5:00 p.m.	ECA Convention Registration	Atrium
■ TH 7:30 a.m. – 5:00 p.m.	Short Course Registration	Atrium
■ TH 2.1.01	8:30 – 11:30 a.m. Executive Council Meeting I Presiding: Candice Thomas-Maddox, Ohio University Lancaster	Conway
■ TH 2.1.02	8:30 – 9:45 a.m. <i>Charting a Course to Application of Communication Traits Research</i> Sponsor: Communication Traits Chair: James C. McCroskey, University of Alabama at Birmingham	Charles

- “Aspects of Inclusiveness”
Paul Azim Frye, Penn State Berks
- “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

TH 2.1.03 **8:30 – 9:45 a.m.** **Calvert**

Exploring the Horizons of Baltimore

Sponsor: 1st Vice President
Chair: **Chip Rouse**, Stevenson University
Respondent: **Stephanie Verni**, Stevenson University

Students in Stevenson University’s Public Relations Club discuss their experiences working with ECA as a client, explaining the development of a PR plan, including the creation of a convention concierge service and collateral materials for convention-goers.

TH 2.1.04 **8:30 – 9:45 a.m.** **Pratt**

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. Camden**

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

These presentations, focusing on student research, explore these messages about sex roles, occupations (particularly health-related), and violence in a sample of prime time network programs broadcast in the Fall of 2009.

■ **TH 2.1.06 8:30 – 9:45 a.m. Lombard**

We’ve Got Game: Game Interaction and Personal Relationships

Sponsor: Interpersonal Communication
Chair: **Shannon M. 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. Douglass*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. Chesapeake B*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.

Chesapeake A

Short Course 1 — Registration required
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.

Charles

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

Sponsor: Interpretation and Performance Studies
Chair: **Valerie Lynn 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 2.2.02 10:00 – 11:15 a.m.

Calvert

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

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. Pratt

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

The papers presented on this panel explore issues surrounding media representations. These papers examine various media including rap music, television news and advertisements and provide analyses of how media representations of different groups may or may not be changing. In seeking to chart a new course and meet the new horizons, it is important to know where we are and how slow change may take.

■ **TH 2.2.04 10:00 – 11:15 a.m. Camden**

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. Lombard**

Shifting Lenses on Relational Interaction: Macro and Micro Perspectives

Sponsor: Interpersonal Communication

Chair: **Brandi N. Frisby**, West Virginia University

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

“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.

*Debut paper

TH 2.2.06 10:00 – 11:15 a.m.

Douglass

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 Hedonistic Study Abroad: St. Augustine’s Confessions as an Experiential Template”

Kelley Crowley, West Virginia University

“Paulo Freire: Making the Unseen More”

Steve Urbanski, West Virginia University

“Burke in Study Abroad: A Communication Philosophy Enacted”

Cory Williams, Concord University

“The Quest For the Trace of the Distant Other: Being-on-the-Road”

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.

Chesapeake B

Presidential and Party Convention Rhetoric

Sponsor: Political Communication

Chair: **Kathleen M. 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. Chesapeake A

Short Course 2 — Registration required

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. 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 2.3.01 11:30 a.m. – 12:45 p.m. Charles

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. Calvert*Charting New Directions for PRSSA: Innovations, Explorations, and Adventures*

Sponsor: Applied Communication and Organizational Communication

Chair: **Susan A. Jasko**, California University of Pennsylvania, PRSSA Advisor**Jackie Schwirian**, California University of Pennsylvania**Jennifer Woleslagle**, California University of Pennsylvania**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**Rebecca Carlson**, Hofstra University**Julia Giokas**, Duquesne 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 Pennsylvania 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. Pratt*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. Camden**

“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 R. Moffitt, University of Maryland Baltimore County

“Journalism, Journalists, and The Wire”
Linda Steiner, University of Maryland College Park

“Real Journalists Respond to the Fictional Sun”
Jing Guo, University of Maryland
Paul Hills, University of Maryland
Stefan Hudec, University of Maryland
Raymond McCaffrey, University of Maryland
Linda Steiner, University of Maryland

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 Baltimore, its residents as audience and subjects, themes of inner-city life, and the institutions it depicted. Theoretical approaches are applied to uncover the impact and importance of The Wire.

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

Kenneth Burke—Media Scholar: Extending the Burkeian System

Sponsor: Kenneth Burke Society

Chair: **Deborah J. Borisoff**, New York University

James W. Chesebro, Ball State University
Lee M. Pierce, University of Georgia
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. Douglass*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 Wiesman, 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

This panel addresses concerns of content, technology and political activism in the realm of audience studies and attempts to raise directions for the future of these concerns while remaining grounded in their history and development.

TH 2.3.07 11:30 a.m. – 12:45 p.m. Chesapeake B*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 Park

David Hoffman, Baruch College-CUNY
Raymie McKerrow, Ohio University
Alfred G. Mueller II, Penn State Mont Alto
Jane Sutton, Penn State York
Molly Wertheimer, Penn State Hazelton
Jane Donawerth, University of Maryland
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 the Focus on the Future panel, 4.3.05, Saturday, April 24, 10:45 a.m.].

■ **TH 2.3.08 11:30 a.m. – 12:45 p.m. Conway**

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. Charles**

Philosophy of Communication Readers' Circle

Sponsor: Philosophy of Communication
Chair: **Ronald C. Arnett**, Duquesne University
Join us as we examine *Philosophical Papers*, by Calvin O. Schrag.

■ **TH 2.4.02 1:00 – 2:15 p.m. Calvert**

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. Pratt

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

Sponsor: Theory and Methodology

Chair: **Susan A. Jasko**, California University of Pennsylvania

Respondent: **Robert McDougell**, Curry College

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

Nathanial Frederick II, California University of Pennsylvania

“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. Camden

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. Lombard

The Political Discourse of Waging War & Combating Terrorism

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

“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 2.4.06 1:00 – 2:15 p.m. Douglass*Facebooking from the Fringes: A Roundtable Discussion of Facebook in/out of the Classroom*

Sponsor: Communication and Technology
 Chair: **Derek Bolen**, Wayne State University

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 2.4.07 1:00 – 2:15 p.m. Chesapeake A*Families, Relationships, and Individual-Level Sexual Health Decision-Making*

Sponsor: Health Communication
 Chair: **Aimee E. 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 E. 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

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

Sara B. LaBelle, Canisius College

Melissa Bekelja 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 2.4.08 1:00 – 2:15 p.m. Chesapeake B

“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 2.4.09 1:00 – 2:15 p.m. Baltimore

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, Carlow University and University of Pittsburgh

“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 M. 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 2.4.10 1:00 – 2:15 p.m. Annapolis

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, Ohio University

Comic books, graphic novels, and web comics are receiving increasing attention from scholars in communication studies as they join a burgeoning inter-disciplinary effort to understand one of the most understudied forms of mediated communication. The participants in this roundtable will examine the mediated and rhetorical implications of this art form in an effort to assess what course the Communication discipline can chart in defining meaning-making in the storytelling of sequenced art.

TH 2.4.11 1:00 – 2:15 p.m. Frederick

Beyond Academia: Young Professionals Charting a Course Using Nonverbal Communication

Sponsor: Nonverbal Communication

Chair: **Sean M. 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 2.4.12 1:00 – 2:15 p.m. Columbia

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 2.4.13 1:30 – 3:30 p.m. Conway

Short Course 3 — Registration required
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 Curriculum” 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

Sponsored by Taylor and Francis

**South Atrium**

Taylor & Francis
Taylor & Francis Group

TH 2.4.14 2:00 – 3:00 p.m. South Atrium

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, 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
Jessica Cooper, 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, George Washington University

“Gossip Girl as a Reflection of a Mean Girl Phenomenon”

Sara Horowitz, George Washington University

“Elderly Gossip in the Retirement Community”

Susan Kahan, George Washington University

“An Exploratory Study of the Communication of Jealousy Among Siblings”

Alexandra Kachman, James Madison University

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

Allison Kind, 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

Ashley Pangle, James Madison University

Dominique Scott, James Madison University

Dillon Baker, James Madison University

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

Lauren Mann, George Washington University

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

Ciara Monchek, 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, George Washington University

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

Laura Schottland, 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”

Emily Jesse, James Madison University

Matt Lovisa, James Madison University

Ashley Moore, James Madison University

Mackenzie Wiley, James Madison University

TH 2.5.01 2:45 – 4:00 p.m. Charles

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

“Married Couples’ Use of Physical Touch Over Time”

Michelle Saint Aubin, 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. Calvert**

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

“The Construction of Girlhood and Beyond”
Karen Schermerhorn, 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

This panel examines media popular with young teens and “tweens”: *High School Musical*, Harry Potter novels, and young celebrities like Hillary Duff and Miley Cyrus. Papers also analyze the portrayal of young people in shows like *South Park*. Each of these papers analyze the underlying ideas about such themes as gender, sexuality, authority and individuality that are pervasive within the content of these media that may influence the values and worldview of their young audience.

■ **TH 2.5.03 2:45 – 4:00 p.m. Pratt**

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, University of Maryland
Drew McDaniel, Ohio University

“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. Camden

Charting Aggressive Communication: The State of the Trait

Sponsor: Communication Traits

Chair: **John F. Lee**, University of Rhode Island

“Conceptualizing Teasing: An Interactionist Perspective”

Rachel L. DiCioccio, University of Rhode Island

“The Neuroscience of Aggressive Communication”

Theodore A. Avtgis, West Virginia University

“Considerations for Training Efforts on Aggressive Communication”

Andrew S. Rancer, University of Akron

Karen Padrutt, University of Akron

■ TH 2.5.05 2:45 – 4:00 p.m. Lombard

Competitive Papers in General Semantics

Sponsor: Institute of General Semantics

Chair: **Lance A. 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 2.5.06 2:45 – 4:00 p.m. Douglass**

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”

Jeralyn Faris, 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 2.5.07 2:45 – 4:00 p.m. Chesapeake B**

Top Student Papers in Communication Law and Ethics

Sponsor: Communication Law and Ethics

Chair: **Martin Wallenstein**, John Jay College, 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. Baltimore

Multiculturalism and the Internet: Its World-Wide Impact

Sponsor: Communication and Technology
 Chair: **David Westerman**, West Virginia University
 Respondent: **Kristin 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. Annapolis

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
Deepak Veerapandian, 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. Frederick

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. Columbia

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

Sponsor: Interpretation and Performance Studies

Chair: **Valerie Lynn Schrader**, Ohio University

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

Elise Scioscia, Villanova University *

“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

* Top Paper

■ **TH 2.5.12** **2:45 – 4:00 p.m.** **Chesapeake A**
Teaching Fellows Meeting

■ **TH 2.5.13** **3:45 – 5:45 p.m.** **Conway**
Short Course 4 — Registration required
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.** **Charles**
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 Pennsylvania

“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. Calvert

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

Sponsor: Interpersonal Communication
Chair: **Annette D. Madlock**, Southern Connecticut State University
Respondent: **Carrie D. 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”

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.

*Debut paper

TH 2.6.03 4:15 – 5:30 p.m. Pratt

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 J. 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. Lombard

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

Sponsor: Applied Communication

Chair: **Brandi N. 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

“Applied Medical Communication as Interpersonal Practice”

Kristen Campbell Eichhorn, SUNY Oswego

Robert F. Card, SUNY Oswego

“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. Douglass

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. Chesapeake B

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, Penn State University Park

“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 2.6.07 4:15 – 5:30 p.m. Baltimore

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 DeAngelis, 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 2.6.08 4:15 – 5:30 p.m. Annapolis

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 C. Stifano, 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 2.6.09 4:15 – 5:30 p.m. Frederick

Charting New Horizons in Burkeian Scholarship

Sponsor: Kenneth Burke

Chair: **Jeffrey Delbert**, University of Missouri

Respondent: **Richard H. Thames**, Duquesne University

“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 2.6.10 4:15 – 5:30 p.m. Columbia

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 2.6.11 4:15 – 5:30 p.m. Camden**
Distinguished Research Fellows Meeting

■ **TH 2.6.12 4:15 – 5:30 p.m. Chesapeake A**
2011 Convention Planners' Meeting I

■ **TH 5:30 – 6:30 p.m. Newcomers' Reception Atrium**
Sponsor: University of Alabama at Birmingham

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■ **TH 6:30 – 8:00 p.m. Welcome Reception Pisces**
Sponsored in part by Towson University and Community College of Baltimore County



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



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

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

■ **FR 3.1** **8:00 – 8:45 a.m.**
 Interest Group Business Meetings

American Society for the History of Rhetoric	Chesapeake A
Argumentation and Forensics	Calvert
Communication Traits	Annapolis
Health Communication	Baltimore
Interpersonal Communication	Frederick
Interpretation & Performance Studies	Lombard
Media Communication	Columbia
Philosophy of Communication	Pratt
Voices of Diversity	Douglass
Institute of General Semantics	Chesapeake B

■ **FR 3.2.01** **9:00 – 10:15 a.m.** **Charles**
Campaigns and Critique: Rhetorical Criticism of Media Messages

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

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

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

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

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

■ **FR 3.2.02** **9:00 – 10:15 a.m.** **Calvert**
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 at Birmingham
 Candice Thomas-Maddox, Ohio University Lancaster
 Don W. Stacks, University of Miami

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. Pratt

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

Sponsor: Communication and Technology
 Chair: **Kristin 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

■ FR 3.2.04 9:00 – 10:15 a.m. Camden

Legal Implications of Social Networking

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

Donald A. Fishman, Boston College
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, CUNY
Pennilane Webb-Carlisle, Cleveland State University
Nancy J. 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. Lombard

Top Competitive Papers in Intercultural Communication

Sponsor: Intercultural Communication
 Chair: **Juliette Storr**, Penn State Beaver
 Respondent: **Lynn Dee 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, Howard University **

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

* Top paper
 ** Debut student

■ FR 3.2.06 9:00 – 10:15 a.m. Douglass

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. Chesapeake B

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

Sponsor: Voices of Diversity

“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 Lee 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.** **Annapolis**

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 L. 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.** **Frederick**

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. Columbia

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. Chesapeake A**

Short Course 5 — Registration required

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. Conway**

Short Course 6 — Registration required

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.**

Sponsored by Stevenson University

ECA Coffee Café



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FR 3.2.14 10:00 – 11:15 p.m. South Atrium

Undergraduate Poster Session II

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

“Enchantment of the Law”

Melissa Bekisz, Manhattan 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

“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 Park

“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

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 Mielnicki, Stonehill College

“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.** **Charles**

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. Calvert*Top Competitive Papers in Organizational Communication*

Sponsor: Organizational Communication
 Chair: **Erin B. Bentley**, West Virginia Wesleyan College
 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

“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. Pratt*Charting a Course to Greater Understanding of Communication Traits*

Sponsor: Communication Traits
 Chair: **Justin R. 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 Peck Richmond, University of Alabama at Birmingham
Linda L. McCroskey, California State University, Long Beach
James C. McCroskey, University of Alabama at Birmingham

“Big Three vs. Big Five: A Side by Side Comparison”

James Katt, University of Central Florida
James C. McCroskey, University of Alabama at Birmingham
Stephen A. Sivo, University of Central Florida
Virginia Peck Richmond, University of Alabama at Birmingham

FR 3.3.04 10:30 – 11:45 a.m. Camden

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 M. 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 H. 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. Lombard

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

“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. **Douglass**

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. **Chesapeake B**

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 W. 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. Baltimore

Focus on the Future: Theory and Methodology

Sponsor: Focus on the Future
Chair: **Susan A. Jasko**, California University of Pennsylvania



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. Annapolis

Applied Communication Outside Academia

Sponsor: Applied Communication
Chair: **Jeanne M. Pursuit**, University of North Carolina Wilmington
Respondent: **Mark Hickson III**, University of Alabama at Birmingham

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. Frederick

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

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



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

J. J. De Simone, University of Wisconsin – Madison *

“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 Commodification Through the Study of Memes”

Lenora Anne Hammock, Georgia State University *

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

Anastasia Bernadette Lima, University of Maine *

*Debut paper

FR 3.3.11 10:30 – 11:45 a.m. Columbia

Top Competitive Papers in Interpersonal Communication

Sponsor: Interpersonal Communication

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

Respondent: **Katie Neary Dunleavy**, La Salle University

“An Experimental Examination of the Effects of Communicative Infidelity Motives on Communication 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 Interest Group listed in rank order.

FR 11:45 a.m. – 1:30 p.m. Ballroom

Awards Luncheon — Registration required

Sponsored in Part by Taylor & Francis



The luncheon will feature Professor P. M. Forni of Johns Hopkins University as Keynote Speaker. Luncheon fee luncheon is \$20 – reservations can be made until 3:00 p.m. on Thursday, April 22.

■ **FR 3.4.01 1:45 – 3:00 p.m. Charles**

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 J. 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 Files-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. Calvert**

New Horizons in Media Ecology

Sponsor: Media Ecology Association
Chair: **Thom Gencarelli**, Manhattan College
Respondent: **Lance A. 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.

FR 3.4.03 1:45 – 3:00 p.m. Pratt

Focus on the Future of Quantitative Research in Human Communication

Sponsor: Focus on the Future
Chair: **Virginia Peck 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

The Communication Traits Interest Group explores the future of quantitative approaches to human communication research.

FR 3.4.04 1:45 – 3:00 p.m. Camden

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 H. 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. Lombard

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, Sondra L. Chester & Associates

“Companion Robots”

Donald B. Egolf, University of Pittsburgh

“Future Trends”

Ricardo Gil da Costa, M.D., The 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. Douglass

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 N. 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. Chesapeake B*State Communication Associations: Focus on the Future*

Sponsor: Focus on the Future
 Chair: **Donna Rongione**, Community College of Baltimore County



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. Baltimore*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. Annapolis*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

“Internships and Practicum: Service-Learning Experiences That Make a Difference”
Rozell R. Duncan, Kent State University

“Experiential Learning: A University-Wide Endeavor”

Rozell R. Duncan, Kent State University

Barbara S. Hugenberg, 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. Frederick

“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, University of North Carolina Wilmington

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, Penn State Greater Allegheny

Emily Blake, Penn State 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.

* Debut student

■ FR 3.4.11 1:45 – 3:00 p.m. Columbia

On The News: Charting a New Course for Journalism

Sponsor: Media Communication
 Chair: **Kathleen F. Oswald**, North Carolina State University
 Respondent: **Cary 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”

Taesik Kim, University of Oklahoma
Sang Chon Kim, University of Oklahoma

■ FR 3.4.12 1:45 – 3:45 p.m. Chesapeake A

Short Course 7 — Registration required

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. Conway

Short Course 8 — Registration required

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 p.m.
Sponsored by Pearson Higher Education

ECA Coffee Café  **South Atrium**

PEARSON

FR 3.4.14 3:00 – 4:00 p.m. **South Atrium**
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

“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

“Media and Globalization: Case Study of Viacom to Coalesce Homogeneity and Diversity ”

Nidhi 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 – 4:30 p.m. Charles**
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 – 4:30 p.m. Calvert**
Focus on the Future: New Horizons for Intercultural Communication

Sponsor: Focus on the Future

Chair: **Juliette Storr**, Penn State 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



The focus of this panel is an exploration of the future paths of the field of intercultural communication- “meeting new horizons.” Each panelist will give a response that reflects on the pathways to the future. The panelists will provide “a sense of direction” for the field by trying to grasp what

lies beyond our reach, what we cannot predict. The panel reflects on the metaphor of "meeting new horizons" to capture an emergent moment between what we already know about intercultural communication, what is unknown and "Other," inviting responsiveness to what we cannot control. As we set our sights to focus on the future, the panelists seek to engage us with what is yet to come. "What may we yet discover? What may we yet learn?"

FR 3.5.03 3:15 – 4:30 p.m. Pratt

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 A. Strate, Fordham University

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 – 4:30 p.m. Camden

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

Darren Goins, Stevenson University
David Biglari, Towson University
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 – 4:30 p.m. Lombard

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 – 4:30 p.m. Douglass

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-Pemble, 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 – 4:30 p.m. Chesapeake B

Focus on the Future: Nonverbal Communication in the Mediated Age

Sponsor: Focus on the Future



Don W. 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.

FR 3.5.08 3:15 – 4:30 p.m. Baltimore

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

Sponsor: Media Communication
 Chair: **Gordon Coonfield**, Villanova University
 Respondent: **Rebecca M. Chory**, West Virginia University

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

“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 M. L. 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 – 4:30 p.m. Annapolis

Applied Communication: Practice, Position, Compare, Apply

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

“Practice Makes Perfect: Avoiding Catastrophe Using Effective Listening Strategies”
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: An Overview in Terms of Gender, Diversity, and Public Relations”

Rowena Briones, University of Maryland

■ FR 3.5.10 3:15 – 4:30 p.m. Frederick

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 – 4:30 p.m. Columbia

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. Kimble, Seton Hall University

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

Bryan Thomas 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
Intercultural Communication
Kenneth Burke
Media Ecology
Nonverbal Communication
Organizational Communication
Political Communication
Theory & Methodology

Pratt
Annapolis
Charles
Calvert
Frederick
Baltimore
Columbia
Douglass

■ FRI 5:45 – 7:45 p.m.

Wine & Spots

Columbia

Join members and guests of the Political Communication Interest Group for a viewing and discussion of recent political ads and memorable media moments. Cash bar will be available.

■ FRI 5:45 – 7:45 p.m.

Sponsor: Duquesne University

Baltimore Aquarium Reception



■ FRI 8:00 – 9:00 p.m.

12-Step Group Meeting

Columbia

You're invited...

to a special session with NCA's Elected Leaders and National Office Staff to ask questions about NCA, provide feedback, and learn about many of the new resources available to members.

**Date & Time: Saturday, April 24, 9:00 - 10:15 a.m.
Place: Frederick**



The National Communication Association advances communication as the discipline that studies all forms, modes, media and consequences of communication through humanistic, social scientific and aesthetic inquiry. Learn more at www.natcom.org.

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

■ **SAT** **7:30 a.m. – 5:00 p.m.** **Atrium**
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
Maryland Communication Association	Camden
Rhetoric and Public Address	Frederick

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

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

Todd Allen, Geneva College
Neil Butt, Wayne State University
Mark Hickman, West Chester University
Carl Hyden, Morgan State University
Fran Mindel, Morgan State University
Barbara Sims, Alderson-Broadbudds College

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.** **Calvert**
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 Courtade 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. Pratt

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. Lombard

Top Papers of the Lambda Pi Eta Interest Group

Sponsor: Lambda Pi Eta

Chair: **Andrew Jared Critchfield**, 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, Penn State University Park

“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.

Chesapeake B

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

Sponsor: 1st Vice President

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.

Baltimore

New Horizons in Communibiological Research

Sponsor: Communication Traits

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

“Toward A Communibiological Theory of Inclusiveness”

Paul Azim 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 Aggressiveness”

James M. Durbin, West Virginia University

Theodore Avtgis, West Virginia University

Andrew S. Rancer, University of Akron

■ SAT 4.2.07 9:00 – 10:15 a.m. Annapolis

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-Pemble, 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. Frederick

NCA—Meet the Leadership Team

Sponsor: National Communication Association

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

■ SAT 4.2.09 9:00 – 10:15 a.m. Columbia

Competitive Papers in Political Rhetoric

Sponsor: Rhetoric and Public Address
 Chair: **Valerie Lynn Schrader**, Ohio University
 Respondent: **Ann Atkinson**, Keene State College

“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

“Social Aspects of Life and Labor: Graham Taylor as Chicago’s Secular Witness”
Elizabeth Gardner, University of Maryland

This panel features competitively selected papers in political rhetoric.

■ SAT 4.2.10 9:00 – 10:15 a.m. Camden

Nominating Committee Meeting

■ SAT 4.2.11 9:00 – 10:15 a.m. Douglass

2011 Convention Planners’ Meeting II

■ SAT 4.2.12 9:00 – 11:00 a.m. Chesapeake A

Short Course 9 — Registration required

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. Conway**

Short Course 10 — Registration required

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** **South Atrium**

■ **SAT 4.2.14 10:00 – 11:15 a.m. South Atrium**

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, Rowan University

“Gloria Anzaldua’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

“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. Charles**

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”

Gayle 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. Calvert**

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 M. 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. Pratt

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

Sponsor: 1st Vice President
 Chair: **Evene Estwick**, Wilkes University
 Respondent: **Deric Greene**, Stevenson University

“Can a N***A Speak? The Rhetorical Exigencies of Tyler Perry’s *Medea* and Langston Hughes’s *Jesse B. Simple*”

Reynaldo Anderson, Harris-Stowe State University

“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. Camden

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”

Jeralyn Faris, Purdue University

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

William Self, University of Alabama at Birmingham

Larry Powell, University of Alabama at Birmingham

Mark Hickson, III, University of Alabama at Birmingham

Justin R. Johnston, 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. Lombard**

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**, Penn State University

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

Jim Benjamin, University of Toledo

In this panel, the second of two interdisciplinary panels [see the ASHR panel, 2.3.07, Thursday, April 22, 11:30 a.m.], 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. Douglass**

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.

SAT 4.3.07 10:45 a.m. – 12:00 p.m. Chesapeake B

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 Propinquity 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 Pettet, 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 schol-

ars 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. Baltimore

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 4.3.09 10:45 a.m. – 12:00 p.m. Annapolis

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.

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

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 N. 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. Columbia

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.

* Debut paper

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

Short Course 11 — Registration required

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, 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 4.4.01 12:15 – 1:30 p.m. Charles

Case Studies of Organizational Communication Practices

Sponsor: Organizational Communication
Chair: **James M. 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. Calvert

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. Pratt

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. Camden

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

Sponsor: 1st Vice President

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 *gnovis 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. Lombard

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. Douglass

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 A. Simone, Rowan University

The communication classroom is an important site for the creation of social change. Yet, too of-

ten, 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.

Chesapeake B

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

Sponsor: Communication Law and Ethics & 1st Vice President

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.

Baltimore

Top Competitive Papers in Instructional Communication

Sponsor: Instructional Communication

Chair: **Katie Neary Dunleavy**, La Salle University

Respondent: **Timothy P. Mottet**, University of Texas–Pan American

“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 H. Mansson, West Virginia University

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

SAT 4.4.09 12:15 – 1:30 p.m. **Annapolis**
GRADUATE SCHOOL FAIR I

SAT 4.4.10 12:15 – 1:30 p.m. **Frederick**
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 M. 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. **Columbia**
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, M.D., 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 4.4.12 12:15 – 1:30 p.m.

Bistro 300

Past Officers' Meeting/Luncheon

SAT 4.4.13 1:00 – 3:00 p.m.

Conway

Short Course 13 — Registration required

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 R. 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 embraced 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, Power-Point, 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.

Charles

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 Pennsylvania

"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

“Reflexivity and (not so) fatal errors”

Sarah N. Heiss, Ohio University

SAT 4.5.02 1:45 – 3:00 p.m. Calvert

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 J. Willets, Cape Cod Community College

Elaine Zelle, 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 advantages 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. Pratt

Philosophy of Communication for the 21st Century Marketplace

Sponsor: Philosophy of Communication

Chair: **Jeanne M. Pursuit**, 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. Camden**

Seeking a Horizon: What is “Quality” in Communication Research?

Sponsor: Distinguished 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.

■ **SAT 4.5.05 1:45 – 3:00 p.m. Lombard**

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

Employing a range of methodologies as well as theoretical approaches, this panel grapples with how journalistic modes of representation have shifted under the weight of challenges leveled by online as well as emerging broadcast sources. These papers argue that journalists’ responses to a changing media landscape have compelled a shift in the manner in which stories are covered and subsequently remembered – an impact that bears consequence not simply for journalists but for their audiences.

■ **SAT 4.5.06 1:45 – 3:00 p.m. Douglass**

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 M. 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

Matthew M. Martin, West Virginia University

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. Chesapeake A

Top Student Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address

Chair: **Calvin L. Troup**, Duquesne University

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 3 student papers from the Rhetoric and Public Address Interest Group for 2010.

SAT 4.5.08 1:45 – 3:00 p.m.

Chesapeake B

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.

SAT 4.5.09 1:45 – 3:00 p.m.

Baltimore

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 A. 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 J. 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. Annapolis**
GRADUATE SCHOOL FAIR II

■ **SAT 4.5.11 1:45 – 3:00 p.m. Frederick**
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. Columbia**
Sport, Race, and Intercultural Communication

Sponsor: Intercultural Communication
 Chair: **R. 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 4.5.13 2:30 – 4:30 p.m. Constellation A

Short Course 12 — Registration required

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 4.6.01 3:15 – 4:30 p.m. Charles

Focus on the Future: The Chart is Not the Course You Travel

Sponsor: Focus on the Future

Chair: **Lance A. 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. Calvert*Charting a Course for a Global Future: Experiential Learning and Study Abroad*

Sponsor: Intercultural Communication
 Chair: **Lynn Dee Gregory**, Appalachian State University

“Experiential Learning and Study Abroad: Scotland”
Kristen Campbell 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. Camden*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. Camden**

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. Lombard**

Top Competitive Papers in Applied Communication

Sponsor: Applied Communication

Chair: **Mary Mino**, Penn State DuBois

Respondent: **Mary Mino**, Penn State DuBois

"The Weakness of Strong Ties: Barriers to External Communication among Female Agronomy Associations in Post-colonial Southern Rwanda"

Sarah Ryan, University of Texas at 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. Douglass

Kenneth Burke and the Symbolic in the Philosophy of Technology

Sponsor: Philosophy of Communication & Kenneth Burke

Chair: **Celeste Grayson Seymour**, Duquesne University

Respondent: **James W. Chesebro**, Ball State 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 H. 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. Chesapeake A

Ethical Issues: Student Problems in Organizational Settings and the Role of Communication

Sponsor: Communication Law and Ethics

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

Respondent: **Theodore A. Avtgis**, West Virginia University

“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 M. Durbin, University of West Virginia

“Gossip in the Workplace: See No Evil, Hear No Evil, and Speak No Evil”

Brandi N. Frisby, University of West Virginia

“To Speak or Not to Speak? That is an Ethical Question”

Shannon M. 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. Chesapeake B

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. Annapolis

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. Frederick

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

A moving horizon is evident for entry-level public relations professionals, as job-seekers are expected to bring increasing expertise across communication channels, including skills in publication design, web content development, and social networking. This panel will feature a discussion by public relations practitioners, professors and PRSSA student leaders who will explore this new horizon and demonstrate how PRSSA chapters can play a role in adapting the student experience to prepare members for future jobs in public relations. The session will emphasize collaborative exploration among student participants, and allow PRSSA chapters to showcase their accomplishments in areas of technology, training, service, and consulting via student poster presentations.

SAT 4.6.11 3:15 – 4:30 p.m. Columbia

Charting a Course to Some Forgotten Horizons: Rediscovering Communication Behavior

Sponsor: 1st 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 4.6.12 3:15 – 4:30 p.m. Conway

Life-Changing Events: Charting a Course Toward a “New Normal”

Sponsor: ^{1st} Vice President

Chair: **Fran Mindel**, Morgan State University

“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. Baltimore

Resolutions Committee Meeting

■ **SAT 4.7 4:45 – 6:00 p.m. Constellation A**

General Business Meeting

All members and guests of the Eastern Communication Association are invited to attend the General Business Meeting of the 101st annual convention. Reports about Association governance will be presented and student winners from the Undergraduate and Graduate poster sessions will be announced.

■ **SAT 6:00 – 8:00 p.m. President's New Century Reception**

Sponsor: Kendall Hunt Publishing Company

Atrium



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

The Department of Communication Studies at West Virginia University

B.A., M.A., & Ph.D. degrees with emphases in

- .Instructional Communication**
- .Interpersonal Communication**
- .Organizational Communication**



<http://communicationstudies.wvu.edu>

Theodore A. Avtgis

Organizational, Personality, Interpersonal

Danielle Dolin Bane

Organizational, Training and Development

Melanie Booth-Butterfield

Health, Interpersonal/Relational, Instructional

Maria Brann

Health, Qualitative Research Methods, Interpersonal

Rebecca M. Chory

Mass Media, Organizational, Research Methods

John G. Cole

Instructional, Organizational, and Communibiology

Megan R. Dillow

Interpersonal/Relational, "Dark Side," Communication Theory

Joan S. Gorham

Instructional, Nonverbal, Mass Communication

Nikki Loy

Presentational Speaking, Small Group, Assessment

Matthew M. Martin

Interpersonal, Instructional, Personality

Scott A. Myers

Instructional, Family, Educational Leadership

Brian R. Patterson

Developmental, Communication Theory

Christine E. Rittenour

Family Communication, Communication and Aging

John Shibley

Film Appreciation, Peace Studies, Rhetorical Communication

Andrea Weber

Capstone Coordinator, Assessment, Educational Leadership

Keith Weber

Health Campaigns, Persuasion, Research Methods

David Westerman

CMC, Mass Media, Social Influence



SUN 7:30 a.m. – 10:00 a.m. Atrium
 ECA Convention Registration

SUN 5.1.01 8:00 – 9:15 a.m. Charles
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 8:00 – 9:15 a.m. Calvert

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 8:00 – 9:15 a.m. Pratt

Rhetoric and Popular Discourse: Race, Religion, and Otherness in Memoirs and Film

Sponsor: Rhetoric and Public Address

Chair: **Tim Pollock**, Ohio University

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 Lynn Schrader, Ohio University

This panel features competitively selected papers that revolve around themes of race, religion, and otherness.

SUN 5.1.04 8:00 – 9:15 a.m. Camden

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

“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 8:00 – 9:15 a.m. Lombard

Freedom of Speech and the G-20 Summit

Sponsor: 1st Vice President

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 8:00 – 9:15 a.m. Douglass

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 8:00 – 9:15 a.m. Chesapeake A

Narrative Ethnography as Applied Communication: Tales of Community and Dialogue at (the Mayor’s) “Community Summit on Heath and Wellness”

Sponsor: Applied Communication

Chair: **Christina McDowell Marinchak**, 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 8:00 – 9:15 a.m. Chesapeake B

Charting a Course Through the Media/New Media Maze

Sponsor: Media Ecology Association

Chair: **Susan A. Jasko**, California University of Pennsylvania

Respondent: **Erik Garrett**, Duquesne University

“From Zapruder to Albarghouti: A Study of User-generated Content as News Video”

Jennifer Neidenberg, American University

“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 8:00 – 9:15 a.m. Baltimore

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**, 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 8:00 – 9:15 a.m. Annapolis

Social Networking in a Digital Age

Sponsor: Interpersonal Communication & Media Ecology

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

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

Thom Gencarelli, Manhattan College

David Petroski, Southern Connecticut State 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 5.1.11 8:00 – 9:15 a.m. Frederick

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 5.1.12 8:00 – 9:15 a.m. Columbia

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
Theresa A. Donofrio, University of Maryland

Is the field of media studies dying and can Henry Jenkins help save it? Jenkins has been heralded as the 21st century McLuhan, but is Jenkins the next media prophet? This roundtable discussion addresses the debate over Jenkins' *Convergence Culture* thesis on the collision of old and new media by placing his work in dialogue with McLuhan's corpus and situating both texts amid the changing technological landscape confronting the field of media studies.

SUN 5.1.13 9:20-9:50 a.m. Baltimore

Richard West's 4th Annual "Don't Leave Just Yet" Raffle

Sponsor: Emerson College



Richard West introduced the extremely popular "Don't Leave Just Yet" raffle at the 2007 ECA convention. At this event, Cindy Lont (George Mason University) will be introduced as the incoming First Vice President and primary program planner for the 2011 ECA Convention in Arlington, Virginia. Don't miss this event. Tickets for the raffle will be distributed at the first Sunday morning panels – simply attend one of the 8:00 a.m. panels and receive a raffle ticket!

SUN 5.2.01 9:55 – 11:10 a.m. Charles

CLASP: Charting a Course for Intra-Campus Community

Sponsor: Community College
Chair: **Gordon Alley-Young**, Kingsborough Community College

Envisioning a New Horizon: The Founding and First Five Years of CLASP
Shauna Vey, New York City College of Technology

The Indispensable Discipline: The Status of Speech/Communication on CLASP Campuses
Alan Winson, John Jay College, CUNY

To Tenure and Beyond: CLASP Projects to Train and Sustain Speech Faculty

Gordon Alley-Young, Kingsborough Community College

Finding Community through Diversity: How CLASP Addresses the Teaching Challenges of Multicultural, Urban, Speech Education

Eva Kolbusz, Borough of Manhattan Community College

Charting a New Course: The Future Directions of CLASP

Hollis Glaser, Borough of Manhattan Community College

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 9:55 – 11:10 a.m. Calvert

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 Effect 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

“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

Health communication interventions for social or behavioral change often attempt to isolate spe-

cific 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 9:55 – 11:10 a.m. Pratt

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.

SUN 5.2.04 9:55 – 11:10 a.m. Camden

Forensics at a New Horizon

Sponsor: Argumentation and Forensics
Chair: **Kimberly K. Korcsmaros**, Bridgewater College

“Institutional and Outside Sources of Support”
Barbara F. Sims, Alderson-Broadbudd College

“Constraints of Lack of Funding”
Carolyn Kacey, Pennsylvania Highlands Community College

“Recruitment in the Current Economic Climate”
Todd Allen, Geneva College

“Files vs. Internet for Extemp Prep”
Theodore Sheckels, Randolph-Macon College

“Encouraging Minority Participation”

Carl Hyden, Morgan State University

“New Media for Interp”

Shannon N. Langford, Old Dominion University

“New Technology Use in Debate”

Neil Butt, Wayne State University

“Challenges of an Urban Program”

Fran Mindel, Morgan State University

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 9:55 – 11:10 a.m. Lombard**

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 9:55 – 11:10 a.m. Douglass

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 9:55 – 11:10 a.m. Chesapeake A

Climate Change Communication: From Framing Research to Public Engagement

Sponsor: Applied Communication
 Chair: **Melinda Villagran**, George Mason University
 Respondent: **Erik Garrett**, Duquesne University

“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 9:55 – 11:10 a.m. Chesapeake B

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

This panel examines the imagined futures of science fiction in a variety of media with a view toward understanding what, in these stories and games of the future, media communication is in the process of becoming.

SUN 5.2.09 9:55 – 11:10 a.m. Baltimore

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, Howard University *

“Between Culture and Commercialization: Representation of the Trinidad Carnival as Third Space”
Koren A. Bedeau, Howard University *

“Internationalizing the American University: Case Studies in Authentically Connecting a Mission-Driven University to International Students”

Shane Smith, Duquesne University *

Zachary Braun, Duquesne University

Nicole Cargiene, Duquesne University

Casey Myburgh, Duquesne University

Joe DeCrosta, Duquesne University

Kathleen Glenister Roberts, Duquesne University

This competitive paper panel highlights future pathways in the study and implementation of policies and procedures that will enhance human relations as it pertains to issues of intercultural communication in health, education and cultural production.

***Debut student**

SUN 5.2.10 9:55 – 11:10 a.m. Annapolis

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 5.2.11 9:55 – 11:10 a.m. Frederick**

“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 N. 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 5.2.12 9:55 – 11:10 a.m. Columbia**

Hot Topics in Communication Law and Ethics

Sponsor: Communication Law and Ethics
Chair: **Dale A. 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 11:30 a.m.—12:30 p.m. Conway**

Finance Committee II Meeting
See page 161 for participants

■ **SUN 5.4 12:30—2:30 p.m. Bistro 300**

Executive Council II Meeting
See page 161 for participants

Call for Papers 2011 102nd Annual ECA

Communication and Power: From Classrooms to Politics

Arlington, Virginia
Key Bridge Marriott
April 13-17, 2011

The 102nd annual convention of the Eastern Communication Association will be held April 13-17, 2011 at the Key Bridge Marriott in Arlington, Virginia, across the Potomac River from Washington, D.C.

The convention's theme, "Communication and Power: From Classrooms to Politics" reflects our convention's location in the Washington, D.C. area – the home of one of the most powerful cities in the world.

Power, in terms of controlling influence or authority, resonates throughout the Communication discipline from the obvious political and organizational communication arena, the power of rhetoric, and media power to issues of power within health communication, intercultural communication, and instructional communication. The discussion of power and communication is not a one-way street. When one discusses entities or people with power, it is equally important to examine those without power. The convention theme, therefore, invites the exploration of issues and the interaction of communication and power (from the empowered and the disempowered perspective) across our discipline.

The 102nd ECA convention will feature programming on the convention theme, short courses, poster sessions, roundtables, and panels. Special events include a Basic Course Conference on Wednesday (April 13), a Welcome Reception on Thursday evening (April 14), an awards banquet on Friday (April 15), and the President's Reception on Saturday (April 16). Tours to the Newseum, Smithsonian, and the National Zoo will include transportation.

THE KEY BRIDGE MARRIOTT: Across the Potomac River from Georgetown, 4 miles from Ronald Reagan Washington National Airport and within 3 blocks of the DC Metro system, the Key Bridge Marriott hotel is the perfect choice for a DC based convention.

The Georgetown Metro Connection Bus picks up passengers at the front door of the Key Bridge Marriott every ten minutes from 7 a.m. to midnight. The bus route stops include but are not limited to the Rosslyn metro station, through Georgetown, ending at Dupont Circle and then back to the hotel. Regular fare is \$1.00 each way and 25 cents for Seniors (65+) and ADA passengers. Children under five ride free.

ECA Proposals addressing the convention theme, but not directly related to one of the interest group areas, should be sent to Cindy Lont, ECA First Vice President, George Mason University at clont@gmu.edu.

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1952

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Paul L. Brownstone
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1964

Audrey O'Brien
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John E. Lent
*Bureau of Sp. Improvement,
NYC*

1966

Bernard McCabe
St. John's University

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St. John's University

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Beatrice G. Ferrante
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Knoxville, Tennessee

1971

Mary Pettas
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Bureau of Sp. Improvement,
NYC

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1987

Jack A. Barwind
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Brenda Logue
Towson State University

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Peggy Klein
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Teresa L. Nance
Villanova University

1991

Harvey R. Kelly, Jr.
Pennsylvania State
University, Beaver

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Rebecca Lockridge
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Joan O'Mara
University of Hartford

1994

Janette Kenner Muir
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Ruth Ann Zupan
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Community College

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*Duquesne University***2006**Timothy Brown
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Executive Director

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Candice Thomas-Maddox
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2004-2007

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2007-2010

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Communication Research Reports

1995

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Qualitative Research Reports in Communication

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*University of Alabama at Bir-
mingham*

ECA Award Recipients

Distinguished Service Award

1979

Carroll C. Arnold
Pennsylvania State University

1980

Woffard G. Gardner
University of Maine

1981

Wilbur E. Gilman
Queens College, CUNY

1982

Robert T. Oliver
Pennsylvania State University

1983

Everett Lee Hunt
Swarthmore College

1984

John F. Wilson
*Herbert H. Lehman College,
CUNY*

1985

Paul D. Holtzman
Pennsylvania State University

1986

Donald H. Ecroyd
Temple University

1987

Jane Blankenship
University of Massachusetts

1988

Gerald M. Phillips
Pennsylvania State University

1989

James W. Chesebro
SCA National Office

1990

James C. McCroskey
West Virginia University

1991

Raymie E. McKerrow
University of Maine

1992

Linda C. Lederman
Rutgers University

1993

Gerald Lee Ratliff
Montclair State University

1994

Virginia Peck Richmond
West Virginia University

1995

Jeanne M. Lutz
Pennsylvania State University

1996

Dan F. Hahn
Florida Atlantic University

1997

Thomas L. Veenendall
Montclair State University

1998

Dale A. Bertelsen
Bloomsburg University

1999

Sandra L. Herndon
Ithaca College

2000

Jerry L. Allen
University of New Haven

2001

Deborah J. Borisoff
New York University

2002

Gary Gumpert
Communication Landscapers

2003

Kathleen M. Long
West Virginia Wesleyan College

2004

Jannette Kenner Muir
George Mason University

2005

Susan J. Drucker
Hofstra University

2006

S. Diane McFarland
Buffalo State College

2008

Nancy J. Willets
Cape Cod Community College

2009

Mary L. Kahl
SUNY - New Paltz

Past Presidents / Officers Award

1984

Kathleen Hall Jamieson
University of Pennsylvania

1984

Virginia Peck Richmond
West Virginia University

1985

Lois J. Einhorn
SUNY, Binghamton

1986

Joshua Meyrowitz
University of New Hampshire

1987

Lea P. Stewart
Rutgers University

1988

Christopher L. Johnstone
Pennsylvania State University

1989

Lynne Kelly
University of Hartford

1990

Andrew S. Rancer
Emerson College

1990

Robert L. Duran
University of Hartford

1991

Kristin Langellier
University of Maine

1991

Eric Peterson
University of Maine

1992

Melanie Booth-Butterfield
West Virginia University

1993

Deborah J. Borisoff
New York University

1994

Teresa A. Nance
Villanova University

1995

Dale Herbeck
Boston College

1996

Molly Wertheimer
*Pennsylvania State University,
Hazleton*

1997

Susan J. Drucker
Hofstra University

1998

Star A. Muir
George Mason University

1999

Richard L. West
*University of Southern
Maine*

2000

Mari Boor Tonn
University of New Hampshire

2001

Danette Ifert Johnson
West Virginia Wesleyan College

2002

Matthew M. Martin
West Virginia University

2003

Lisa Marie Cuklanz
Boston College

Ronald L. Jackson

Pennsylvania State University

2004

Thomas Flynn
Slippery Rock University

2005

Timothy Mottet
*Texas State University,
San Marcos*

2007

Trevor Parry-Giles
University of Maryland

2008

Charles Morris, III
Boston College

2009

Timothy J. Brown
West Chester University

Everett Lee Hunt Award

1986

W. Barnett Pearce
University of Massachusetts

1987

Peter Kane
SUNY, Brockport

1988

Takis Poulakos
University of Iowa

1989

James W. Chesebro
SCA National Office

1990

Lawrence Prelli
University of New Hampshire

1991

Theodore Otto Windt, Jr.
University of Pittsburgh

1992

Theodore Otto Windt, Jr.
University of Pittsburgh

1993

Lois J. Einhorn
SUNY, Binghamton

1994

John C. Adams and
Stephen Yarbrough
Syracuse University

1995

Herman Cohen
Pennsylvania State University

1996

John Poulakos
University of Pittsburgh

Aaron Gresson, III

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1997James W. Chesebro
Indiana State University

Dale A. Bertelsen

*Bloomsburg University***1998**

Dan F. Hahn

*New York University***1999**

Robert T. Oliver

*Pennsylvania State University***2000**

Ronald L. Jackson II

Pennsylvania State University

Richard A. Katula

*Northeastern University***2001**

Lisa M. Cuklanz

*Boston College***2002**

Nola J. Heidlebaugh

*SUNY-Oswego***2003**

Shawn Parry-Giles

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*University of Maryland***2004**

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*Pennsylvania State University***2005**

Ekaterina Haskins

*Rensselaer Polytechnic Institute***2006**

Ronald C. Arnett

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Ronald L. Jackson II

*Pennsylvania State University***2008**

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1989

Diane O. Casagrande

*West Chester University***1990**

Marlene Cowan

*Towson State University***1991**

C Jack Orr

*West Chester University***1992**

Linda C. Lederman

*Rutgers University***1993**

Virginia Peck Richmond

*West Virginia University***1994**

Anita K. Foeman

*West Chester University***1994**

Thomas L. Veenendall

*Montclair State University***1995**

Teresa A. Nance

*Villanova University***1996**

Mary Mino

*Pennsylvania State University,
DuBois***1997**

Melanie Booth-Butterfield

*West Virginia University***1998**

Deborah J. Borisoff

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Sandra L. Herndon

*Ithaca College***2000**

Theodore Otto Windt, Jr.

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Floyd D. Anderson

*SUNY-Brockport***2002**

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Lawrence J. Prelli

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Donna Kowal

*SUNY-Brockport***2006**

Bonnie Jefferson

*Boston College***2007**

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2008

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2009

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Indiana State University
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West Virginia University
Virginia Peck Richmond
Kent State University

1997

Deborah J. Borisoff
New York University
Raymie E. McKerrow
Ohio University
Andrew S. Rancer
University of Akron

1998

Thomas W. Benson
Pennsylvania State University
Herman Cohen
Pennsylvania State University
Richard B. Gregg
Pennsylvania State University
Gary Gumpert
Queens College
Kathleen H. Jamieson
University of Pennsylvania
Robert P. Newman
University of Pittsburgh
Herman Stelzner
University of Massachusetts
Theodore O. Windt, Jr
University of Pittsburgh

1999

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Pennsylvania State University
Ronald F. Reid
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Eugene White
Pennsylvania State University

2000

James F. Klumpp
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2001

Lois Einhorn
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Linda C. Lederman
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Mark L. Hickson, III
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2005

Melanie Booth-Butterfield
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Kathleen Kendall
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Lea P. Stewart
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2006

Ronald L. Jackson II
Pennsylvania State University

2007

Mari Borr Tonn
University of Maryland
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Ronald C. Arnett
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Lester Olson
University of Pittsburgh

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Dan F. Hahn

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Mary Mino

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1998

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James W. Chesebro

Indiana State University

Joseph DeVito

Hunter College

Jeanne M. Lutz

Professor Emeritus

Pennsylvania State University

Raymie E. McKerrow

Ohio University

Gerald Lee Ratliff

State University of New York,

Potsdam

Andrew D. Wolvin

University of Maryland

1999

Sandra L. Herndon

Ithaca College

Agnes Doody

University of Rhode Island

Lois J. Einhorn

SUNY, Binghamton

Don M. Boileau

George Mason University

2000

Kathleen M. Long

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Mary L. Kahl

SUNY- New Paltz

2001

Mark L. Hickson, III

University of Alabama

2002

Floyd D. Anderson

SUNY- Brockport

Joan O'Mara

University of Hartford

2003

Mary Boor Tonn

University of Maryland

2004

Susan Drucker

Hofstra University

Lea Stewart

Rutgers University

Richard Vatz

Towson University

2005

Melanie Booth-Butterfield

West Virginia University

Kathleen Kendall

University of Maryland

Valerie Endress

Rhode Island College

2007

Jean Ann Streiff

Oakland Catholic High School

James Klumpp

University of Maryland

2008

Ronald C. Arnett

Duquesne University

Janette Kenner Muir

George Mason University

Don W. Stacks

University of Miami

2009

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St. John's University

Danette Ifert Johnson

Ithaca College

Candice Thomas-Maddox

Ohio University-Lancaster

Melissa Wanzer

Canisius College

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 Beaver*
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West Chester University
Myrna Foster-Kuehn
Clarion University
Janette Kenner Muir
George Mason University

1996-1997

Dale A. Bertelsen
Bloomsburg University
Jodi Cohen
Ithaca College
Anita K. Foeman
West Chester University
Joe Gow
Alfred University

1997-1998

Deborah J. Borisoff
New York University
Steve Booth-Butterfield
West Virginia University
Raymie E. McKerrow
Ohio University
Theodore O. Windt Jr.
University of Pittsburgh

1998-1999

Melanie Booth-Butterfield
West Virginia University
James Chesebro
Indiana State University
Ann Bainbridge Frymier
Miami University
John C. Sherblom
University of Maine

1999-2000

Jerry L. Allen
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Robert A. Barraclough
West Virginia University
Danette E. Ifert
West Virginia Wesleyan College
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*Pennsylvania State University
 DuBois*

2000-2001

Janette Kenner Muir
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SUNY- New Paltz
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University of Maryland
Mari Boor Tonn
University of New Hampshire

2001-2002

Susan J. Drucker
Hofstra University
Donald Fishman
Boston College
Michael L. Hecht
Pennsylvania State University
Alan M. Rubin
Kent State University

2002-2003

Don M. Boileau
George Mason University
Ronald C. Arnett
Duquesne University
Alan M. Rubin
Kent State University
Sara Weintraub
Regis College

2003-2004

Ann Bainbridge Frymier
Miami University
James F. Klumpp
University of Maryland
Mari Boor Tonn
University of Maryland
Keith D. Weber
West Virginia University

2004-2005

Mary L. Kahl
SUNY-New Paltz
Michael J. Hostetler
St. John's University
Rebecca B. Rubin
Kent State University
Sandra J. Sarkela
SUNY-Postdam

2005-2006

Donald A. Fishman
Boston College
Dale A. Herbeck
Boston College
Elizabeth M. Perse
University of Delaware
Lance Strate
Fordham University

2006-2007

John A. Courtright
University of Delaware
Cary Wecht Horvath
Youngstown State University
Alfred G. Mueller II
Pennsylvania State-Mont Alto
Wendy Samter
Bryant University

2007-2008

Valerie Swats
Slippery Rock University
Kristin Wolfe
Duquesne University
Catherine Wright
George Mason University

2008-2009

Don Boileau
George Mason University
Janie Harden Fritz
Duquesne University
Jeanne Persuit
UNC, Wilmington
Andrew Rancer
University of Akron

2009-2010

Theodore A. Avtgis
West Virginia University
Marian L. Houser
*Texas State University-
 San Marcos*
Matthew J. Smith
Wittenberg University

Life Members

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Benjamin R. Bates	Beatrice G. Ferrante	Isabel Mirsky
Leeanne M. Bell	Vicki Freimuth	Timothy P. Mottet
James Benjamin	Brandi N. Frisby	Alfred G. Mueller II
Thomas Benson	Lynn Dee Gregory	Janette Kenner Muir
Dale A. Bertelsen	James P. Gross	Star A. Muir
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Maria Brann	Dale Herbeck	Judy C. Pearson
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Kathleen T. Brown	Leola S. Horowitz	Gerald Lee Ratliff
Winifred Brownell	Ronald L. Jackson II	Virginia Peck Richmond
Paul Brownstone	Danette Ifert Johnson	Christine E. Rittenour
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Jacob L. Cayanus	Mary L. Kahl	Howard Schwartz
James W. Chesebro	Peter E. Kane	Robert J. Sidelinger
Jeffrey T. Child	Richard A. Katula	Lisa Sparks
Herman Cohen	Ileen Kaufman	John Splaine
John A. Courtright	Kathleen E. Kendall	Sydney M. Staggers
A. J. Critchfield	Allan James Kennedy	Candice E. Thomas-Maddox
Frank E. X. Dance	Carrie D. KennedyLightsey	Rebecca M. Townsend
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Joseph Devito	William Levering	Michael Wallinger
L Patrick Devlin	Paul E. Madlock	Keith Weber
Agnes G. Doody	Daniel Mansson	Steven Weinstock
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Bruce K. Eckman	Linda L. McCroskey	Richard West
Kristen C. Eichhorn	David T. McMahan	David L. Woods
Lois Einhorn	Robin R. Means Coleman	Jason S. Wrench
Isa N. Engleberg	Maryann Messano-Ciesla	Catherine K. Wright

Convention Sites, 1959-2010

1959-1971	New York, NY	1985	Providence, RI	1999	Charleston, WV
1972	Boston, MA	1986	Atlantic City, NJ	2000	Pittsburgh, PA
1973	New York, NY	1987	Syracuse, NY	2001	Portland, ME
1974	Washington, DC	1988	Baltimore, MD	2002	New York, NY
1975	New York, NY	1989	Ocean City, MD	2003	Washington, DC
1976	Philadelphia, PA	1990	Philadelphia, PA	2004	Boston, MA
1977	New York, NY	1991	Pittsburgh, PA	2005	Pittsburgh, PA
1978	Boston, MA	1992	Portland, ME	2006	Philadelphia, PA
1979	Philadelphia, PA	1993	New Haven, CT	2007	Providence, RI
1980	Ocean City, MD	1994	Washington, DC	2008	Pittsburgh, PA
1981	Pittsburgh, PA	1995	Pittsburgh, PA	2009	Philadelphia, PA
1982	Hartford, CT	1996	New York, NY	2010	Baltimore, MD
1983	Ocean City, MD	1997	Baltimore, MD	2011	Arlington, VA
1984	Philadelphia, PA	1998	Saratoga Spr., NY		

ECA Executive Council I Members, Spring 2010

Candice Thomas-Maddox

President
Ohio University - Lancaster
School of Interpersonal
Communication
1570 Granville Pike
Lancaster, OH 43130-1097
(740) 654-6711 x 657

Cindy M. Lont

First Vice President Elect
George Mason University
Communication Department
4400 University Drive
Fairfax, VA 22030-4444
(703) 993-1100

Alfred G. Mueller, II

Executive Director
Pennsylvania State - Mont Alto
Department Of Communication
Arts & Science
One Campus Drive
Mont Alto, PA 17237
(717) 749-602

Janie M. Harden Fritz

First Vice President
Duquesne University
Department of Communication
& Rhetorical Studies
600 Forbes Ave
Pittsburgh, PA 15282
(412) 396-6558

Sara Chudnovsky Weintraub

Immediate Past President
Regis College
Department of Communication
235 Wellesley St
Weston, MA 02493-1571
(781) 768-7453

EX OFFICIO

Catherine M. Blackburn

**ECA Community College Representative to NCA
Legislative Council, Ex-Officio**
Term Runs to December 2010
Brookdale Community College

Annette M. Holba

**Director of Marketing & Exhibits -- 2010 Conven-
tion, Ex-Officio**
Term Ends at Close of 2010 Convention
Plymouth State University

James W. Chesebro

Archivist, Ex-Officio
Ball State University

Susan A. Jasko

**ECA College/University Representative to NCA
Legislative Council, Ex-Officio**
Term Runs January 2010 to December 2012
California University Of Pennsylvania

Susan Drucker

ECA Legal Counsel, Ex-Officio
Hofstra University

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**ECA Representative to NCA 2010 Nominating
Committee, Ex-Officio**
Ithaca College

Kristen C. Eichhorn

**ECA Representative to NCA 2011 Nominating
Committee, Ex-Officio**
SUNY Oswego

Trevor Parry-Giles

Communication Quarterly, Editor, Ex-Officio
Editorship ends 12/31/2012
University Of Maryland

Mark Hickson III

**Qualitative Research Reports In Communication,
Editor, Ex-Officio**
Editorship January 2009 to December 2011
University of Alabama at Birmingham

Wendy Samter

**Communication Research Reports, Editor,
Ex-Officio**
Editorship January 2008 to December 2010
Bryant University

Interest Group Representatives to ECA Council I

Jerry Allen

Communication Traits

Term begins Mid-point 2010 Convention
University of New Haven

Alberta Arnold

Community College

Term Ends Mid-point 2011 Convention
Fiorello H. LaGuardia Community College

Ronald C. Arnett

Philosophy of Communication

Term begins Mid-point 2010 Convention
Duquesne University

Loren Basden Arnold

Voices of Diversity

Term Ends Mid-point 2010 Convention
Rowan University

Ann J. Atkinson

Rhetoric & Public Address

Term Ends Mid-point 2010 Convention
Keene State College

Kathleen Taylor Brown

Applied Communication

Term Ends Mid-point 2011 Convention
Penn State - Greater Allegheny

Kristen C. Eichhorn

Nonverbal Communication

Term Ends Mid-point 2010 Convention
SUNY - Oswego

Lewis I. Freeman

Organizational Communication

Term Ends Mid-point 2010 Convention
Fordham University

Susan A. Jasko

Theory & Methodology

Term Ends Mid-point 2011 Convention
California University of Pennsylvania

Dale A. Herbeck

Communication Law & Ethics

Term Ends Mid-point 2011 Convention
Boston College

Cary Horvath

Media Communication

Term Ends Mid-point 2010 Convention
Youngstown State University

Carl T. Hyden

Argumentation & Forensics

Term Ends Mid-point 2011 Convention
Morgan State University

Trevor Parry-Giles

Political Communication

Term Ends Mid-point 2010 Convention
University of Maryland

Linda Sampson

Interpersonal Communication

Term begins Mid-point 2010 Convention
Southern Connecticut State University

Valerie Schrader

Interpretation & Performance Studies

Term begins Mid-point 2010 Convention
Ohio University

Juliette Storr

Intercultural Communication

Term begins Mid-point 2010 Convention
Penn State Beaver

Mary Toale

Instructional Communication

Term begins Mid-point 2010 Convention
Baldwin Wallace College

Melinda Villagran

Health Communication

Term begins Mid-point 2010 Convention
George Mason University

The following Interest Groups need to elect representatives during the 2010 convention Interest Group Business Meetings. These newly-elected Executive Council representatives' terms will begin at the midpoint of the 2011 convention and they will serve through the midpoint of 2013:

Communication & Technology
Nonverbal Communication
Organizational Communication
Rhetoric and Public Address

Media Communication
Political Communication
Voices of Diversity

ECA Committee Meeting Members

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University of Maryland
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Bryant University
Mark Hickson III
University of Alabama
at Birmingham

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at Birmingham
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Richard West
Emerson College

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Ohio University - Lancaster
Ronald C. Arnett
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Susan Drucker
Hofstra University
Catherine Blackburn
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Susan Jasko
California University of
Pennsylvania
Jean Ann Streiff
Oakland Catholic High School
Danette Ifert Johnson
Ithaca College
Kristen Eichhorn
SUNY - Oswego
Trevor Parry-Giles
University of Maryland
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Bryant University

Mark Hickson III
University of Alabama
at Birmingham
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LaGuardia Community College
Kathleen Taylor Brown
Penn State - Greater Allegheny
Dale Herbeck
Boston College
Carl Hyden
Morgan State University
Mari Boor Tonn
University of Maryland
Jerry Allen
University of New Haven
Melinda Villagran
George Mason University
Mary Toale
Baldwin Wallace College
Valerie Schrader
Ohio University
Annette D. Madlock
Southern Connecticut State
University
Linda Sampson
Southern Connecticut State
University

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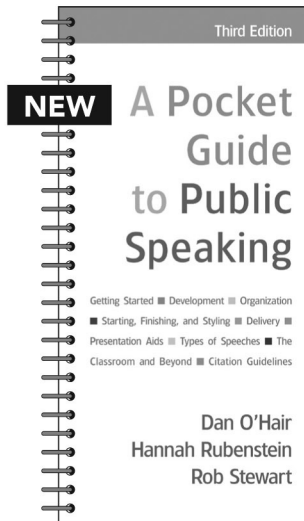
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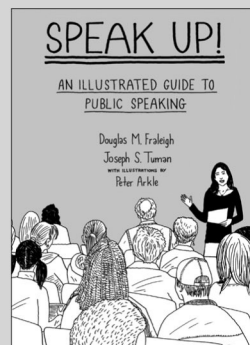
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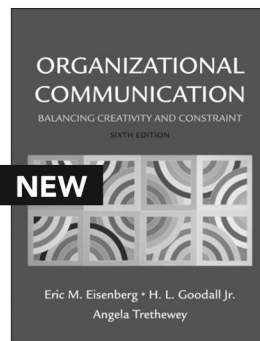
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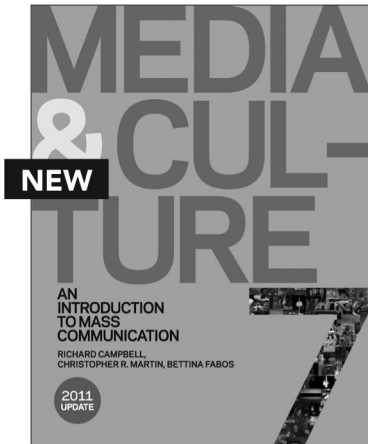
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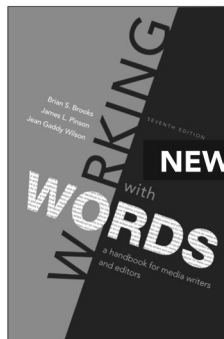
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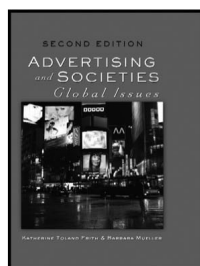
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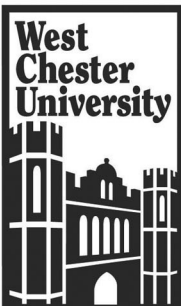
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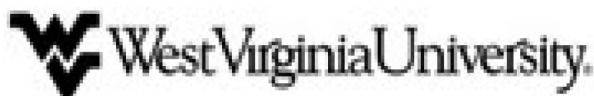
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**The
Religious Communication Association (RCA)
announces its 2009
Publication/Scholarship Awards**

Book of the Year: Paul Marshall, Senior Fellow, Hudson Institute, Lela Gilbert, and Roberta Green-Ahmanson received the Book of the Year Award for *Blind Spot: When Journalists Don't Get Religion* (2009, Oxford University Press).

Article of the Year: James M. Farrell, Ph.D., of the University of New Hampshire, received the Article of the Year Award for "The Rhetoric(s) of St. Augustine's Confessions." *Augustinian Studies*, 39 (1), pp. 265–291.

Dissertation of the Year: Brian T. Kaylor, Ph.D., of James Madison University, received the Dissertation of the Year award for "I'm a Believer: Presidential Campaign Rhetoric in an Age of Confessional Politics."

Student Paper of the Year: Pavica Sheldon of Louisiana State University received the Student Paper of the Year award for "Jesus' matters: Gender and Religiosity Impact on Forgiveness Behavior and Conflict Avoidance."

Scholar of the Year: Charles Taylor, Ph.D., Emeritus Professor, McGill University, received the Scholar of the Year Award.

Guidelines for 2010-11 nominations are available on RCA's Website: <http://www.americanrhetoric.com/rca/index.html>. Deadline for 2010 nominations: June 1.

The Religious Communication (RCA) is an academic society founded in 1973 by people interested in the study of all aspects of public religious communication. Among its members are teachers, students, clergy, broadcasters, and other scholars and professionals who share a common interest in religious speech, media, performance, and other communication. It is nonsectarian, striving to provide a setting in which persons of various faiths, or no faith, can study the problems of communication and religion. As an interfaith scholarly and professional organization, RCA seeks to promote honest, respectful and profound dialogue which reflects the diversity of religious beliefs, subject matter concerns, methodologies, and professions of its members.

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