

## **ECA Business Meetings and Events At- a-Glance**

### **Wednesday, April 13, 2011**

4:00 -5:00 pm	ECA Publication Committee	<b>Jefferson</b>
5:00 -6:00 pm	Finance Committee I	<b>Jefferson</b>
6:00 -7:00 pm	Site Selection	<b>Jefferson</b>

### **Thursday, April 14, 2011**

8:45 -11:45 am	ECA Executive Council I	<b>Lincoln</b>
1:45 -3:00 pm	ECA Teaching Fellows Meeting	<b>Monroe</b>
3:15 -4:30 pm	ECA Research Fellows Meeting	<b>Monroe</b>
3:15 -4:30 pm	2012 Convention Planners	<b>Lincoln</b>
6:00 -7:00 pm	Newcomers Reception	<b>Capital Ballroom</b>
7:00 -8:30 pm	Welcome Reception	<b>Capital Ballroom</b>
8:30 -10:00 pm	Dessert and Student Highlights	<b>Capital Ballroom</b>
8:00 -9:00 pm	12-Step Group Meeting	<b>Monroe</b>

### **Friday, April 15, 2011**

#### **Business Meetings**

8:00-8:45 am	Communication Administration	<b>Adams</b>
8:00-8:45 am	New York State Communication Association	<b>Georgetown B</b>
8:00-8:45 am	Communication Technologies	<b>Georgetown C</b>
8:00-8:45 am	Nonverbal Communication	<b>Jackson</b>
8:00-8:45 am	Rhetoric and Public Address	<b>Jefferson</b>
8:00-8:45 am	Community College	<b>Lincoln</b>
8:00-8:45 am	Communication Traits	<b>Madison</b>
8:00-8:45 am	Organizational Communication	<b>Monroe</b>
8:00-8:45 am	Health Communication	<b>Washington</b>
12:00-1:15 pm	Awards Luncheon	<b>Potomac Ballroom</b>

#### **Business Meetings**

6:00 - 6:45 pm	Philosophy of Communication	<b>Adams</b>
6:00 - 6:45 pm	Interpersonal Communication	<b>Georgetown C</b>
6:00 - 6:45 pm	Voices of Diversity	<b>Jackson</b>
6:00 - 6:45 pm	Lambda Pi Eta	<b>Jefferson</b>
6:00 - 6:45 pm	Political Communication	<b>Lincoln</b>
6:00 - 6:45 pm	American Society for the History of Rhetoric	<b>Madison</b>
6:00 - 6:45 pm	Media Ecology	<b>Monroe</b>
6:00 - 6:45 pm	Interpretation & Performance Studies	<b>Washington</b>
6:00 - 6:45 pm	USC Munch & Mingle	<b>Potomac C &amp; D</b>
8:00 -9:00 pm	12 -Step Group Meeting	<b>Monroe</b>
8:00 -10:00 pm	Wine & Spots	<b>Georgetown A</b>
8:30 -10:00 pm	Song Circle	<b>Washington</b>

**Saturday, April 16, 2011**

8:00-8:45 am	Kenneth Burke	<b>Adams</b>
8:00-8:45 am	Maryland State Communication Association	<b>Georgetown B</b>
8:00-8:45 am	Media Communication	<b>Georgetown C</b>
8:00-8:45 am	Applied Communication	<b>Jackson</b>
8:00-8:45 am	Instructional Communication	<b>Jefferson</b>
8:00-8:45 am	Intercultural Communication	<b>Lincoln</b>
8:00-8:45 am	Argumentation and Forensics	<b>Madison</b>
8:00-8:45 am	Theory & Methodology	<b>Monroe</b>
8:00-8:45 am	Communication Law and Ethics	<b>Washington</b>
9:00 -10:15 am	2012 Convention Planners II	<b>Lincoln</b>
10:30 -11:15 am	Nominating Committee	<b>Adams</b>
12:15 -1:30 pm	Past Officers Luncheon	<b>Lincoln</b>
3:00 -4:15 pm	Resolution Committee	<b>Adams</b>
4:30 - 5:45 pm	USC Dinner and Awards	<b>Potomac C &amp; D</b>
6:00 - 7:15 pm	ECA Business Meeting	<b>Potomac A &amp; B</b>
7:30 - 9:30 pm	President's Reception	<b>Artisphere</b>
8:00 -9:00 pm	12-Step Group Meeting	<b>Monroe</b>

**Sunday, April 17, 2011**

9:00 -10:00 am	Finance Committee II	<b>Monroe</b>
10:00 -12:00 pm	Executive Council II	<b>Lincoln</b>

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**WEDNESDAY APRIL 13, 2011**

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WED 8:45-9:00

**The Basic Course: Politics and Practice**

**Basic Communication Course Conference Registration**

Chair: **Tobi Mackler**, Montgomery County Community College

Registered Basic Course Conference participants are invited to register and to pick up their convention materials. A continental breakfast will be provided. Participation in the Basic Communication Course Conference is available to paid registrants. The conference fee is \$50 and includes continental breakfast and lunch.

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WED 9:00-9:15

**Basic Communication Course Conference Welcome**

**The Basic Course: Politics and Practice**

Chair: **Tobi Mackler**, Montgomery County Community College

Welcome and opening remarks from the Basic Communication Course Conference Director.

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WED 9:15-10:15

**Challenging Basic Course Content and Pedagogy**

Chair: **Tobi Mackler**, Montgomery County Community College

“It’s Time to Re-Tire the Basic Course: Group Roles, Communication Climate, and Listening Styles.”

**Isa Engleberg**, Prince George's Community College

“A New Pedagogy for Informative Communication: Why Arrangement Should Not Substitute for Invention”

**Katherine E. Rowan**, George Mason University

“Does Student Listening Improve in the Basic Communication Course?”

**Danette Ifert Johnson**, Ithaca College

The basic communication course is the face of our discipline to students, colleagues, and the public. Three scholars examine traditional basic course content in light of contemporary research. They challenge us to consider whether what we teach and how we teach is valid and capable of improving students’ communication competencies.

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WED 10:30-11:45

**Teaching through the Lens of Our Students: A Roundtable Discussion on (the Politics of) Pedagogy and Student Diversity**

Chair: **Susan M. Ward**, Delaware County Community College

“Teaching to the Faith-Based: Challenges, Controversies, and Considerations”  
**Lynn H. Turner**, Marquette University

“Teaching to the Non-Traditional Aged: Helping Adult Learners Discover Their Soul”  
**Candice Thomas-Maddox**, Ohio University—Lancaster

“Teaching African and Urban: Unique Perspectives, Unique Experiences”  
**Ashley Torrence**, Howard University

“Teaching to the Upper Class: Privilege is Not Always Pretty”  
**Richard West**, Emerson College

This program examines teaching from a cultural lens. Specifically, the panelists will discuss strategies for success and cautionary tales as they relate to various student populations. Given the major demographic changes on the horizon at both 2- and 4-year institutions, an examination of various student constituencies is both necessary and relevant. Panelists will explore both the potential and the political as related to various student populations. Further, examining this issue from colleges/universities that are public, private, large, and small provides for a comprehensive discussion of current challenges and future trends in teaching, learning, and advising.

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WED 12:00-1:15

**Basic Communication Course Conference Lunch**

Keynote Speaker: **Lynn Disbrow**, Wright State University

*Pedagogy, Politics, and Practice: Where do we begin in the Basic Course?*

**Lynn M. Disbrow**, (Ph.D. Wayne State University, 1989), is an Associate Professor in the Department of Communication at Wright State University in Dayton, Ohio. Disbrow currently serves as the Director of the Educational Policies Board of the National Communication Association and has been named a 2010 Faculty Innovator by the Ohio Board of Regents. She is the recipient of international, national, and state awards for student service, teaching and curricular development. Disbrow's digital and traditional publication record emphasizes instructional design and delivery.

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WED 1:30-2:30

**Politics & Practice: The Basic Course as a General Education Requirement – The Good, the Bad, and the Ugly**

Chair: **Steven D. Cohen**, University of Maryland

“The Basic Course in General Education: The Rationale”  
**Andrew D. Wolvin**, University of Maryland

“Consensus-Building: A Procedural Approach to Getting the Basic Course in the General Education Core Curriculum”  
**Tom Donlan**, Montgomery County Community College

“The Basic Course – No Longer a General Education Requirement: The Aftermath”  
**Nancy Willets**, Cape Cod Community College

This panel will examine different aspects of the role of the basic course in a General Education Core Curriculum. Beginning with a rationale for establishing this course as a fundamental studies component, the discussion will move to an analysis of consensus building strategies within the discipline and college-wide that can help to insure acceptance for the basic course. Finally, we will conclude with a conversation focused on departmental strategies to maintain enrollment under new requirements when the basic course has been eliminated as a general education requirement.

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WED 2:45-3:30

**Examining the Organizational Context of the Basic Course: Politics and Practice**

Chair: **Lynn Disbrow**, Wright State University

Roundtable Discussion

**Adam David Roth**, University of Rhode Island  
**Marian L. Houser**, Texas State University-San Marcos  
**Jayson Baker**, Regis College  
**Tobi Mackler**, Montgomery County Community College

This round table discussion will examine the varied permutations of the Basic Course as it occurs in different organizational or institutional contexts. Each participant brings a different perspective on the issues and challenges involved in teaching, structuring and staffing the basic course based on the needs of their institution and student population.

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WED 3:45-5:00

**Examining the Context of the Basic Communication Course: Multiple Beneficiaries of the Lecture-Lab Format**

Chair: **Kristen LeBlanc Farris**, Texas State University-San Marcos

From a graduate teaching assistant’s perspective  
**Kristen LeBlanc Farris**, Texas State University-San Marcos  
**Lori E. Vela**, West Virginia University

From the perspective of a new basic course director  
**Angela M. Hosek**, Emerson College  
**Jessica Parker-Raley**, The University of Texas-Pan American

From the course director’s perspective  
**Marian L. Houser**, Texas State University-San Marcos

From the department chair’s perspective  
**Timothy P. Mottet**, The University of Texas-Pan American

This panel discussion will focus on various teaching formats of the basic communication course. Each instructor will discuss issues concerning creating, assessing, and structuring the basic course. Specifically, the panelists will discuss the benefits of utilizing interactive lab sessions in addition to lecturing course content. Finally, each will explore the various connections the basic communication course serves among students, graduate teaching assistants and instructors, departments, and universities as a whole.

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WED 5:00-5:10

**The Basic Communication Course Conference : Closing Remarks**

Chair: **Tobi Mackler**

Participants who attend this session will have the opportunity to win a gift certificate.

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WED 4:00-5:00 Jefferson

**ECA Publications Committee Meeting**

Chair: Janie Harden Fritz, Duquesne University

Candice Thomas-Maddox, Ohio University – Lancaster  
Cindy Lont, George Mason University  
Nancy Willets, Cape Cod Community College  
Ronald C. Arnett, Duquesne University  
Wendy Samter, Bryant University  
Janette Kenner Muir, George Mason University  
Susan Drucker, Hofstra University  
Valerie Schrader, Penn State – Schuylkill  
Melinda Villagran, George Mason University  
Mark Hickson III, University of Alabama at Birmingham (ex officio)  
Theodore Avtgis, West Virginia University (ex officio)  
Trevor Parry-Giles, University of Maryland (ex officio)

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WED 5:00-6:00 Jefferson

**Finance Committee I Meeting**

Chair: Janie Harden Fritz, Duquesne University

Candice Thomas-Maddox, Ohio University – Lancaster  
Cindy Lont, George Mason University  
Nancy Willets, Cape Cod Community College  
Ronald C. Arnett, Duquesne University  
Annette Madlock, Southern Connecticut State University  
Trevor Parry-Giles, University of Maryland (ex officio)  
Mark Hickson III, University of Alabama at Birmingham (ex officio)  
Theodore Avtgis, West Virginia University (ex officio)

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WED 6:00-7:00 Jefferson

**Site Selection Committee Meeting**

Chair: Janie Harden Fritz, Duquesne University

Candice Thomas-Maddox, Ohio University – Lancaster  
Cindy Lont, George Mason University  
Nancy Willets, Cape Cod Community College  
Ronald C. Arnett, Duquesne University  
Sara Chudnovsky Weintraub, Regis College

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## THURSDAY APRIL 14, 2011

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THUR 8:45-11:45 Lincoln  
**Executive Council 1**

Presiding: Janie Harden Fritz, Duquesne University

Candice Thomas-Maddox, Ohio University – Lancaster  
Cindy Lont, George Mason University  
Nancy Willets, Cape Cod Community College  
Ronald C. Arnett, Duquesne University  
Theodore Avtgis, West Virginia University (ex officio)  
Leeanne M. Bell, Stevenson University (ex officio)  
James W. Chesebro, Ball State University (ex officio)  
Susan Drucker, Hofstra University (ex officio)  
Kristen C. Eichhorn, SUNY – Oswego (ex officio)  
Mark Hickson III, University of Alabama at Birmingham (ex officio)  
Susan Jasko, California University of Pennsylvania (ex officio)  
Danette Ifert Johnson, Ithaca College (ex officio)  
Trevor Parry-Giles, University of Maryland (ex officio)  
Jean Ann Streiff, Oakland Catholic High School (ex officio)  
Jerry Allen, Communication Traits, University of New Haven  
Alberta Arnold, Community College, Fiorello H. LaGuardia Community College  
Kathleen Taylor Brown, Applied Communication, Penn State – Greater Allegheny  
Dale Herbeck, Communication Law & Ethics, Boston College  
Carl T. Hyden, Argumentation & Forensics, Morgan State University  
Susan Jasko, Theory & Methodology, California University of Pennsylvania  
Annette Madlock, Intercultural Communication, Southern Connecticut State University  
Linda Sampson, Interpersonal Communication, Southern Connecticut State University  
Valerie Schrader, Interpretation & Performance Studies, Penn State – Schuylkill  
Brent C. Sleasman, Philosophy of Communication, Gannon University  
Don W. Stacks, Communication Administration, University of Miami  
Mary Toale, Instructional Communication, Baldwin-Wallace College  
Mari Boor Tonn, Kenneth Burke Society, University of Richmond  
Melinda Villagran, Health Communication, George Mason University

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THUR 9:00-10:15 Potomac B

### **Advancing Intercultural Communication: Theories, Models, and Linguistic**

Sponsor: Intercultural Communication  
Chair: **Bessie Lee Brown**, West Chester University  
Respondent: **Shinsuke Eguchi**, Howard University

“The Power of Narratives to Create Variable Truths”  
**April E. Copes**, Howard University

“A Jewish-Palestinian-Arab Israel: Language Development and Its  
Representations of Cultural Displacement”  
**Amanda L. Sevilla**, Duquesne University

“On Intercultural Communication Competence”  
**Cyril Latzoo**, Duquesne University

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THUR 9:00-10:15 Potomac D

**Communication and Power: Advances in Communication Trait Assessment**

Sponsor: Communication Traits  
Chair: **Michelle Zumpano**, West Virginia University  
Respondent: **James A. Katt**, University of Central Florida

“The Listening Styles Profile Revised (LSP-R): A Scale Revision and Validation”  
**Debra Worthington**, Auburn University  
**Graham D. Bodie**, The Louisiana State University  
**Christopher Gearhart**, The Louisiana State University

“Toward the Development of a Taxonomy of Verbal Trigger Events”  
**James M. Durbin**, West Virginia University  
**Andrew S. Rancer**, University of Akron

“Measuring Inclusiveness and Attitudes Toward People with Disabilities”  
**Paul Azim Frye**, The Pennsylvania State University-Berks

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THUR 9:00-10:15 Francis Scott Key A

**Online Social Networking, Patient Compliance, and Information Seeking in Cancer Prevention and Treatment**

Sponsor: Health Communication  
Chair: **Melissa Wanzer**, Canisius College  
Respondent: **Jay Baglia**, Kutztown University

“Threat Appraisal and Skin Cancer Prevention Information Seeking: Examining Protection Motivation Theory”\*\*  
**Brian P. Keefe (Presenter)**, George Mason University  
**Gina Castle Bell**, George Mason University

“The Influence of different Sources on Processing Breast Cancer Messages”  
**James Steele**, George Mason University

“The Internet and Patient Compliance: The Impact of Social Networking Website Use On Patient Compliance”\*  
**Kelli K. Owen**, University of Texas-Pan American

This panel features competitively selected papers from the Health Communication Interest Group.

\* Student Paper

\*\* Graduate Student Paper

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THUR 9:00-10:15 Georgetown A

**Communication and Power in the New Media: Digital Divide Issues in Various Contexts**

Sponsor: Communication and Technology



Chair: **David Westerman**, West Virginia University  
Respondent: **Star Muir**, George Mason University

“Presence, Psychological Involvement, and Motivation under Conditions of Risk: Lessons from Recent Research and the Need for Further Investigation”

**Kenneth A. Lachlan**, University of Massachusetts Boston & **Patric R. Spence**, Western Michigan University

“Empowering Students through Technology: The Importance of Instructor Skills in Closing the Digital Divide”

**CJ Claus**, West Virginia University

“Designing and Diffusing Presence-Inducing Natural Media Interfaces”

**Paul D. Skalski**, Cleveland State University

“Having a Face on Facebook: Do You Lose Anything by Not Using Social Media?”

**David Westerman**, West Virginia University

The digital divide, defined as differential access to and use of online technologies due to sex, race, location or income (Rice & Haythornwaite, 2006), usually refers to issues of opportunity at a large scale (i.e., nations). However, access and the ability to effectively utilize technologies to help accomplish goals is increasingly becoming an issue at smaller, individual levels as well, as many people lack the access and ability to utilize technologies to their fullest extent. This panel is designed to begin thinking about and discussing a variety of specific instances and highlighting important concepts to research in this area.

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THUR 9:00-10:15    Georgetown B

### **Power, Subjectivity, and the Hope of Rhetorical Community**

Sponsor: Rhetoric and Public Address

Chair: **Elesha Ruminski**, Frostburg State University

Respondent: **Lisa Gring-Pemble**, George Mason University

“Collective Memory, Historicism, and the Noir Detective”

**R. J. Green**, Purdue University

“Communities and Online Congregation: Examining Spaces of Self-Expression and Egocentrism”

**Rebecca Ivic**, Purdue University

“Dissoi Logoi: The Practice of Rhetorical Freedom”

**Tillman Russell**, Purdue University

“The Ties That Bind: An Exploration of Universal Visual Metaphors”

**Shavonne Shorter**, Purdue University

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THUR 9:00-10:15    Jackson

### **Nonverbal Communication of Power in Pop Culture**

Sponsor: Nonverbal Communication

Chair: **Christine Hirsch**, SUNY Oswego

“The face of childlike adulthood: How “Teen Mom” illustrates adult problems in adolescent faces”

**Kerry Byrnes**, Collin College

“Display and fear: Power in the world of professional wrestling.”

**Steven Granelli**, SUNY Oswego

“Power in the legal System: Law and Order— from cuffs to the courtroom.”

**Eileen Gilligan**, SUNY Oswego

“Nonverbal power in political ads: How what we see influences how we vote(d)”

**Arvind Diddi**, SUNY Oswego

We learn from what we experience -- what we see and hear. In the mediated world of popular culture, experiences and expectations of power are shaped by nonverbal representations that reinforce – sometimes challenge -- the existence and scope of systems of power. This roundtable panel will share experts’ analysis of how power is nonverbally expressed in the world of television – from legal system to family systems; in the wrestling ring, and in the political arena.

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THUR 9:00-10:15 Washington

**Film Screening for Classroom Use:**

Media Education Foundation’s Killing Us Softly 4: Advertising's Image of Women - new, update of Jean Kilbourne's pioneering Killing Us Softly series. The film marshals a range of new print and television advertisements to lay bare a stunning pattern of damaging gender stereotypes -- images and messages that too often reinforce unrealistic, and unhealthy, perceptions of beauty, perfection, and sexuality. (46 minutes). Followed by discussion.

Discussion Leader: Jack Banks, University of Hartford

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THUR 10:30-11:45 Potomac A

**The Power of Communication Choices: Recent Research by ECA Research Fellows**

Sponsor: First Vice President

Chair: **Kathleen E. Kendall**, University of Maryland

“Research in Progress on Communication Channel Choices and Uses by College Students”

**Lynne Kelly**, University of Hartford

“Research in Progress on Adolescents’ College Interests”

**Matthew Martin**, West Virginia University

“Research in Progress Concerning Audre Lorde’s Public Advocacy”

**Lester C. Olson**, University of Pittsburgh

“Research in Progress on Marginalized Populations”

**Richard West**, Emerson College

“Research in Progress on Political Communication.”

**Judith Trent**, University of Cincinnati.

ECA honors outstanding scholars in the field through awards such as the ECA Research Fellow Award, for distinguished research in the field of communication. In this program, the most recent winners of the

award report on their research “in the middle of things,” giving ECA members a glimpse of the work they have underway, including the challenges and obstacles and progress of their current research. Following the presentations, there will be discussion among the panelists and with the audience.

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THUR 10:30-11:45 Potomac B

**In Celebration and Critique of Jeffrey Lynn Woodyard’s Life and Communication Research**

Sponsor: Voices of Diversity  
Chair: **Ronald L. Jackson II**, University of Illinois at Urbana-Champaign  
Respondent: **The Audience**

Panelists:  
**Molefi Kete Asante**, Temple University  
**Melbourne Cummings**, Howard University  
**Ronald L. Jackson II**, University of Illinois at Urbana-Champaign  
**Kimberly Moffitt**, University of Maryland Baltimore County  
**Carlos Morrison**, Alabama State University  
**Tyrome Smith**, United States Government

Jeffrey Lynn Woodyard was a tremendous asset to the field of communication. He was an afrocentric scholar and critic of public spheres that dispensed with conversations about the inextricable link between race, class, gender, and sexual difference. As a faith-based AIDS/HIV educator, he took his fight to the streets, working in and on behalf of communities and churches to address public policy concerns. At the center of his work was a profound analysis of identity politics in everyday communication encounters.

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THUR 10:30-11:45 Potomac D

**Roundtable on Performance, Power, and Play: Critical Tourism in the D.C. Area**

Sponsor: Interpretation and Performance Studies  
Chair: **Andrée E. C. Betancourt**, Independent Scholar

Participants: **Andrée E. C. Betancourt**, Independent Scholar  
**Jay Baglia**, Kutztown University  
**Lauren Lastrapes**, University of New Orleans\*  
**Valerie Lynn Schrader**, Penn State Schuylkill

The D.C. area, “home” to a number of transient residents, is a popular tourist destination for many, including school children on field trips, veterans and others hoping to remember or forget with the assistance of memorials, and festival-goers. From museums to souvenir stands, the D.C. area is a particularly rich place to practice critical tourism. This roundtable invites discussion pertinent to performance and tourism, with a focus on the D.C. area and an emphasis on the roles of power and play.

\*Student

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THUR 10:30-11:45 Francis Scott Key A

**Voice and Power: Utilizing Communication Theory and Research Methods to Explore the Margins**

Sponsor: Theory and Methodology

Chair: **William Starosta**, Howard University  
Respondent: **Deborah J Borisoff**, New York University

“Negotiating New Terrain: Creating Spaces to Support Black Male Students at Predominantly White Universities”

**Cerise L. Glenn, Dante L. Johnson, & Jeffrey Coleman**, University of North Carolina, Greensboro

“Black Feminism, Divestment, and Identity Negotiation”

**Chizoba Udeorji**, Kingsborough Community College

“Performing the Model Minority Stereotype: Communication Strategy for College-Educated Asian American Professionals to Survive in the U.S. Organizations”

**Shinsuke Eguchi**, Howard University

“Using Co-Cultural Theory to Examine HIV-positive Gay Men’s Communication Practices”

**Andrew Spieldenner**, Latino Commission on AIDS

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THUR 10:30-11:45 Francis Scott Key B

### **Politics and Its Publics: Engaging, Segmenting, Informing**

Sponsor: Political Communication

Chair: **Maria Simone**, Rowan University

Respondent: **Lisa Gring-Pemble**, George Mason University

“Student Perceptions of Campaigns, Political News Sources, and the Influence of Media Priming”

**Jeffrey B. Hedrick**, Jacksonville State University

“How Will They Target You?: A Burkean Identification Analysis of Targeted Presidential Primary Debates”

**J. Scott Smith**, University of Missouri

“Social Media and Civic Participation: Analyzing the web 2.0 as a Political Platform”

**Daniel Halpern**, Rutgers, The State University of New Jersey

“Untangling the Relationships Between Cynicism and Efficacy: Revisiting the Gamson Hypothesis”

**Hanlong Fu**, University of Connecticut

**Yi Mou**, University of Connecticut

**Gail Lavielle**, University of Connecticut

*Political Information, Political Discussion, and “Newer” Media*

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THUR 10:30-11:45 Georgetown A

### **Short Course – Join the Revolution: The Use of Open Source Software and Textbooks in the College Classroom**

**Jason S. Wrench**, SUNY—New Paltz

The rising costs of technology, academic journals, and textbooks is a growing concern for many faculty members. Thankfully, open source movement has out to put freely distributed software and academic literature (both journals and textbooks) in the hands of students and teachers. This course will explore how the open source revolution can provide teachers freely distributable software and academic literature

alternatives. All participants will receive a detailed list of open source alternatives and a DVD-ROM containing a range of open source software packages.

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**THUR** 10:30-11:45 Georgetown B

**Rhetorical Power in the Public Sphere**

Sponsor: Rhetoric and Public Address  
Chair: **Christine Hirsch**, SUNY Oswego  
Respondent: **Ann Atkinson**, Keene State College

“Retail Resistance: Whirl-Mart’s Symbolic Construction of the New Public Sphere”  
**Jade Olson**, University of Maryland

“Ethos and Ego-Function in Activist Blogging”  
**Jessica Sheffield**, University of South Carolina

“Acting as IF: Performative Parody as an Embodied Mode of Judgment”  
**Christopher J. Gilbert**, Indiana University

“A Rhetorical Study of Civic Engagement Rhetoric and Practices at Wake Forest University”  
**Patty Ann Green**, Wake Forest University

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THUR 10:30-11:45 Georgetown C

**The Power of Communication to Nurture and Sustain Resilient Familial and Romantic Relationships**

Sponsor: Interpersonal Communication  
Chair: **Jack Banks**, University of Hartford  
Respondent: **Jack Banks**, University of Hartford

“A Daughter’s Relationship with Her Father: An Analysis of Father-Daughter Communication”  
**Alexandra Frisbie**, University of Hartford

“The ‘Best of Both Worlds’ of Sibling Relationship Portrayals: What Influence Do *Modern Family* and *Hannah Montana* Have on Sibling Interactions”  
**Nancy Bressler**, University of Hartford

“The Relationship between the Quality of Sexual Communication Between Romantic Partners and Sexual Satisfaction and Need Fulfillment”  
**Alicia Linder**, University of Hartford

“Gendered Satisfaction: A Look at the Effects of Gendered Communication Styles on Relationship Satisfaction”  
**Barbie Miller**, University of Hartford

Throughout our lifetime, we create and sustain a variety of interpersonal relationships. Yet, those that we establish with our family serve as the foundation for our future

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THUR 10:30-11:45 Jackson

### **Selling by Example: Rhetorical and Interpersonal Techniques in Contemporary Marketing**

Sponsor: Applied Communication  
Chair: **Maria Brann**, West Virginia University  
Respondent: **Tatyana Dumova**, Point Park University

“Dove’s Campaign for Real Beauty and Perceptions of ‘Real’ Women: A Qualitative Inquiry”  
**Melissa D. Dodd**, University of Miami

“The Power of Spokesperson Accent to Influence Consumers’ Purchase Intentions”  
**Robert Forbus**, Southern Connecticut State University  
**Jason L. Snyder**, Central Connecticut State University  
**Stephen Stifano**, University of Connecticut

“Going Green: The Power of Nietzsche’s Earth Rhetoric and Environmental Marketing”  
**Beth Michalec**, Duquesne University

This panel features diverse applications of interpersonal and rhetorical theory to contemporary marketing campaigns and situations. If Robert Louis Stevenson’s adage, “Everyone lives by selling something” holds true, these papers suggest efficacious and ethical means for making a living well.

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THUR 10:30-11:45 Jefferson

### **Opening the Hood: The Power of Online Courses in Communication**

Sponsor: Community College Interest Group  
Chair: **Tom Jewell**, Bergen Community College

Interpersonal Communication  
**Nadine Cichy**, Sinclair Community College  
**Susan M. Ward**, Delaware County Community College

The Hybrid Communication Course  
**Tom Jewell**, Bergen Community College  
**Michelle Simpson**, College of Southern Maryland

Public Relations  
**Tom Donlan**, Montgomery County Community College

Those of us who teach online have often heard, “How do you teach communication online?” For the skeptic who wants to know and the experienced who wants to know more, this panel of seasoned online Communication professors will “open the hood” to share what it “looks like under there.” The courses include Interpersonal Communication, Speech Communication/Basic Principles (the hybrid course), and Public Relations.

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THUR 10:30-11:45 Madison

### **Instructional Power and Relational Communication**

Sponsor: Instructional Communication  
Chair: **Brandi N. Frisby**, University of Kentucky

Respondent: **Marian L. Houser**, Texas State University – San Marcos

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

**Alan K. Goodboy**, Bloomsburg University\*

**San Bolkan**, California State University – Long Beach

“The Relationship between Teacher Transformational Leadership and Student Outcomes”

**Aaron Noland**, James Madison University

“Expectancy Violation in the Classroom”

**Jessalyn I. Vallade**, West Virginia University\*

**Ann Bainbridge Frymier**, Miami University

“Are Relational Messages Fair? An Examination of the Relationships  
Among Classroom Justice and Relational Teaching Messages”

**Laura Young**, DePaul University

**Sean M. Horan**, DePaul University\*

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THUR 10:30-11:45 Monroe

### **Plumbing the Depths of Infotainment: Fake News, Celebrity Apologies, and Online Dating**

Sponsor: Media Communication

Chair: **Cary Horvath**, Youngstown State University

Respondent: **Christina Smith**, Ramapo College of New Jersey

“Public Journalism is a Joke: The Case for Jon Stewart and Stephen Colbert”

**Joseph Faina**, University of Texas, Austin

“When Celebrities Are Attacked: A Case Study of the Theory of Image  
Restoration Discourse”

**Rod Carveth**, Fitchburg State University

**Claire Ferraris**, Western Oregon University

“The Magic of Dating during the 2008 Recession: Neoliberal Logic behind the  
Media Rhetoric about Smart Investments in Relationships”

**Bistra Nikiforova**, University of New England

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THUR 10:30-11:45 Washington

### **Workplace Socialization: Adult Comedy, Movies and Theory**

Sponsor: Organizational Communication

Chair: **Skye Chernichky**, University of New Haven

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

“Vocational Anticipatory Socialization by the Media into the University Teaching Profession: Analyses of  
Award-Winning Movies”

**Jennifer Evans**, Boston College

“From Outsider to Insider: An Examination of the Role of Narratives in Newcomer Organizational  
Assimilation”

**Holly Keener**, Radford University

“What’s On TV While Mom Is Out: The Vocational Anticipatory Socialization of TV-MA Programming”  
**Samantha Warren**, Boston College

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THUR 12:00-1:15 Potomac A

**Publishing Power: Emerging Issues in Academic Scholarship**

Sponsor: First Vice President  
Moderator: **Raymie McKerrow**, Editor, *Quarterly Journal of Speech*

Panelists: **Theodore Avtgis**, Editor, *Communication Research Reports*  
**Susan Drucker**, Immediate Past Editor,  
*Qualitative Research Reports in Communication*  
**Mark Hickson**, Editor, *Qualitative Research Reports in Communication*  
**Janette Kenner Muir**, Immediate Past Editor, *Communication Quarterly*  
**Trevor Parry-Giles**, Editor, *Communication Quarterly*  
**Wendy Samter**, Immediate Past Editor, *Communication Research Reports*

One of the primary functions of ECA is the publication and dissemination of scholarly literature through its three journals: *Communication Quarterly*, *Communication Research Reports*, and *Qualitative Research Reports in Communication*. This panel brings together the immediate past editors and the current editors of ECA’s three journals to discuss emerging issues in journal publishing. Such issues include: online versus paper dissemination; journal impact factors; duplicate publication; citation analyses and journal publishing; the reviewing/referee process; the ethics of journal publishing.

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THUR 12:00-1:15 Potomac B

**Intercultural Peacebuilding: Communicative Exchange among Ethnic Rivals in Post-Genocide Rwanda and The Role of Communication Students as Agents of Peace**

Sponsor: Intercultural Communication  
Chair: **Sarah E. Ryan**, The University of Texas at El Paso

“Locating the Hutus in Higher Education: The Role of the National Universities in Resolving Rwanda’s Inter-Ethnic Conflict”  
**Sarah E. Ryan**, The University of Texas at El Paso

“Translating Genocide: Reconfiguring Communication Platforms for Peace”  
**Ambar Calvillo**, The University of Texas at El Paso

“Ideal versus Real: Umuganda as a Tool for Intercultural Community-Building”  
**David Smith**, The University of Texas at El Paso

“Rwanda: Harvesting a New Future for a Diverse Nation”  
**Gema Gonzales**, The University of Texas at El Paso

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THUR 12:00-1:15 Potomac D

**Money, Money, Money: Television’s Representation of Economic Class and Consumerism**



Sponsor: Media Communication  
Chair: **Jack Banks**, University of Hartford

“An Analysis of *Leverage*: Do the Rich and Powerful Take What They Want?”  
**Nancy Bressler**, University of Hartford

“*Keeping Up With the Kardashians*: The Good, the Bad and the Dolls”  
**Alexis Levy**, University of Hartford

“Move That Bus!: Revealing Consumerism and Materialism in Real Estate Programs” **Evan Kropp**,  
University of Hartford

“Sterling’s Gold: Assessing Hegemony of Class in *Mad Men*”  
**Vince Berry**, University of Hartford

Previous televised portrayals of the wealthy and upper-middle class tended to reinforce class stereotypes. This panel will examine current dramas and reality shows to investigate whether these stereotypes of the rich still persist. Papers examine the characteristics and attributes of affluent characters and real life individuals in these shows. The representation of consumerism is also addressed: to what extent do shows celebrate unbridled and lavish spending on homes, clothes, and a range of consumer purchases?

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THUR 12:00-1:15 Francis Scott Key A

### **The Transfer of Power: Moving Students to Leaders in the Marketplace**

Sponsor: Applied Communication  
Chair: **Leeanne M. Bell**, Stevenson University  
Respondent: **Leeanne M. Bell**, Stevenson University

“Learning Leadership through Lambda Pi Eta”  
**Leeanne M. Bell**, Stevenson University

“Modalities of Student Empowerment for Transformation and Growth”  
**Janie Harden Fritz**, Duquesne University

“Empowerment through Voice: Nonverbal and Verbal Techniques that Transform the Communication Classroom Climate”  
**Heather E. Harris**, Stevenson University

“From Editors to Leaders: Transforming Students through a Shift in Power”  
**Chip Rouse**, Stevenson University

“Empowering learning in the PR Club: Utilizing the Transformational Model of Leadership”  
**Stephanie Verni**, Stevenson University

This panel features papers that discuss the transfer of power from instructor to student in order to allow students to emerge as leaders ready to manage others in the marketplace. Through the transformation of power, students can cultivate leadership qualities as they work with various groups in and outside of the classroom.

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THUR 12:00-1:15 Francis Scott Key B

### **Philosophy of Communication Readers’ Circle**

Sponsor: Philosophy of Communication  
Chair: **Ronald C. Arnett**, Duquesne University

Join us as we examine *Doing Philosophy with Others: Conversations, Reminiscences, and Reflections*, by Calvin O. Schrag.

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THUR 12:00-1:15 Georgetown A

**Short Course – Empowering Faculty to Teach the Quantitative Methods Course: Addressing Student Apprehension for Research Methods**

**Candice Thomas-Maddox**, Ohio University, Lancaster  
**Nicole Blau**, Ohio University, Lancaster  
**Virginia P. Richmond**, University of Alabama at Birmingham  
**James C. McCroskey**, University of Alabama at Birmingham

This short course is designed for instructors who teach undergraduate and graduate courses in quantitative research methods. Specifically, this course will address barriers experienced by instructors who teach quantitative research methods and equip them with “tools” to assist in helping students understand the basics of research design, statistical analysis, and reporting. Short course participants will receive sample syllabi for courses, examples of case studies that can be used, a sample questionnaire and data set that can be distributed for student analysis, sample worksheets, references to journal articles, and accompanying assignments and discussion questions that can be used to create a common ground for examining communication research.

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THUR 12:00-1:15 Georgetown B

**Autoethnographic Accounts and the Performance of Trauma**

Sponsor: Interpretation and Performance Studies  
Chair: **Derek Bolen**, Wayne State University  
Respondent: **Robert Sidelinger**, Oakland University

“Reconciling the Irreconcilable Differences: Performing Family Auto/Ethnography”

**Derek Bolen**, Wayne State University  
**Erin Bolen**, Central Michigan University

“Conceal and Reveal: Identity (Mis) management and the Grandparent-Grandchild Relationship”

**Brandon Hensley**, Millikin University

“The Work of Pulling Together Fragments: A(nother) Father-Daughter (Abuse) Story.”

**Michelle Millard**, Wayne State University

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THUR 12:00-1:15 Georgetown C

**Bringing Theory to Practice in Interpersonal Communication Courses**

Sponsor: Interpersonal Communication  
Chair: **Angela La Valley**, Bloomsburg University  
Participants: **Meredith Marko Harrigan**, State University of New York at Geneseo

**Aimee E. Miller**, University of Hartford  
**Linda Sampson**, Southern Connecticut State University  
**Kristen Eichhorn**, State University of New York at Oswego  
**Katie Neary Dunleavy**, La Salle University

Participants in this roundtable will discuss the multitude of ways they use course projects, assignments, and activities to bring theory to practice and achieve transformational learning outcomes. Methods discussed will include merging theoretical discussion and empirical research, engaging in service-learning, incorporating communication training, encouraging translational research, and using case studies.

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THUR 12:00-1:15 Adams

**Got Power? Health Communication and Religiosity as Tools of Empowerment within Diverse Communities of People**

Sponsor: Health Communication  
Chair: **Carolyn A. Stroman**, Howard University  
Respondent: **Mark C. Hopson**, George Mason University

“Everybody Hurts Sometimes: A Look at African American College Students Perceptions of Depression Related Messages”

**Tamara J. Warren Chinyani**, Howard University

“Ignorance is NOT Bliss” “The Sex Talk Revisited: Christian College Students’ Perceptions of sexual Beliefs, Behaviors and Health Information”

**Kesha Morant Williams**, Eastern University

“The 11th Commandment “Thou Shall Take Care of Thou Self” “Self-Care: The Nurturing of God’s Given Temple through the Lens of Clinical Pastoral Education”

**Algernon A. Williams**, Reading Area High School

“The Effects of Faith-Based Social Support Services on Racial and Ethnic Minorities”

**Truman R. Keys**, Western Connecticut State University

This panel explores avenues through which health communication and religiosity are used to empower communities of people. With topics such as depression in the African American community, sexual beliefs and behaviors in the Christian community, the value and significance of self-care through the lens of hospital chaplaincy, and the effects of faith-based social support services on racial and ethnic minorities; this panel provides voice to people groups that are often ignored or all together silenced.

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THUR 12:00-1:15 Jackson

**In Search of Judson Welliver: Writing a New Chapter in the History of Presidential Speechwriting**

Sponsor: American Society for the History of Rhetoric  
Chair: **Trevor Parry-Giles**, University of Maryland

Participants: **Steven Cohen**, University of Maryland  
**Sean Luechtefeld**, University of Maryland  
**James Marconi**, University of Maryland

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

Judson Welliver was a journalist and writer in the early 20th century who became the first individual in American history with the specific job responsibilities of researching, preparing, and drafting speeches for a president. This panel presents the results of The Judson Welliver Project, an effort by students in a course on political speechwriting at the University of Maryland. The students researched and collected information and sources by and about Welliver and created a project blog: <http://judsonwelliver.wordpress.com>. This panel discusses both the historically relevant findings of the Project and the pedagogical implications of this approach to studying rhetorical history.

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THUR 12:00-1:15 Jefferson

**A Mighty Whisper: Implications of the “Barack Obama Muslim” Rumor on Campaign, Grassroots, Media, and Presidential Communications**

Sponsor: Political Communication  
Chair: **John Kares Smith**, SUNY--Oswego

“In the Beginning, There Was a Whisper: Rumor Perpetuation in the 2008 Campaign”  
**Joshua M. Scacco**, University of Texas at Austin

“Whispers from the Grassroots: Online Rumors of President Obama”  
**Ashley Muddiman**, University of Texas at Austin

“Mediating the Whisper: How Fox News and MSNBC Reported on Rumors of Obama’s Muslim Faith”  
**Cynthia Peacock**, University of Texas at Austin

“Whispering Through the Microphone: Strategies of Religious Affirmation and Refutation in Barack Obama’s Public Address Record”  
**Ashlyn Gentry**, University of Texas at Austin

Rumors and whispers are emblematic of inside-the-beltway politics. What happens when the power of a whisper confronts the power of the presidency? The emergence of the “Barack Obama Muslim” whisper during the 2008 campaign and its persistence into his administration presents questions about the potency and reach of rumors in today’s media environment. This panel examines the origins, manifestations, and ramifications of the “Obama Muslim” whispers through campaign, grassroots, media, and presidential perspectives.

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THUR 12:00-1:15 Lincoln

**The Power of Computer Games: The Good, the Bad, and the Unknown**

Sponsor: Communication and Technology  
Chair: **Thomas S. Emert**, MBA, SAS Federal, LLC  
Respondent: **Thomas S. Emert**, MBA, SAS Federal, LLC

“Introduction”  
**Thomas Emert**, SAS Federal, LLC and **Donald B. Egolf**, University of Pittsburgh

“Computer Games and the Young”  
**Donald B. Egolf**, University of Pittsburgh

“Computer Games and the Middle Aged”

**Sondra L. Chester**

“Computer Games and the Elderly”

**Sondra L. Chester**

“The Dark Side of Computer Games”

**Donald B. Egolf**, University of Pittsburgh

Individuals who acquire cognitive and motor skills gain power. And individuals who retain their gained cognitive and motor skills retain power. The gained and retained powers help individuals succeed in social and professional situations and in the handling of the demands of everyday life. The purpose of this panel is to investigate the degree to which playing computer games can contribute to gaining and retaining cognitive and motor skills.

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THUR 12:00-1:15 Madison

### **Argumentation and Forensics Pedagogy I: Documented Benefits**

Sponsor: Argumentation and Forensics  
Chair: **Neil Butt**, Vanderbilt University  
Respondent: **Neil Butt**, Vanderbilt University

“Documented Benefits of Individual Events Participation”

**Katie Rasmussen**, Wayne State University

“Documented Benefits of Debate Participation”

**Cameron Norris**, Vanderbilt University

"The Past as a Guide to the Present in Urban Debate Activities"

**Kelly Young**, Wayne State University

This is designed to be the first of a two-panel sequence on developing argumentation and forensics pedagogy. This panel will review research on the documented benefits of participation in various fields of forensics competition, including highlighting some of the findings of the recent national development conferences for both individual events and debate, as well as noting areas for further research. This panel's findings should lay the groundwork for a second panel (Priorities, Goals and Practices) which will address questions about the implication of these findings on coaching practices for both individual events and debate.

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THUR 12:00-1:15 Monroe

### **“The Three R’s” – Religion, Race and Rhetoric: Exploring the Power of Influence of Rhetorical Discourse in the Pluralistic Public Sphere**

Sponsor: Rhetoric and Public Address and Intercultural Communication  
Chair: **Melbourne Cummings**, Howard University  
Respondent: **Deybii Thomas**, Howard University

“Praising God in Black & White: An Analysis of the Rhetorical Power of Contemporary Christian Music and Black Gospel Music”

**Kesha Morant Williams**, Eastern University (presenter)

**Tayo Banjo**, University of Cincinnati (co-author)

“Paul Tillich and James Cone on the Rhetoric of Liberation Theology and the Nature of God”  
**Algernon A. Williams**, Clinical Pastoral Care and Counseling

“Exploring the Uses of Religious Rhetoric in Political Addresses to Black Audiences”  
**Dante Johnson**, University of North Carolina Greensboro

“From Bondage to religious Freedom: A Rhetorical Analysis of Barack Obama’s  
Speech on Faith in American Politics”  
**Deandre J. Poole**, Florida Atlantic University

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THUR 12:00-1:15 Washington

### **ECA Distinguished Teaching Fellows on Teaching: Philosophies and Enactments**

Sponsor: First Vice President  
Chair: **Mary L. Kahl**, SUNY New Paltz

Panelists: **Melanie Booth Butterfield**, West Virginia University  
**Michael J. Hostetler**, St. John’s University  
**Danette Ifert Johnson**, Ithaca College  
**Ronald L. Jackson**, University of Illinois  
**Jean Ann Streiff**, Oakland Catholic High School  
**Mari Boor Tonn**, University of Richmond

This program features some of Association’s master teachers, ECA Distinguished Teaching Fellows who have been selected within the recent past. Panelists will offer five-minute position statements about their teaching philosophies and will speak briefly about how they enact these philosophies in their dealings with students.

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THUR 2:30-3:30 Potomac Foyer

### **Competitive Graduate Poster Session I**

Chair: **Cary Horvath**, Youngstown University  
Reviewers: **Tracey Quigley Holden**, University of Delaware  
**Charles Pavitt**, University of Delaware  
**Elizabeth Perse**, University of Delaware  
**Nancy Signorielli**, University of Delaware

“So What if He’s a Thug?: Analyzing the Construction of Black Masculinity through Female  
R&B/Hip Hop Artists’ Discursive Practices”  
**Melinda Alston**, University of North Carolina at Greensboro

“Spies Don’t Show Emotion: Ideologies of Gender in *Chuck*”  
**Nancy Bressler**, University of Hartford

“Managing Gov2.0: Social Media for a More Effective Federal Government”  
**Adrian Bretado**, St. Edward’s University

“Using Problem-Based Learning in a Public Speaking Class”

Allison Brochet, West Chester University

“Newspaper Coverage of the Women of 2010”

**Andrea Gagliardi**, Georgetown University

“Staying Together For the Long Haul: Are We Just As Satisfied Without the Ring?”

**Susan C. Haggard**, Ohio University-Lancaster

“An Exploratory look at Family Councils: Communication Behaviors and Performances”

**Annie C. Huff**, Emerson College

“In-Laws or Out Laws: An Analysis of In-Law Communication”

**Holly Keener**, Radford University

“*Outsourced*: Neocolonial Narrative, or Cross-cultural Commentary”

**Gyuri Kepes**, University of Hartford

“Power in the Professional Kitchen: Gender & Hegemony on *Top Chef* Season 6”

**Evan Kropp**, University of Hartford

“Media Exposure and Disordered Eating Behaviors: The Role of Identification and Internalization”

**Carolyn Lagoe**, University of Connecticut

**Kate Kurtin**, University of Connecticut

“Social Media: A Powerful Component of Client Relationship Management and B2B”

**Alexis Levy**, University of Hartford

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THUR 1:30-2:45 Potomac B

### **Perceptions of Empowerment in Intercultural Communication**

Sponsor: Intercultural Communication

Chair: **Robert Sidelinger**, Oakland University

Respondent: **Lili Shi**, Kingsborough Community College

“Intercultural Communication: A Critical Component for Empowering International Teaching Assistants in the Classroom”

**Mary Jo Fletcher LaRocco**, University of Rhode Island

“Nigerian Men’s Perceptions of Women’s Empowerment and Non-governmental Organizations”

**Annie N. Duru**, Howard University

“Empower Individuals in Intercultural Settings: Using Self-affirmation to Enhance Intercultural Willingness to Communicate”

**Yue Hu**, George Mason University

**Xiaoquan Zhao**, George Mason University

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THUR 1:30-2:45 Potomac D

## **So You Want to be an Administrator? A Roundtable on How to Get There and What to Expect Once You're There**

Sponsor: Communication Administration  
Moderator: **Mary Mino**, Penn State Dubois

“Chairing at a Private University (Non-unionized).”  
**Alfred G. Mueller II**, Mount St. Mary's University

“Chairing at a Public University (Unionized).”  
**Kara Laskowski**, Shippensburg University

“Chairing at a Research University.”  
**Mark Hickson III**, University of Alabama Birmingham

“Being an Associate Dean at a Private University.”  
**Kelly Rocca**, St. John's University

“Being an Associate Dean at a Research University.”  
**Don W. Stacks**, University of Miami

“Serving as Dean of a College.”  
**Lorin B. Arnold**, Rowan University

Various fields in the sciences and engineering are very proactive about getting their members into the administrative hierarchy, allowing them to control resource distribution and other avenues of power and influence in the academy. By contrast, the communication discipline tends generally to regard those who have administrative aspirations as somehow suspect. This roundtable seeks to remedy the disparity by confronting three basic questions: (1) What do you do at your level of administration? (2) How can I get to that level? (3) How can I improve my chances in an application/interview of landing the job?

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THUR 1:30-2:45 Francis Scott Key A

### **Rhetorical Approaches to Media Analysis**

Sponsor: Lambda Pi Eta  
Chair: **Debyii Sababu Thomas**, Howard University  
Respondent: **Andrew Jared Critchfield**, Communication and Culture Consulting

“*I Used to Love Him*: Fantasy-Theme Criticism”  
**Ashley Phillips**, Frostburg State University

“The Pulp of *A Clockwork Orange*”  
**David Stewart**, Plymouth State University

“Charisma and Success: A Look at How Steve Jobs Addresses Success”  
**Joseph DeMaio**, Boston College

“Wasting Away: A Rhetorical Examination of the Secret World of Pro-Eating Disorder Program”  
**Liv Sherman**, University of Wisconsin River Falls

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THUR 1:30-2:45 Francis Scott Key B



## **Participatory Media Power? Case Studies in Collaborative Production, Networking, and Citizen Discussion**

Sponsor: Media Communication  
Chair: **Lorin Basden Arnold**, Rowan University

“Rowan Arrow: Collaborative Production and Social Capital Within a College Community”  
**Jillian Beley**, University of Illinois  
**Juliet Leary**, Rowan University

“Needle in a HASTAC: Can Blogging Connect Academic and Professional Communities?”  
**Kate Harman**, Towson University

“London Bridge Isn’t Falling Down: A Personal Blog Creates a Resource for Connecting Study Abroad Students”  
**Brittany Laico**, Rowan University

“We Don’t Need to Get Along: Contestation and Social Capital in Online Discussions of the 2008 Election”  
**Maria Simone**, Rowan University

This panel analyzes several cases of citizen uses of participatory media to understand how technological structure empowers *as well as* disempowers the development of social capital across and within social networks. These cases include a collaborative photography project, blog communities, and deliberation on a social networking site prior to the 2008 U.S. election. The presentations illustrate a dialectical role for participatory media that has the power to permit and inhibit the development of social capital.

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THUR 1:30-2:45 Georgetown A

### **Short Course – Integrated Marketing Communication: Exploring Ways of Teaching About and Engaging Matters of Influence and Power in Persuasion Industries**

**S. Alyssa Groom**, Duquesne University  
**Jeanne M. Pursuit**, University of North Carolina, Wilmington

This short course considers integrated marketing communication from the classroom to the spaces of corporate, social, and political discourse. We will consider the nature of influence and power within the persuasion industries, providing participants with helpful points of reference for thinking through significant issues. Our focus will be informed by communication and rhetorical theory, inviting participants to learn more about IMC campaign development, IMC curriculum and course development, technology and IMC, and IMC client-centered projects.

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THUR 1:30-2:45 Georgetown B

### **Obama’s Community College Initiative: Power, Politics, and Communication**

Sponsor: Community College Interest Group  
Chair: **Susan M. Ward**, Delaware County Community College

“The White House Summit on Community Colleges: Is it Enough to “Shine a Light”?”  
**Lisa Heller-Boragine**, Cape Cod Community College

“(re)Defining the Role of the Community College: The Transformative Power of Presidential Communication”

**Susan M. Ward**, Delaware County Community College

“Juggling Multiple Missions: Powering through the Politics of Obama’s American Graduation Initiative”

**Danamarie Every**, Delaware County Community College, Chester County Operations

In the summer of 2009, President Obama announced an unprecedented \$12 billion community college initiative aimed at boosting grant awards, renovating facilities, and developing online courses. Such an initiative carries with it significant importance as it has fostered discussion about the transformative power of community colleges. From the political to the personal, this panel will address communication about the initiative both by the White House as well as by community colleges. Consideration is given to the influence of the initiative on (re)defining the role of the community college, evaluating the effectiveness of the White House Summit on Community Colleges, and juggling multiple missions while meeting the goal to increase graduation rates. After the individual presentations, panelists will welcome feedback from the audience.

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THUR 1:30-2:45    Georgetown C

### **Navigating Relationships in Times of Challenge and Uncertainty**

Sponsor:                                    Interpersonal Communication  
Chair:                                        **Aimee E. Miller**, University of Hartford  
Respondent:                                **Mary E. Braz**, West Chester University

“It’s Not What You Say – It’s What You Use to Say It: The Intersection of Media Use and Hurtful Message Interpretation”

**Alexa D. Hampel**, The George Washington University

**Nicole M. Laster**, Kansas State University

**Larrissa C. Roberts**, The University of Texas at Austin

“Concealing and Revealing Secrets in Platonic Friendships and Romantic Relationships: A Multiple Goals Theory Perspective”

**CJ Claus**, West Virginia University

**Megan R. Dillow**, West Virginia University

“Nagging in Interpersonal Relationships: Analyzing How Couples Respond in Public and Private”

**Jessica Masuga**, Indiana University-Purdue University, Fort Wayne

**Thomas Landis**, Indiana University-Purdue University, Fort Wayne

**Carrie D. Kennedy-Lightsey**, Indiana University-Purdue University, Fort Wayne

**Elvis Ahlborn**, Indiana University-Purdue University, Fort Wayne

**Jonathan Magnin**, Indiana University-Purdue University, Fort Wayne

**Blythe Smith**, Indiana University-Purdue University, Fort Wayne

“‘When Is It Over?’: Marital Partners’ Perceptions of Effective Repair”

**Katie Neary Dunleavy**, La Salle University

**Kelley Dougherty**, La Salle University

The papers on this panel explore the role of individual and dyadic negotiation in interpersonal relationships. Among the topics discussed are interpretations of, responses to, and attempts to repair hurtful messages; the navigation of openness and closedness regarding secret information; and responses to nagging communication. Together, the panelists remind us that communication is context bound, collaborative, and influenced by a multitude of factors.

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THUR 1:30-2:45 Adams

**Studies in Political Rhetoric**

Sponsor: Political Communication  
Chair: **David G. Levasseur**, West Chester University  
Respondent: **Trevor Parry-Giles**, University of Maryland

“Electile Dysfunction: Sarah Palin and “MILF” Rhetoric”  
**Kevin A. Johnson**, California State University at Long Beach  
**Lisa Glebatis Perks**, Nazareth College of Rochester

“Needy Families and Welfare Cheats: The Rhetoric of Family Values in the 1961-1962 Welfare Reform Debates”  
**Jill M. Weber**, Hollins University

“‘Still with Mel’ but Will Not ‘Stand Up for Paul’: Generic Expectations and the Deaths of Two Democratic Senate Candidates”  
**Brian T. Kaylor**, James Madison University

“‘You Lie!’ and ‘I’m Sorry’: Power and Rhetoric in Joe Wilson’s Outburst and Apology”  
**Josh Compton**, Dartmouth University  
**Brent A. Miller**, Southwest Baptist University

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THUR 1:30-2:45 Jackson

**Mediating Relationships: Current Issues and Strategies**

Sponsor: Applied Communication  
Chair: **Stephanie Verni**, Stevenson University  
Respondent: **Sarah Ryan**, The University of Texas at El Paso

“Apology Verses Apologia: Reconciliation and Apologies for Victims of the Catholic Clerical Sexual Abuse Scandal”  
**Cyril Latzoo**, Duquesne University

“Exploring the Connection Between the Student and the University: Through the Lens of Relationship Management”  
**Ryan Merkel**, University of Maryland

“College Student Transitions”  
**Lea Stewart**, Rutgers University

This panel features papers that explore the mediation of relationships in diverse contexts. From the relationship of a parishioner to the church, a student to the University, and student transitions, these papers explore current issues, conflicts, and strategies for managing complex interactions.

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THUR 1:30-2:45 Jefferson

**Wife, Mother, and Self: An Analysis of Nonverbal Factors That Affect and Define Relationships Within and Between Us**

Sponsor: Nonverbal Communication  
Chair: **Kristen Eichhorn**, SUNY Oswego  
Respondent: **Kerry Byrnes**, Collin College

“Nonverbal Affinity-Seeking and Relational Maintenance as Predictors of Spouses’ Commitment and Marital Satisfaction”

**Brandi N. Frisby**, University of Kentucky

\*\*“The Relationship Between College Students’ Body Image Fixation, Self-Esteem, and Self Compassion with their College Adjustment”

**Shannon M. Maki**, West Virginia University  
**Sydney M. Stagers**, West Virginia University  
**Matthew M. Martin**, West Virginia University

“Investigating Feedback on Physical Appearance, Self-Esteem, and Image Fixation in the Mother-Daughter Relationship”

**Stephanie Shimotsu**, West Virginia University

\*\*Denotes Top Paper in Nonverbal Interest Group

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THUR 1:30-2:45 Madison

**Argumentation and Forensics Pedagogy II: Priorities, Goals, and Practices**

Sponsor: Argumentation and Forensics  
Chair: **Neil Butt**, Vanderbilt University

Panelists: **Fran Mindel**, Morgan State University  
**Donald Peters**, Illinois State University  
**Katie Rasmussen**, Wayne State University  
**Theodore Sheckels**, Randolph Macon College  
**Barbara Sims**, Alderson-Broaddus College  
**Kelly Young**, Wayne State University

This roundtable discussion is designed as the second in a two-part sequence on argumentation and forensics pedagogy. The first panel (Documented Benefits) will review research on the benefits of participation in various fields of forensics competition. This panel will, building on the findings from the first panel, address the following questions: How can we maximize the benefits of participation in individual events and debate? Which benefits are the most important? How should we prioritize potential student outcomes? What are the implications of those priorities on teaching and coaching practices?

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THUR 1:30-2:45 Monroe

**ECA Teaching Fellows Meeting**

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THUR 1:30-2:45 Washington

**Civility and Power: Communicative Explorations**

Sponsor: Philosophy of Communication  
Chair: **Annette M. Holba**, Plymouth State University

“A Semiotics of Civility”  
**Deborah Eicher-Catt**, The Pennsylvania State University-York

“Professional Civility as Communicative Power: Institutional Implications”  
**Janie Harden Fritz**, Duquesne University

“Un/civil Mourning: Remembering Jacques Derrida”  
**Michael Warren Tumolo**, Duquesne University  
**Jennifer Biedendorf**, Independent Scholar  
**Kevin J. Ayotte**, California State University, Fresno

“Communication and Conflict: Civility and Difference”  
**Ronald C. Arnett**, Duquesne University  
**Leeanne M. Bell**, Stevenson University  
**Amanda G. McKendree**, University of Notre Dame

This panel explores the theoretical and practical intersection of civility and power in a variety of communicative contexts. Through engagement of semiotics, care for institutions, conflict, the public discourse of obituaries, and conflict, we see contours of the communicative virtue of civility in public and private contexts emerging as a continuing interlocutor with the multifaceted construct of power.

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THUR 3:00-4:15 Potomac A

**There’s Power in Words: Strategies for Becoming a Media Expert and Publicizing Your Communication Research in the Press**

Sponsor: First Vice President  
Moderator: **Adam C. Earnhardt**, Youngstown State University

Panelists: **Ambreen Ali**, Congress.org  
**Jennifer Brubaker**, University of North Carolina, Wilmington  
**Mary Beth Earnhardt**, Youngstown State University  
**Marilyn Geewax**, National Public Radio, Senior Business Editor  
**Matt Laslo**, Freelance Report

With advice and insight from scholars and representatives from local media outlets, audience members will learn how to prepare scholarship for the general public, how to become an expert on timely and relevant stories, and how to establish long-term relationships with local and national journalists.

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THUR 3:00-4:15 Potomac B

**True Access and the Spirit of Universal Design: The Power of Social Change across Communication Education**

Sponsor: Voices of Diversity  
Chair: **Joy M. Cypher, Ph.D.**, Rowan University  
Respondent: **Bryan Crable**, Villanova University; Founding Director, The Waterhouse Family Institute for the Study of Communication and Society

“Facilitating Access for Diverse Audiences: Technology”  
**Maria Simone, Ph.D.**, Rowan University

“Facilitating Access for Diverse Audiences: Teaching”  
**Joy M. Cypher, Ph.D.**, Rowan University

“Facilitating Access for Diverse Audiences: Mentoring”  
**Terry Nance**, Villanova University

“Facilitating Access for Diverse Audiences: Administration”  
**Lorin Basden Arnold, Ph.D.**, Rowan University

This panel considers Universal Design as an enactment of social justice in communication education through technology, teaching, mentoring and administration. Because universal design is not simply about physical barriers, but the creation of welcoming and useful environs for the diverse needs of all participants, it seems naturally situated within a discussion of power and social change. Panelists will discuss the challenges and opportunities in achieving full access to the various contexts of communication education.

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THUR 3:00-4:15 Francis Scott Key A

**Romantic Relationships and Advertising Analyses**

Sponsor: Lambda Pi Eta  
Chair: **Quazi Ahmed**, The George Washington University  
Respondent: **Kesha Morant Williams**, Eastern University

“Perception and Romantic Relationships: A Quantitative Study of Reachers and Settlers”  
**Karen Chen**, The George Washington University

“The Impact of Perceived Romantic Intent On Cross-Sex Friendships”  
**Alisha Davis**, Eastern University

“The New Coke Crisis: A Tale of a Classic Comeback”  
**Madeline Redlick**, Boston College

“Axe’s Promotion of Sex Through Advertising”  
**Dana Vasquez**, University of Pittsburgh at Greensburg

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THUR 3:00-4:15 Georgetown A

## **Short Course – Gender and Power: Teaching Communicative Understandings of Women’s Leadership**

**Elesha L. Ruminski**, Frostburg State University  
**Annette M. Holba**, Plymouth State University

This short course will discuss approaches to teaching an interdisciplinary course related to women’s studies, leadership studies, and communication studies. Centered around a forthcoming edited book, *Communicating Understandings of Women’s Leadership: From Education and Development to Understanding and Application*, this short course explores the dynamic perspectives and pedagogies essential for teaching this integration of fields of knowledge within courses like women’s leadership, women and power, and gender communication.

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THUR 3:00-4:15    Georgetown B

### **The Power of Small Group Communication**

Sponsor:                    Community College Interest Group  
Chair:                        **Jean Ann Streiff**, Oakland Catholic High School

“What Do We Really Know About Group Communication?”  
**Isa Engleberg**, Prince George’s Community College

“Transformative Learning through Small Group Communication in the College Classroom”  
**Danamarie Every**, Delaware County Community College

“Perception and Practice: Cooperative Learning in High Schools.”  
**Jean Ann Streiff**, Oakland Catholic High School

“Beyond the Classroom: The Power of an Applied Approach to Teaching Small Groups”  
**Denise Danford**, Delaware County Community College

The focus of this panel is to present the value of small group communication across varying contexts. Beginning with what we really know about group communication and moving to the transformative effect it can have in educational contexts, this panel will synthesize the pervasive power of small group communication.

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THUR 3:00-4:15    Adams

### **The Language of Struggle: Burkean Sources of Power**

Chair:                        **Celeste Grayson Seymour**, Duquesne University  
Respondent:                **Bryan Crable**, Villanova University

“Organizational Dialectics: Power in the Balance”  
**Susan Carr**, Roberts Wesleyan College

“‘He Who Must Not Be Named’: Terministic Power in Harry Potter”  
**Gregory Coles**, Roberts Wesleyan College

“Gendered Language: Power in the God-Terms”  
**Natalie Wetherwax**, Roberts Wesleyan College

“The ‘Burke-ing’ of the Shrew: Power and Character”  
**Steven Zwier**, Roberts Wesleyan College

Power, a primary theme in the “drama of human relations,” is sustained through language. Where does power originate? Once established, how is it maintained—or lost? Kenneth Burke invites us to look for power sources in unexpected places, enticing us to observe the subtle sway of human interaction underlying and defining individual character as well as interpersonal and organizational conflict and power. Burke’s multifaceted lens offers fresh insight into the symbolic action of power through analysis of fictional character-development, gender-laden linguistic weaponry, and organizational roles and structures.

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THUR 3:00-4:15 Jackson

**Patient/Physician Response Patterns to Public Health Messages in H1N1 and HIV/AIDS: Power and Progress**

Sponsor: Media Ecology Association  
Chair: **Lance Strate**, Fordham University

“The Perceived Influence of H1N1 Mediated Messages: An Examination of Third-person Effect Theory” \*  
**Patty Wharton-Michael**, University of Pittsburgh at Johnstown

“Public Health Messages through Pulpit Oratory on HIV/AIDS”  
**Christopher House**, University of Pittsburgh

“DO ask, DO tell”: Local and Regional Media's Duty to Build Bridges of Information about H1N1 and HIV/AIDS”  
**Kristin Lynn Majocha**, University of Pittsburgh at Johnstown

“Mediated Messages in Healthcare Today: The Effect of Electronic Medical Records on Physician/Patient Empowerment”  
**Susan Wiczorek**, University of Pittsburgh

\* Debut Paper

While facing global epidemics, namely the H1N1 virus and HIV/AIDS, multiple information systems bombard the public with a wide variety of often conflicting health messages delivered by government officials, healthcare professionals, religious leaders, educators, and mass media sponsors. This panel examines today’s political, professional, and public response to health messages through quantitative, qualitative, ethical, and oral history analyses of oral, print, and Internet mediums in public health programs today.

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THUR 3:00-4:15 Jefferson

**The Rhetorical Power of First Ladies: Its Sources, Constructions, and Representations**

Sponsor: Political Communication  
Chair: **Janette Kenner Muir**, George Mason University



“Navigating Gender Roles from Inside the White House: The Rhetorical Power of Eleanor Roosevelt’s *My Day* Column”

**Amanda Gresens**, Mildred Elly College

“Laura Bush’s Symbolic Construction of Her First Ladyship in *Laura Bush: Spoken from the Heart*”

**Molly Meijer Wertheimer**, Penn State University, Worthington Scranton

“From the ‘Mother of Our Country’ to the ‘Mom-in-Chief’: First Lady Nicknames and their Rhetorical Power”

**Melody J. Lehn**, University of Memphis

“Michelle Obama’s ‘Let’s Move’ Initiative: The Issues, Image, and Identity of a Reluctant Political Spouse”

**Mary L. Kahl**, SUNY—New Paltz

**Janis L. Edwards**, University of Alabama

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THUR 3:00-4:15 Lincoln

**R-E-S-P-E-C-T: Investigating Workplace Bullying, Emotional Tyranny, Incivility and Culture in the Workplace**

Sponsor: Organizational Communication

Chair: **Mark C. Hopson**, George Mason University

Respondent: **Nanette Potee**, Northeastern Illinois University

“An Inside Look at Company X: Communicating the Rebirth of a Former Media Giant”

**Kristina Ticknor**, George Mason University

“Enough Already! Blowing the Whistle on Workplace Bullying!”

Error! Contact not defined., George Mason University

“An Organization Divided: An Inside Look at Intra-organizational Communication”

**Kathryn Nogueira**, George Mason University

“The Office of Student Activities: All Work and No Play? An Organizational Analysis of The Office of Student Activities”

**Melissa Masone**, George Mason University

“I’ll Love You Forever, I’ll Like You for Always: Emotional Tyranny in the Workplace”

**Paula Baldwin**, George Mason University

This panel examines the ways in which workplace bullying, emotional tyranny, incivility and culture impact communication between and among organizational members. Panelists draw from their lived experiences to explore their respective organizational roles and responses within the following contexts: a) How does the organization work to deconstruct issues of power and race? b) What are specific tensions and strategies of family-work conflict? c) How do perceptions of identity and hierarchy inform organizational interactions? d) What are the characteristics of destructive organizational practices? e) What is the role of institutional rhetoric in both inter- and intra organizational systems?

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THUR 3:00-4:15 Madison

## **The Personal as Professional: Examining Professors' Self-Disclosure in the Communication Classroom**

Sponsor: Instructional Communication

Participants: **Katie Neary Dunleavy**, La Salle University  
**Sandra Faulkner**, Bowling Green State University  
**Bonnie Jefferson**, Boston College  
**Kenneth A. Lachlan**, University of Massachusetts Boston  
**Pamela J. Lannutti**, Boston College  
**Kristy Maddux**, University of Maryland  
**Jessica L. Moore**, North Carolina State University  
**Rita Rosenthal**, Boston College  
**Wendy Samter**, Bryant University  
**Elena Strauman**, College of Charleston  
**Julie E. Volkman**, Emerson College  
**Elaine D. Zelle**, La Salle University

Skillful use of self-disclosure in the communication classroom may be a productive teaching tool. Yet, even the most experienced instructors may have difficulty assessing which self-disclosive behaviors may be the most productive. A diverse group of professors will discuss their classroom self-disclosures. Instances of productive and unproductive self-disclosure will be discussed with the goal of providing examples of “best practices” regarding the communication classroom and self-disclosure.

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THUR 3:00-4:15 Monroe

### **ECA Research Fellows Meeting**

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THUR 3:00-4:15 Washington

### **2012 Program Planners Meeting 1**

Chair: Nancy Willets, ECA First VP Elect, Cape Cod Community College

Maureen Minielli, ASHR, Kingsborough Community College  
Sarah Ryan, Applied Communication, The University of Texas at El Paso  
Carl T. Hyden, Argumentation and Forensics, Morgan State University  
Rod Carveth, Communication and Technology, Fitchburg State College  
Harvey Jassem, Communication Law and Ethics, University of Hartford  
Andrew Rancer, Communication Traits, University of Akron  
Susan Ward, Community College, Delaware Community College  
Jay Baglia, Health Communication, Kutztown University  
Stephanie Shimotsu, Instructional Communication, West Virginia University  
Kathleen Glenister Robert, Intercultural Communication, Duquesne University  
Aimee Miller, Interpersonal Communication, University of Hartford  
Andree Elise Comiskey Betancourt, Interpretation and Performance Studies,  
Independent Scholar  
Erik Garrett, Kenneth Burke, Duquesne University  
Marsha Ducey, Media Communication, The College of Brockport (SUNY)

Thom Gencarelli, Media Ecology, Manhattan College  
James Durbin, Nonverbal Communication, West Virginia University  
Rebecca M. Chory, Organizational Communication, West Virginia University  
Leeanne Bell, Philosophy of Communication, Stevenson University  
Kanan Sawyer, Political Communication, West Chester University  
Christine Hirsh, Rhetoric and Public Address, SUNY Oswego  
Mary Braz, Theory and Methodology, West Chester University  
Lorin Arnold, Voices of Diversity, Rowan University

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THUR 4:30-5:45 Potomac B

### **Cultural Diversity in Health Communication Research**

Sponsor: Voices of Diversity  
Chair: **Carolyn A. Stroman, Ph.D.**, Howard University

“Exercising Culturally Competent Research Methods”  
**Jennifer Jones**, Howard University

“Incorporating Black MSM in Health Communication Research”  
**Jermaine Junius**, Howard University

“African American College Students Use of the Internet for Health Information”  
**Carolyn A. Stroman, Ph.D.**, Howard University  
**Camonia Long, Ph.D.**, The University of Texas Arlington

“Attention Deficit/Hyperactive Disorder in Children: Identifying caregivers’ Attitudes and Treatment Decisions”  
**Charmaine L. Thomas**, University of Maryland Baltimore County

Three health issues, HIV/AIDS, breast cancer, and attention deficit/hyperactive disorder, will be used as exemplars to illustrate the importance of cultural processes and life experiences in health communication research. Also, the manner in which the Internet is changing the way diverse populations obtain health information will be explored. The presenters will offer suggestions for the inclusion of cultural factors in future health communication research.

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THUR 4:30-5:45 Francis Scott Key A

### **Instructional Communication and Assessment**

Sponsor: Instructional Communication  
Chair: **CJ Claus**, West Virginia University  
Respondent: **Kerry Byrnes**, Collin County Community College

“Suggestions for Cognitive, Affective, and Behavioral Assessment of Communication Competencies”  
**Rebecca M. L. Curnalia**, Youngstown State University  
**Dorian L. Mermer**, Youngstown State University\*  
**Jaietta Jackson**, Youngstown State University\*  
**Cary Horvath**, Youngstown State University\*

“Prescribing Rhetorical Sensitivity”

**Mary Mino**, The Pennsylvania University – DuBois

“Evaluating the Usability of Online Testing: From One-Size-Fits-All to Learner-Centered Models”

**Tatyana Dumova**, Point Park University

“Toward a Successful Plan and Implementation of Educational Technology in Low-income Communities: Introducing the ‘Ezumah Model’”

**Bellarmino Ezumah**, Howard University

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THUR 4:30-5:45 Francis Scott Key B

### **Investigating Organizational Relationships in Church, College and Competitive Industry**

Sponsor: Organizational Communication

Chair: **Erin Bentley**, West Virginia Wesleyan College

Respondent: **Jason Wrench**, State University of New York at New Paltz

“Using the College Open House to Build Relationships”

**Andrea M. Pampaloni**, La Salle University

**Andrea Vadaro Tucker**, La Salle University

“Condemning the Guilty ... in Private: A Grounded Theory Analysis of the Fort Worth Diocese’ Internal Communication about a Priest Sex Abuse Scandal”

Brian Richardson, University of North Texas

Heather Scofield, University of North Texas

“Organization-Public Relationship in the Cell Phone Service Provider Context”

**Danette Ifert Johnson**, Ithaca College

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THUR 4:30-5:45 Georgetown A

### **Sharing Science: Challenges and Research-Supported Solutions**

Sponsor: Applied Communication

Chair: **Sheila Mcallister-Spooner**, Monmouth University

“Explanation and Value Judgments in Media Communication of Climate Science”

**Karen Akerlof, Katherine Rowan, Dennis Fitzgerald, Andrew Cedeno, Amanda Neuman**, George Mason University

“Moving from abstractions to community assets that people value:

Explaining the impact of pesticides in an effective and efficient manner”

**Fred Jenkins**, U. S. Environmental Protection Agency

“TV Meteorologists as Great Science Teachers: The Rhetorical and Explanatory Strategies of Five Meteorologists Who Explain Climate Science to Their Audiences”

**Paula K. Baldwin, Bianca C. Brown, Jagadish Thaker, Joe Witte, Katherine Rowan, Edward Maibach**, George Mason University

“Aristotle to Barnum: Demonstration and Ballyhoo in Promoting Science”

**John Llewellyn**, Wake Forest University

Often scientists offer the public research-supported but un-solicited advice. Research has found that un-solicited advice is rarely appreciated, so it is not surprising that many scientifically supported recommendations are rejected by those who might benefit from them. To deepen understanding of this applied communication challenge and possible solutions to it, this panel presents presentations informed by rhetorical and communication theory on effective ways of communicating complex environmental science that has implications for human behavior.

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THUR 4:30-5:45    Georgetown B

**Communication Day: The Power of Collaboration**

Sponsor:            Community College Interest Group  
Chair:                **Denise Gilmer-Knudson**, College of Southern Maryland

Panelists:           **Victoria Clements**, College of Southern Maryland, Prince Frederick  
                         **Denise Gilmer-Knudson**, College of Southern Maryland, Prince Frederick  
                         **Lyn Lemerand**, College of Southern Maryland, La Plata  
                         **Michelle Simpson**, College of Southern Maryland, La Plata

This panel will discuss how they initiated, planned and implemented a tri-campus event to promote the College of Southern Maryland's newly designed communication and broadcasting programs, and bring attention to the study of communication. Panelists will share how the power of collaboration among instructors, students, student services, college administrators, service learning and the public high schools resulted in a successful celebration of communication studies that will hopefully become an annual event.

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THUR 4:30-5:45    Georgetown C

**Preventive Health Behaviors and Training Programs for Health Communication Specialists and Health Care Organizations**

Sponsor:            Health Communication  
Chair:                **James O. Olufowote**, Boston College

“Health Communication and Workplace Violence Prevention: From Formative Research to Fruition”  
**Maria Brann (Presenter)**, West Virginia University  
**Sydney M. Staggers**, West Virginia University  
**Emily Read**, Atlanta, Georgia

“The Development of the APRC (Assessment of Pediatric Resuscitation Communication)”  
**Jessica Parker-Raley (Presenter)**, The University of Texas Pan American  
**Timothy P. Mottet**, The University of Texas Pan American  
**Alyssa Cerroni**, The University of Texas Pan American

“Protection Motivation and H1N1 Vaccination”  
**Keith Richards**, James Madison University

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THUR 4:30-5:45    Adams

## Sources of Significance

Sponsor: Kenneth Burke  
Chair: **Richard Thames**, Duquesne University

Round Table Participants: **Corey Anton**, Grand Valley State University  
**Brian Crable**, Villanova University  
**Erik Garrett**, Duquesne University  
**Richard Thames**, Duquesne University

This roundtable panel is a discussion of Corey Anton's *Sources of Significance* recently published in the Purdue University Phil Comm series. The book is a modern Enchiridion—a Neo-Stoic guide to heroically embracing our mortality, a handbook for the good life. Deluding ourselves as self-made, denying death by ritual or cultural means, we fail to recognize the sources of our being and therefore to live graciously, expiating our natural guilt through the sacrifice of anything other than ourselves rather than willingly giving some portion of our being to others or our labors to Something-or-Other not of our making. Anton explicates Becker, Burke, Jonas, Goffman, Saint-Exupery, and Epictetus, but Burke permeates all, a more considerable thinker than commonly supposed, a man whose life proved remarkably consistent with his thought.

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THUR 4:30-5:45 Jackson

## Communication and Power from a Media Ecology Perspective

Sponsor: Media Ecology Association  
Chair: **Stephanie Gibson**, University of Baltimore  
Respondent: **Thom Gencarelli**, Manhattan College

“‘The Idea of Communication’: A Response to Lee Thayer”  
**Peter Zhang**, Grand Valley State University

“A Visual Semiotic Analysis of a News Photograph Used to Represent the 2010 Haiti Earthquake”  
**Daniel Hunt**, University of Connecticut

“The Political Lapel Pin: Subtle Medium of Power”  
**Jack Ciak**, Seton Hill University

“Indonesia, Pornography, and the Politics of Shame”  
**Heather Casteel**, New York University  
**Diani Citra**, New York University

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

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THUR 4:30-5:45 Jefferson

## Political Women and the Power of Image

Sponsor: Political Communication  
Chair: Mary Kahl, SUNY—New Paltz  
Respondent: Mary Kahl, SUNY—New Paltz

“Frances Perkins: Lasting Images of Being First”

**Anne Atkinson**, Keene State College

“Mythic Archetypes for Political Women: The Confounding Case of Sarah Palin”

**William Webb Robertson**, University of Alabama

**Janis L. Edwards**, University of Alabama

“Presenting a Powerful Image: Michele Obama’s Symbolic Presence in the Official White House Flickr Photostream”

**Michele K. Henderson**, University of Alabama

Murray Edelman has suggested that women in politics are “symbolic women,” compelled by their novelty to stand as representations of all women. This panel explores some of the ways symbolism and image operate across the spectrum of roles for political women, as they increase their move into positions of power and influence in more complicated ways. The panel takes a comprehensive view, looking at a candidate, a first lady, and an appointee, to assess the building blocks of symbolic (and actual) power for women.

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THUR 4:30-5:45 Lincoln

### **Communicating My Time: The Role of Individual Time Perspectives in Communication Behaviors**

Sponsor: Nonverbal Communication

Chair: **Luis Felipe Gómez**, Texas State – San Marcos

Respondent: **Kristen Eichhorn**, SUNY Oswego

“Back to the past: Looking at communication apprehension through a temporal lens”

**Margaret Drinkwater**, Texas State University

**Christina J. Kendall**, Texas State University

**Delissa Perez**, Texas State University

“Listening through a time machine: The temporality of listening styles.”

**Kailey Slone**, Texas State University

**Jill Wallace**, Texas State University

“Time made or made by time?: A review of time orientations as traits and/or social constructions.”

**Luis Felipe Gómez**, Texas State University

**Christina J. Kendall**, Texas State University

“Time perspectives, relationship categories, and relationship satisfaction”

**Amanda Covarrubiaz**, Texas State University

**Crystal Wotipka**, Texas State University

This panel explores how individuals’ time perspectives influence interpersonal communication behaviors. All four papers in this panel view time perspectives as an individual’s relatively enduring orientation to the past, present, and/or future that is developed through prior experiences and remains relatively constant across contexts. Illustrating the diversity in time perspectives research, some of these papers view time perspectives as enduring cognitive biases toward past, present, or future while other papers regard time perspectives as also having an attitudinal component. Despite their differences, all four papers consider time perspectives as a critical factor influencing communication behaviors.

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THUR 4:30-5:45 Madison

## **Media, Society, and Power: From Industry to Audience**

Sponsor: Media Communication  
Chair: **Maria Simone**, Rowan University  
Respondent: **C. Leigh Nelson**, James Madison University

“Media Literacy Across the Curriculum: How Disciplinary Perspectives Affect Media Literacy Education at the College Level”

**Hans C. Schmidt**, Alvernia University

“More Than a Game: The Effects of the RCA’s Monopoly on Broadcasting”

**Joseph DeMaio**, Boston College

“An Assessment of Fear Appeals in Mainstream Environmental Disaster Films”

**Susan E. Stein, Jay Giller, and Ann T. Chang**, Drexel University

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THUR 4:30-5:45 Washington

## **Bridging the New Digital Divide: Digital Natives and the Evolution of Rhetoric**

Sponsor: Communication and Technology  
Chair: **Star Muir**, George Mason University

“W(h)ither Rhetoric?: Evolving Digital Situations”

**Star Muir**, George Mason University

“Learning the New Language: Going 'Native' to Teach Public Speaking”

**Kathleen M. Golden**, Edinboro University

“Students and Communication Competence: Establishing Appropriate Communication Boundaries between Faculty and Students.”

**Keith T. Hardeman**, Westminster College

“Tagging Millennials: The Rhetoric of Naming a Hypertext Generation”

**David S. Heineman**, Bloomsburg University of Pennsylvania

“Innovation and experimentation: Meeting digital natives in our communication environment”

**John A. McArthur**, Queens University of Charlotte

“Thousands of Text Messages: The Impact of Text Messaging on Contemporary Communication”

**Faith E. Mullen**, Liberty University

“Facebook as a Rhetorical Construction of Self”

**David E. Weber**, University of North Carolina at Wilmington

“Digital Natives’ Understanding of Public, Private, and Social Rhetoric ”

**Kristin Roesenthaler Wolfe**, Duquesne University

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THUR 6:00-7:00 pm Capital Ballroom



**Newcomers Reception Sponsored By Duquesne University**

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THUR 7:00-8:30 pm Capital Ballroom

**Welcome Reception – Sponsored by George Mason University**

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THUR 8:00-9:00 pm Monroe

**12 Step Group**

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THUR 8:30- 10:00 pm Capital Ballroom

**Coffee/Dessert and Student Highlights**

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**Friday April 15, 2011**

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FRI 8:00-8:45

**Interest Group Business Meetings**

Communication Administration	Adams
New York State Communication Association	Georgetown B
Communication Technologies	Georgetown C
Nonverbal Communication	Jackson
Rhetoric and Public Address	Jefferson
Community College	Lincoln
Communication Traits	Madison
Organizational Communication	Monroe
Health Communication	Washington

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FRI 9:00-10:15 Potomac B

**Powerful Partnership: Reflection and Assessment in Civic and Community Engagement**

Sponsor: Applied Communication  
Chair: **Mary Mino**, Pennsylvania State University-DuBois

“Service Literacy from an Androgical Perspective”  
**Janie M. Harden Fritz**, Duquesne University

“Focus-Group Design for Service-Learning Assessment”  
**Kathleen Glenister Roberts**, Duquesne University

“Student Assessment in an Era of Public Pressure and Political Power”  
**Kathleen Taylor Brown**, Pennsylvania State University-Greater Allegheny

“A Case Study of Emergency Response Procedures conducted by Graduate Students: The  
"Phenomenal" Service-learning Experience”

**Ann D. Jabro**, Robert Morris University

“A Rhetorical Approach to Service Learning: Cicero's Five Canons and the Student-Client Relationship”

**Jeanne M. Pursuit**, University of North Carolina-Wilmington

The field of communication has a powerful connection to developing the next generation of citizens. As communications departments integrate service learning into their curriculum, this panel will offer participants the collective benefit of 25 years of experience in developing assessment tools for civic and community engagement via service learning projects.

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FRI 9:00-10:15

Potomac C

### **Top Competitive Papers in Interpersonal Communication**

Sponsor: Interpersonal Communication

Chair: **Meredith Marko Harrigan**, State University of New York at Geneseo

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

“Hurtful Teasing in Romantic Relationships: Does Mate Value Mitigate the Powerful Effect of Teasing on Satisfaction and Commitment in Close Relationships?”

**Robert J. Sidelinger**, Oakland University

**Paul E. Madlock**, Texas A&M International University

“A Dyadic Analysis of Attachment, Prosocial Maintenance Behavior, and Satisfaction in Relationships between Parents and Young Adult Children”

**Angela G. La Valley**, Bloomsburg University

**Laura K. Guerrero**, Arizona State University

“Being Left, Leaving, and Deciding to Part Ways Together: Perceptions and Outcomes of Divorce Conversations”

**Brandi N. Frisby**, University of Kentucky

**Melanie Booth-Butterfield**, West Virginia University

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FRI 9:00-10:15

Potomac D

### **Empowering Students through Service-Learning: Moving the Curriculum Beyond the Classroom**

Sponsor: Instructional Communication

Chair: **Roberta Kosberg**, Curry College

“Empower Students in the Agency-Partner Relationship: Service-Learning in the PR Management Course”

**Michael F. Smith**, La Salle University

“Engaging and Empowering Students in Applied Communication Courses: Service Learning Opportunities in the Senior Practicum and in the Meeting/Event Planning Class”

**Candice Thomas-Maddox**, Ohio University-Lancaster

“Out of the Classroom and into the Real World: Service-Learning in the Public Speaking Course”

**Sara Weintraub**, Regis College

“The Empowerment Process: Service-Learning Efforts in an Organizational Communication Course”

**Toni S. Whitfield**, James Madison University

“Empowerment through Experience: Service-Learning in the 15-COMM-349 – Intercultural Communication Course”

**Michael J. Woeste**, University of Cincinnati

The pedagogy of service-learning has been utilized by communication educators for many years. The participants will each discuss the service-learning projects they have used to empower their students and create a more powerful curriculum. Each speaker will provide the learning objectives, a detailed description of the service-learning project, and the best practices they have learned through their experiences.

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FRI 9:00-10:15

Francis Scott Key A

### **Perspectives and Approaches to Teaching Philosophy of Communication**

Sponsor: Philosophy of Communication

Chair: **Gary C. Woodward**, The College of New Jersey

Panelists:

**Ronald C. Arnett**, Duquesne University

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

**Brent C. Sleasman**, Gannon University

**Gary C. Woodward**, The College of New Jersey

**Cem Zeytinoglu**, East Stroudsburg University of Pennsylvania

This round-table discussion will provide insights into the theoretical and practical dimensions of designing and teaching a course addressing various philosophies of communication. Each panelist will provide a brief description and sample syllabus of a current (or recent) course exploring issues related to Philosophy of Communication. The audience is encouraged to provide questions, comments, and/or samples of additional perspectives from which one can design and teach such a course.

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FRI 9:00-10:15

Francis Scott Key B

### **Ground Zero, the Muslim Cultural Center, Koran Burning, Civility & the First Amendment**

Sponsor: Communication Law & Ethics

Chair: **Brian Cogan**, Molloy College

Panelists:

**Susan Drucker**, Hofstra University

**Martin Wallenstein**, John Jay College of Criminal Law

**Gary Gumpert**, Communication Landscapers

The events of September 11, 2001, its emergent mythology, and the controversy surrounding the proposed Muslim Cultural Center raise important issues about freedom of speech and freedom of expression and civility in a multi-cultural society. This panel will discuss the import of these events and the symbolic importance of the proposed Muslim Cultural Center near the site of the World Trade Center Bombing and the interplay of the parts of the First Amendment as it relates to reactions to Islam and the reaction to criticism of certain members of that faith. Following panelist comments, audience discussion is encouraged.

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FRI 9:00-10:15

Georgetown A

**Short Course – Empowering Students Through Pedagogical Praxis: Interpersonal Communication Activities in the Classroom**

**Jen Jones**, Duquesne University

**Christina McDowell Marinchak**, Duquesne University

Interpersonal communication is salient to student success while in college and during the entire course of life; therefore, it is fundamental to encourage development of “practical wisdom,” or communication competency, to accompany interpersonal communication theory, moving ideas into action. This workshop provides a “praxis” approach to interpersonal communication activities in the classroom to reinforce these concepts/ideas that can lead to competence, this empowering students for everyday communication contexts and relationship development.

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FRI 9:00-10:15

Georgetown B

**Epideixis, Education, and Civic Participation: Beyond Critique and Cajolery**

Sponsor: Rhetoric and Public Address

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

“Acknowledging What Is: Epideictic, Evangelical Identity, and the Possibilities of Civil Discourse”

**Jeffrey Ringer**, University of New Hampshire

“Mining the Prospects of Sacred Display: An Exploration of Epideictic Rhetoric in the Nineteenth Century Pulpit”

**Michael DePalma**, University of New Hampshire

“Epideictic Invention and the Contemplation of the Wonderful”

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

“Epideictic Rhetoric: A Remedy for Mere Opinion?”

**Erich Werner**, University of North Carolina-Chapel Hill

This panel features a focus on Epideictic Rhetoric in Public Discourse.

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FRI 9:00-10:15

Georgetown C

**The Discourse of Power: Politics, Media, and Music**

Sponsor: Voices of Diversity

Chair: **Richard Wright, Ph.D.**, Howard University

“TV Told Me I was Ugly! A Critical Analysis of Media’s Reinforcement of Restrictive Beauty Standards for African American Women”

**Adria Goldman**, Howard University

“Refuting the Negative: A Rhetorical Analysis of Michelle Obama’s 2008 Democratic National Convention Speech”

**Christopher Jackson**, Howard University

“Words That Hurt: The Rhetoric of African American Women in Hip Hop”

**C. Chic Smith**, Howard University

“Songs of Protest: Socio-political Messages within Salsa Music”

**Clarissa J. Williams**, Howard University

This panel will demonstrate how an examination of Michelle Obama’s DNC speech, reality TV’s beauty standards, salsa music’s social-political messages and the lyrics of African American women in hip hop, all contain power dynamics that have far reaching implications for people of color. This panel deals with issues including gender, race, class, and self-empowerment or the lack thereof. It essentially discusses how people of color in powerful and powerless positions are being defined and are through their own rhetoric, defining themselves and others.

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FRI 9:00-10:15

Adams

### **Communication Traits: From Classrooms to Politics**

Sponsor:

Communication Traits

Chair:

**Lori Vela**, West Virginia University

Respondent:

**Lynda L. McCroskey**, California State University-Long Beach

“The Relationship between Instructor Aggressive Communication Traits and Student Antisocial Behavioral Alteration Techniques”

**CJ Claus**, West Virginia University

**Rebecca M. Chory**, West Virginia University

**Colleen C. Malachowski**, West Virginia University

“Situational Argumentativeness: An Examination of Trait and Situational Factors”

**Nicholas S. Smith**, West Virginia University

**Andrew S. Rancer**, University of Akron

“The Power of Provisional/Immediate Language Revisited: Adding Student Personality to the Mix”

**James A. Katt**, University of Central Florida

**Steven J. Collins**, University of Central Florida

“Voters’ Temperament, Cynicism, Responses to Political Advertising and Media and Candidate Preference in the 2008 Presidential Campaign”

**Jerry L. Allen**, University of New Haven

**Eun-A Park**, University of New Haven

**Kathleen M. Long**, West Virginia Wesleyan College

**Joan O’ Mara**, University of Hartford

**Mark Hickson**, University of Alabama, Birmingham

**Danette Ifert Johnson**, Ithaca College

**Ron Nowaczyk**, University of New Haven

This panel features papers focused on the contextual application of communication and personality traits.

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FRI 9:00-10:15

Jackson

The Power of Media and Effects Over Time

Sponsor: First Vice President  
Chair: **Matthew J. Smith**, Wittenberg University  
Respondent: **Cary Horvath**, Youngstown State University

“Fifty Years of Women on Television”  
**Nancy Signorielli**, University of Delaware

"The Changing Nature of Television's Coverage of the Presidential Nomination Process, 1988-2008"  
**Steve Farnsworth & Robert Lichter**, George Mason University

“The Unchanging Face of the News: A Content Analysis of Online Websites”  
**Xiaomei Cai & Cindy Lont**, George Mason University

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FRI 9:00-10:15 Jefferson

**Education and Technology: Current Student and Alumni Communication Practices**

Sponsor: Communication and Technology  
Chair: **David Westerman**, West Virginia University  
Respondent: **Rod Carveth**, Fitchburg State University

"Education Beyond Fundamentalism"  
**Lisa Watrous**, Michigan Technological University

“One Computer Mediated-Communication Approach to a News Writing and Reporting Course”  
**Kathleen Taylor Brown**, Pennsylvania State University, Greater Allegheny Campus  
**Mary Mino**, Pennsylvania State University, DuBois Campus

“Improving Communication Between Universities and Their Alumni Through Electronic Media”  
**Liz Kemmery**, La Salle University

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FRI 9:00-10:15 Lincoln

**Health Care Communication: Implications for Health Policy, Health Care Delivery, and Physician-Patient Interactions**

Sponsor: Health Communication  
Chair: **Katie Dunleavy**, La Salle University

“How Does Institutional Policy Affect Communication Routines Between Physicians and patients in Hong Kong?”\*\*  
**Kimmy Cheng**, Hong Kong Baptist University

“The Power and policy of Health Campaigns: Mental Illness Stigma Campaign Considerations”  
**Virginia M. McDermott (Presenter)**, High Point University  
**Lance S. Rintamaki**, The University at Buffalo (SUNY)

“Perceived Risks and Benefits for Participants in Informal Medical Consultations”

**Debra F. Nickell**, Red Rocks Community College  
**Michael Irvin Arrington (Presenter)**, University of Kentucky

“From Patient to Health Policy Reform: Examining Characteristics of Physician-Patient Interactions that Influence Asymmetry in the Medical Interviews”

**Doreen M. S. Jowi**, Bloomsburg University of Pennsylvania

\*\* Graduate Student Debut Paper

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FRI 9:00-10:15

Madison

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

Sponsor: Community College Interest Group  
Chair: **Wendy S. Walters**, Stark State College

“Where’s the Communication?”  
**Diane Dolphin**, University of Rhode Island

“Whose Face is It: A Facial Recognition Task”  
Eric Fife, James Madison University  
**C. Leigh Nelson**, James Madison University

“Using Humor and Active Learning to Explain Fidelity and Coherence in Narratives”  
Bethany Barnes, University of North Carolina at Greensboro

“The Power of Pop Culture: Using Popular TV to Teach Interpersonal Conflict”  
**Marisa L. Saavedra-Flores**, The University of Texas-Pan American

“*Who’s in the Spotlight? Communicating the Power of Audience Analysis*”  
**Susan M. Ward**, Delaware County Community College

“*Paraphrasing Through Music*”  
**Crystal Edwards Oldham**, University of North Carolina at Greensboro

“*Teaching the Concepts of Multiple Histories and Identity Development: An Intercultural Communication Activity*”

**Stephanie Shimotsu**, West Virginia University

“*Reality Check Bingo: Connecting Communication Theory and Life*”  
**Yvonne Sacripant Bland**, Robert Morris 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, skills or learning objective.

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FRI 9:00-10:15

Washington

### **Emerging Trends in Participatory Media**

Sponsor: Media Ecology Association  
Chair: **Hugh Curnutt**, Montclair State University

Respondent: **Brent Malin**, University of Pittsburgh

“Repurposing the Real: Ordinary People and Reality TV’s Use of Durable Participants”  
**Hugh Curnutt**, Montclair State University

“Apocalyptic Infotainment and Entrepreneurial Uses of Participatory Media”  
**Ian Reyes**, University of Rhode Island

“A Case of Postmodern ‘Civil Histrionics’: The Colbert Nation Goes to Washington”  
**Todd Kelshaw**, Montclair State University  
**Hugh Curnutt**, Montclair State University

“YouTube & 2012: User-Generated Conspiracies about Planet X and Web 2.0 Doomsday Scenarios”  
**Jason K. Smith**, University of Rhode Island

Presenters address participatory media in terms of television’s post-network platforms, publics, and maturation. Specific topics include: reality TV’s reconfiguration of its participants into a durable labor force; the entrepreneurial uses of YouTube and the problematic theoretical dichotomies often applied to new media; meta-performance and audience participation on *The Colbert Report* as post-ideological critique; and YouTube’s role in extending the reach of 2012 conspiracy theories to a broader public.

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FRI 10:30-11:45                  Georgetown A

### **History, Perspectives and Users of Social Networking**

Sponsor:                          Lambda Pi Eta  
Chair:                                **Wei Sun**, Montgomery College  
Respondent:                        **Omowale Elson**, University of Maryland University College

“Location Based Software Applications: The Case of Foursquare in Switzerland”  
**Ryan Llamas**, Franklin College Switzerland  
**Elise Jennings**, Franklin College Switzerland  
**Kathryn McFarland**, Franklin College Switzerland  
**Sonja Kater**, Franklin College Switzerland

“Effects of the Internet on Political Participation and Social Capital: A Generational Perspective”  
**Amanda Carlson**, University of Delaware

“Social Networking: A History, An Industry, A Controversy”  
**Elizabeth Mary Olzinski**, The University of New Haven  
**Christopher Bukoski**, The University of New Haven  
**Sean Malone**, The University of New Haven  
**Spencer Poulin**, The University of New Haven

“Social Media and Citizenship: The SMAC Project”  
**Eric A. Ivanov**, Hofstra University  
**Matthew DeMarco**, Hofstra University

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FRI 10:30-11:45                  Georgetown B

### **Ethos, Power, and Divergent Voices**



Sponsor: Rhetoric and Public Address  
Chair: **Valerie Schrader**, Penn State University Schuylkill  
Respondent: **Ronald C. Arnett**, Duquesne University

“Harry Potter and the Paradoxical Critique of Celebrity Culture”  
**Trevor Parry-Giles**, University of Maryland

“When One Wife Just Isn’t Enough: (De)Constructing Divergent Voices in the *Big Love* Controversy”  
**Heather M. Stassen-Ferrara**, Hamilton College

“Struggling for Ethos in Environmental Controversies”  
**Michael Bannon**, University of Pittsburgh

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FRI 10:30-11:45 Georgetown C

### **The Power of Communicated Stereotypes, Masculinities and Social Identities**

Sponsor: Voices of Diversity  
Chair: **Deric Greene**, Ph.D., Stevenson University  
Respondent: **Jay Clarkson**, Ph.D., Indiana State University

“Does What We Say About “Them” Matter?: An Exploration of the Content of Communicated Stereotypes and their Power from Accounts of Everyday Conversations”  
**Anastacia Kurylo**, Ph.D., Marymount Manhattan College

“Sexo y la ciudad: Sexual, Ethnic and Social Identity Intersections of Latino Gay Men in New York City”\*\*  
**Andrew R. Spieldenner**, Ph.D, The Latino Commission on AIDS  
**Miriam Y. Vega**, Ph.D., The Latino Commission on AIDS  
**Jennifer Tang**, MSW, Boston College

“Competing South Asian Mas(k)ulinitities: Bollywood Icons versus “Tech-N-Talk”\*\*  
**Murali Balaji**, Lincoln University

“(Re)Constructions of Social Identity: Using Intersectionality to Examine the Dynamic Nature of “Identity Work” for Women of Color”  
**Cerise L. Glenn**, University of North Carolina at Greensboro

This panel features the top competitive paper\* and one debut paper\*\* from the Voices of Diversity Interest Group.

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FRI 10:30-11:45 Adams

### **Burkean Perspectives on Interpersonal Communication**

Sponsor: Kenneth Burke  
Chair: **Elvera Berry**, Roberts Wesleyan College

“Burke and *La Négritude*: Perspectives on Interpersonal Power”  
\***Chelsea R Binnie**, Duquesne University

“Permanence and Change and Interpersonal Conflict”  
**Celeste Grayson Seymour**, Duquesne University

“The Power of Hierarchy: Burke’s Notion of Hierarchy for Interpersonal Communication”  
**Joel Ward**, Duquesne University

“Under Armour’s New Prototype: A Burke Perspective”  
**Brent Kice**, Frostburg State University

\*Student Debut

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FRI 10:30-11:45                  Jackson

### **Top Competitive Papers in Instructional Communication**

Sponsor:                          Instructional Communication  
Chair:                                **Katie Neary Dunleavy**, La Salle University  
Respondent:                        **Danette Ifert Johnson**, Ithaca College

“The Development of the Learning Engagement Scale”  
**Ann Bainbridge Frymier**, Miami University\*  
**Marian Houser**, Texas State University\*

“Evaluating Student Performance in the Classroom: An Investigation of Students’ Perceptions of Instructional Feedback”  
**Colleen C. Malachowski**, West Virginia University\*  
**Matthew M. Martin**, West Virginia University  
**Brandi N. Frisby**, University of Kentucky

“Instructional Dissent in the College Classroom”  
**Alan K. Goodboy**, Bloomsburg University

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FRI 10:30-11:45                  Jefferson

### **Taking Back the Power: Survival Strategies for the Promotion and Tenure Process**

Sponsor:                          First Vice President

“Teaching to get tenure”  
**Jen Eden**, Miami University

“Mentoring pre-tenure professors”  
**Ann Bainbridge Frymier**, Miami University

“When and how to say no to administration”  
**Kelly Rocca**, St. Johns University

“Writing to get tenure”  
**Julie Semlak**, Miami University

Tenure – the ultimate achievement for any professor. However getting tenure is a long and arduous process. This panel combines tenured and pre-tenured professors, who will provide advice stemming from their experiences. We anticipate guiding a discussion, so bring your questions and experiences.

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FRI 10:30-11:45

Lincoln

**Self-Disclosure and Illness, Using Entertainment-Education for Social Change in Health Behaviors Change in Health Behaviors**

Sponsor: Health Communication  
Chair: **Maria Brann**, West Virginia University  
Respondent: **Rosanne Hartman**, Canisius College

“The Impacts of An Entertainment-Education Radio Serial Drama in Botswana on Outcomes Related to HIV Prevention Goals in the President’s Emergency Plan for AIDS Relief”

**Benjamin R. Bates (Presenter)**, Ohio University  
**L. Meghan Peirce**, Ohio University

“A Rhetoric of Division: An Analysis of a “Not Fabulous” Approach to HIV Prevention”

**Karen Greiner (Presenter)**, Ohio University  
**Benjamin R. Bates**, Ohio University

“Entertainment-Education for Starting HIV/AIDS Discussions and Reducing Stigma: African American College Students’ Reactions to the Film *Yesterday*”

**DaKysha Moore (Presenter)**, Johnson C. Smith University  
**Elijah O. Onsomu**, Winston-Salem State University

“Risking My Life for My Secret: Understanding the Risk Associated with Invisible Illness and the Lack of Self-Disclosure”\*

**Kristen L. Willett**, George Mason University

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FRI 10:30-11:45

Madison

**Children and Power: The Future of Children’s Television**

Sponsor: Media Ecology Association Applied Communication  
Chair: **Lance Strate**, Fordham University  
Participants: **Lance Strate**, Fordham University  
**Lewis Freeman**, Fordham University  
**Jennifer Lavalle**, Fordham University

Participants will present preliminary results from research on "The Future of Children's Television Programming: A Study of How Emerging Digital Technologies Can Facilitate Active and Engaged Participation and Contribute to Media Literacy Education." The project, funded by the Time Warner Cable Research Program on Digital Communications, assesses children's television experiences and opportunities for media literacy education. Preliminary findings are based on extensive interviews with leading scholars and practitioners in children's television.

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FRI 10:30-11:45

Monroe

**The Power of Media in Maintaining a “Healthy” Society: Portrayals of Physical and Mental Health**

Sponsor: Media Communication  
Chair: **Valerie Goff Whitecap**, University of Pittsburgh

Respondent: **Rod Carveth**, Fitchburg State University

“Depressed in the Depression: A Comparison of Newspaper Coverage of Mental Health in 1925 and 1930”  
**Melissa L. Lewis**, Saginaw Valley State University

“The Power of Death in Media: Realism and Portrayals of Terminal Illness on Televised Medical Dramas”  
**Megan H. L. Tucker**, George Mason University

“U.S. Alcohol Consumption: 'Real World' vs. Television Depictions”  
**Samantha Dudics**, Rochester Institute of Technology

These competitive papers analyze media coverage of health issues. The papers collectively address the lack of realism in contemporary television portrayals of physical health issues, as well as the positive impact of honest coverage of mental health issues during the Great Depression.

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FRI 10:30-11:45 Washington

### **Political Information, Political Discussion, and “Newer” Media**

Sponsor: Political Communication  
Chair: **Rebecca M. Townsend**, Manchester Community College  
Respondent: **Brian T. Kaylor**, James Madison University

“Media, Politics, and Americans—Will They Ever Get Along: An Analysis of the Effects of Media Use and American Media Perceptions on U.S. Political Voter Registration”  
**Melissa Masone**, George Mason University

“The Content of Moral Debate Online: The Attack on Iraq and the Revelations of Abu\ Gharib”  
**Julie Hagemann**, Drexel University  
**Alexander Jenkins**, Drexel University  
**Alexander Nikolaev**, Drexel University  
**Douglas Porpora**, Drexel University

“War on Terror Framing in Late Night Comedy: Status-Quo or Trend-Setter?”  
**Janey Trowbridge**, George Mason University

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FRI 12:00-1:15 Potomac A, B, C, D

### **Awards Luncheon**

**Janie Harden-Fritz, Cindy Lont, James Chesebro, and Richard West**

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FRI 12:00-1:15 Francis Scott Key A

### **Why People Watch: Content, Uses, and Gratifications in Modern Media Contexts**

Sponsor: Undergraduate Scholars Conference  
Chair: **Nicole A. Smith**, Lynchburg College  
Respondent: **Linda Di Desidero**, University of Maryland University College

“A Content Analysis of Intervention”  
**Christopher Pappas**, George Washington University

“Give South Park a Chance! Viewer Justification and Gratification of Watching South Park”  
**Emily O’Neil**, SUNY Geneseo

“Violent Video Games: A Uses and Gratifications Approach”  
**Jamie DeAtley**, McDaniel College

“Uses and Gratifications and Reality Television”  
**Laurel Devlin**, Villanova University  
**Meredith Kender**, Villanova University  
**Susanna Seibert**, Villanova University  
**Meghan Wisniewski**, Villanova University

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FRI 12:00-1:15                      Francis Scott Key B

**New Directions in Family Communication: From New Families to New Technology**

Sponsor:                              Undergraduate Scholars Conference  
Chair:                                    **Angela Gilman La Valley**, Bloomsburg University  
Respondent:                           **Melissa Bekelja Wanzer**, Canisius College

“The Effect of the Mobile Phone on Parent-Student Interaction”  
**Anthony Dorunda**, Wilkes University  
**Jacqueline Lukas**, Wilkes University

“College Students, Deployment Phases, and Family Communication: How College Students Communicate with their Families during the Deployment Phases”  
**Holly Baruch**, Bloomsburg University  
**Grace Crispell**, Bloomsburg University  
**Patrick Griffin**, Bloomsburg University  
**Kelly McGinley**, Bloomsburg University

“Understanding Father-Daughter Communication”  
**Angela Smith**, James Madison University

“Receptiveness to Stepparent Discipline: ‘I Don’t Have to Listen to You’”  
**Rasia King**, Morgan State University

Whether interacting through modern technology or interacting in new and developing family situations, this panel examines the impact that communication has on adolescents and their parents.

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FRI 1:30-2:45                      Potomac B

**Powerful Instructional Communication Contexts**

Sponsor:                              Instructional Communication  
Chair:                                    **Shannon M. Maki**, West Virginia University  
Respondent:                           **Kristen Campbell Eichhorn**, SUNY Oswego

“In-Class Support Systems: The Effect of Nonverbal Teacher Immediacy on the Educational Motivation of Students with Special Needs”

**Jacquelyn Rex**, University of Texas – Pan American□

“Teasing in the Classroom: Poking Fun in the Academic Setting”

**James Durbin**, West Virginia University\*

**Matthew M. Martin**, West Virginia University

“The Relationship between Korean Students’ Question Asking, Challenge Behaviors, and Out-of-Class Communication with their Communication Satisfaction, Cognitive Learning, and Affective Learning”

**JungKee Kim**, Hanyang University

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

**Matthew M. Martin**, West Virginia University\*

**Keith Weber**, West Virginia University

“Can I Talk to You?: The Effects of Instructor Position, Nationality, and Teaching Style on Willingness to Communicate”

**Amy N. Miller**, North Dakota State University\*

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

This panel features four competitively selected papers from the Instructional Communication Interest Group that focus on unique relational and physical contexts in instruction.

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FRI 1:30-2:45

Potomac C

### **The Power of Praxis: Understanding the Marketplace through Rhetorical and Communication Theory**

Sponsor: Applied Communication

Chair: **S. Alyssa Groom**, Duquesne University

Respondent: **S. Alyssa Groom**, Duquesne University

“IMC and CMM: Looking for Connections”

**Jeanne M. Pursuit**, University of North Carolina-Wilmington

“Strategic Corporate Communication and Communication Ethics: Foundational Grounding”

**Christina L. McDowell Marinchak**, Duquesne University

“Organizational Communication and Service-Learning: Why Craftsmanship Matters”

**Kristen D. Jenkins**, Duquesne University

This panel will explore the ways that we explicitly situate courses in organizational communication, strategic corporate communication, and integrated marketing communication in the communication discipline. Many of these areas rely on theory from other disciplines – such as business, psychology, and sociology – to inform practice. While this interdisciplinary approach is helpful, finding theory developed in our own discipline demonstrates the breadth and depth of an undergraduate degree in communication. In these papers, the panelists will discuss how connecting communication theory to practice in the marketplace-oriented areas of organizational communication, corporate communication, and integrated marketing communications offers a more robust and holistic approach to pedagogy, and assessment of student learning.

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FRI 1:30-2:45

Potomac D

### **Nonverbal Communication in the Classroom – Manipulating Nonverbal Messages to Alter Perceptions of Young Faculty**

Sponsor: Nonverbal Communication  
Chair: **Steven Granelli**, SUNY Oswego

“How fast, how much: Using pacing and signposting in the classroom to establish credibility”  
**Steven Granelli**, SUNY Oswego

“Nonverbal communication in the classroom – Creating boundaries”  
**Brandi N. Frisby**, University of Kentucky

“Because the syllabus says so: Use of course policies to define relationships”  
**Jenny Warren**, Collin College

“Wedding ring without a wedding: Use of nonverbal deception in the classroom to keep students at a distance”  
**Colleen Malachowski**, West Virginia University

“No, I’m not a student, I’m your teacher: Altering appearance as a new faculty member to reduce role ambiguity”  
**Kerry Byrnes**, Collin College

As a young faculty member the challenges of attaining the respect of students only a few years younger than you in many cases can be daunting. Our panelists have all dealt with the challenges of walking into the classroom on the first day of the semester and heard the familiar strains of “Are you the teacher?” Each panelist has developed nonverbal strategies to drown out that message, whether they be in terms of classroom pacing, use of mediated communication, course policies, and even a fake wedding ring. This panel addresses classroom strategies used to alter students' perceptions of young faculty members.

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FRI 1:30-2:45 Francis Scott Key A

### **Interpersonal Dynamics in Organizational Communication**

Sponsor: Undergraduate Scholars Conference  
Chair: **Judith Willner**, Coppin State University  
Respondent: **Candice Thomas-Maddox**, Ohio University-Lancaster

“Corporate communication: An analysis of organizational communication and the impact of peer relationships”  
**Zachary Goldman**, University of Southern Indiana

“The Effect of Superior Communication Competence on Subordinates Job Satisfaction in a Retail Setting”  
**Jamal Richardson**, Morgan State University

“Bullying in the Workplace”  
**Lori Brown**, SUNY New Paltz  
**Melyssa Cilmi**, SUNY New Paltz  
**Nicole Cappelli**, SUNY New Paltz

“Sexual Harassment in the Workplace Study”  
**Erin Brush**, SUNY New Paltz  
**Harper Jaroff**, SUNY New Paltz  
**Mark Kelly-Saffir**, SUNY New Paltz

This panel explores the positive and negative sides of interpersonal relationships in the modern workplace.

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FRI 1:30-2:45

Francis Scott Key B

### **Communicating Gender: From Media Portrayals to Feminist Rhetoric**

Sponsor: Undergraduate Scholars Conference  
Chair: **Kingsborough Community College**, Chizoba Udeorji  
Respondent: **Joy Cypher**, Rowan University

“Disney’s Complex: The Damsel in Distress of Modern Society”  
**Gabrielle Gosset**, SUNY Geneseo

“‘D’Oh!’: The Skewed Portrayal of Women and Gender Roles in Popular American Sitcoms”  
**Skylar Jameson**, SUNY Geneseo

“Using Media to Empower Intersex and Cross-Dressing Individuals”  
**Nathaniel James**, West Virginia University

“The West is Finally Won: Firefly’s Progressive Feminism in the New Frontier”  
**Eden Sutley**, George Washington University

“Epidictic Rhetoric: The Standards for Women’s Eulogia”  
**Bradley Keefer**, Shippensburg University of Pennsylvania

This panel examines the rhetorical nature that various communication forms have on the public’s understanding of gender and how gender is communicated.

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FRI 1:30-2:45

Georgetown A

### **Top Papers in Political Communication**

Sponsor: Political Communication  
Chair: Theodore F. Sheckels, Randolph-Macon College  
Respondent: Christina M. Knopf, SUNY--Potsdam

“The Rhetorical Economy: The Case of William McKinley’s 1896 Campaign for the Presidency”  
**Sean Luechtefeld**, University of Maryland

“News Coverage of New Presidents in the *New York Times*, 1981-2009”  
**Stephen J. Farnsworth**, George Mason University  
**S. Robert Lichter**, George Mason University

“Perceptions of Bias in a Changing Media Environment: The Hostile Media Effect for Objective and Ideological Media”  
**Scott William Dunn**, Radford University

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FRI 1:30-2:45

Georgetown B

### **Rhetorical Explorations of Technology, Stasis, “Change” and Tropes: Works in Progress**

Sponsor: Rhetoric and Public Address  
Chair: **Annette M. Holba**, Plymouth State University



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

“Synthetic Ethos in Communication Technology: Appearing Artful in a “Knack” Environment”

**Richard L. Talbert**, Duquesne University

“Stasis and Civic Discourse: An Exploration of Cicero’s Rhetorical Theory”

**Kasey Clawson**, Duquesne University

“Understanding Rhetoric of “*The Change*” in Tunisia since 1987”

**Mohamed Ali Elhaou**, University Paris 13; IUT Illkirch Strasbourg

“Synecdoche and the Dialectic of Correspondence:

**Robert J. Green**, Purdue University

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FRI 1:30-2:45

Georgetown C

**Women’s Relationships and Social Identities: Reflecting on Romance and Work through Media and Technology**

Sponsor: Voices of Diversity

Chair: **Annette Madlock Gatison, Ph.D.**, Southern Connecticut State University

Respondent: **Truman Keys, Ph.D.**, Western Connecticut State University

“An Analysis of the Construction of Romance in the Twilight Saga”

**Caroline Loy**, The College of Charleston

“Black Sex and the City: The “Real” Case of Professional Single Black Women”

**Nicole Files-Thompson**, Howard University

“The Death of the “Angry Black Woman”: Implications for Identity in the Interracial Relationship Debate”

**Jessica Lu**, Villanova University

“It’s Cheaper than Therapy”: Presence and Absence in a Long-Term Online Mother’s Community – A10 Year Follow-Up”

Lorin Basden Arnold, Ph.D., Rowan University

This panel features three student papers from the Voices of Diversity Interest Group.

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FRI 1:30-2:45

Adams

**Kenneth Burke and Philosophical Perspectives on Power**

Sponsor: Kenneth Burke

Chair: **Elvera Berry**, Robert Wesleyan College

“The Order of Persons: Burke, Foucault, and Race”

**Bryan Crable** Villanova University

“The Power of the Word: Burke and a Philosophy of Non-Violence”

**Elvera Berry**, Roberts Wesleyan College

“A Phenomenology of Power: A Case Study in Pittsburgh Parks”

**Erik Garrett**, Duquesne University

“Marxist vs. Marxoid: Karl and Kenneth Burke”  
**Richard Thames**, Duquesne University

At a time when power-related issues dominate national and world discourse, what do a variety of philosophical perspectives offer? Can we uncover new insights—even antidotes—that might enable us to chart a new course? Addressing the ever-present link between “Communication and Power,” panelists will invite the audience to consider various philosophies and praxes of power vis-à-vis the work of Kenneth Burke.

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FRI 1:30-2:45 Jackson

**Short Course -- Communication and Power to the Patient: Applied Medical Communication as a Breakthrough Approach to a Course in Medical Communication**

**E. Phillips Polack**, Plastic Surgery Incorporated  
**Theodore Avtgis**

This short course will enable the participants to teach a course in medical communication that will be predicated on evidence-based medicine and communication research. The content that will be presented allows for the participants to form inter-disciplinary collaborations with a variety of departments in health sciences resulting in a communication course that will serve multiple roles for colleges and universities. Students will understand the role of communication within medicine and career options as well.

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FRI 1:30-2:45 Jefferson

**Applications of Interpersonal Communication in Professional, Educational, and Co-Curricular Contexts**

Sponsor: Interpersonal Communication  
Chair: **Maria Brann**, West Virginia University  
Respondent: **John Sherblom**, University of Maine

“Put Your Feelings in Your Hand, Put Your Hand in Your Pocket, Because I Don’t Give a Shit about Your Feelings!”: Male Athletes’ Perceptions of Their Coaches Use of Verbal Aggression”  
**Sydney Staggers**, West Virginia University  
**Matthew M. Martin**, West Virginia University

“Quiet in the Classroom: The Insights of College Students with Learning Disabilities into Their Non-Participation” (Debut Paper)  
**Jennifer J. Meehl**, Landmark College  
**Peg Alden**, Landmark College

“The Athletic/Academic Advisor’s Playbook: Seeking Compliance from College Student-Athletes”  
**Jason Thompson**, Brooklyn College – City University of New York  
**Eletra Gilchrist**, The University of Alabama in Huntsville

“Counselors’ Humor Use with Teens: An Exploratory Investigation of Use and Functionality”  
**Bob Bevilacqua**, Canisius College  
**Melissa Bekelja Wanzer**, Canisius College  
**Rosanne Hartman**, Canisius College

“Doing Advice-Giving without ‘Giving Advice’: How Mediators Work to Maximize Disputant Empowerment in Divorce Mediation Sessions”  
**Angela Cora Garcia**, Bentley University

Interpersonal communication is integral not only to our intimate relationships but also to numerous professional, educational, and co-curricular experiences. In this panel, presenters will discuss the intricacies of interpersonal communication in a variety of contexts including the classroom, support-based programs, and athletics. Specific processes that will be examined include verbal aggression, humor, advice-giving, silence, and compliance-gaining behaviors.

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FRI 1:30-2:45                      Lincoln

**Communication and Power: Can You Hear Us Now??**

Sponsor:                      Theory and Methodology  
Chair:                            **Susan A. Jasko**, California University of PA

Participants:                **Gary Gumpert**, Communication Landscapers  
                                  **Susan Drucker**, Hofstra University  
                                  **Thomas Flynn**, Slippery Rock University  
                                  **Thom Gencarelli**, Manhattan College  
                                  **Timothy Brown**, West Chester University  
                                  **Mary Kahl**, SUNY at New Paltz

Panel participants will discuss current efforts, existing needs, and the implications and complications of communication researchers’ efforts to conduct meaningful research, especially in applied areas, and the conditions under which communication research might become recognized and valued by other disciplines and various publics.

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FRI 1:30-2:45                      Madison

**Participation in Debate: Re-thinking Pedagogy and Competition**

Sponsor:                      Argumentation and Forensics  
Chair:                            **Kelly Young**, Wayne State University

“Teaching Debate to Non-debaters”  
**Donald Peters**, Illinois State University

“Integrating Argumentation and Debate into Public Speaking Classrooms”  
**Neil Butt**, Vanderbilt University

“Deepen the Level of Outreach: Expanding Debate Activities to Middle Schools”  
**Kelly Young**, Wayne State University

“Increasing Participation in/of Debate: Promise or Platitute?”  
**Matt Brigham**, James Madison University

Argumentation and debate scholars, teachers, and coaches frequently endorse the idea that debate empowers students and promotes and enhances political participation. This idea seems almost synonymous with this year’s theme: “Communication and Power: From Classrooms to Politics.” Panelists will discuss ways to extend these potential benefits to new audiences, as well as critique the idea that certain current practices actually empower or enhance participation.

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FRI 1:30-2:45

Monroe

**This Just In: Media Coverage of Crises**

Sponsor: Media Communication

Chair: **Kimberly Meltzer**, Georgetown University

“The ‘Sorry’ State of Journalism”

**Jessica Hall**, Georgetown University

“Covering the Haiti Earthquake of 2010: How Journalists Used Technology to Capture the Conditions of Haiti in the Aftermath”

**Mimi Wiggins Perreault**, Georgetown University

“Ideological Disparity and the Transnational News Network: A Comparative Case of Al-Jazeera Arabic and English”

**Mohammed El-Khatib**, Georgetown University

“The News We Need? : U.S. Media Coverage of the Swine Flu Pandemic

**Kimberly Meltzer**, Georgetown University

**Saaret Yoseph**, Georgetown University

As hyper-mediated events, the reporting of pandemics, disasters, and war poses questions about the roles and responsibilities of the 24-hour news cycle in covering events outside of the ordinary. This panel explores themes around the media coverage of crisis including technical challenges, framing, and misinformation. The events examined are the 2006 Sago mine disaster and 2009 “balloon-boy” incident, the 2010 Haiti earthquake, the 2008 Israeli/Palestinian conflict in Gaza, and the 2009-10 H1N1 pandemic.

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FRI 1:30-2:45

Washington

**Changing the Balance of Power: How the World Wide Web is Reenergizing Religious Rhetoric through Online Churches**

Sponsor: Communication and Technology

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

“Churching Around Social Media: An Analysis of Community-driven Missional Movements Connecting with 20 and 30-somethings”

**R. Tyler Spradley**, Stephen F. Austin State University

“Born Again: An Examination of Virtual Church in Second Life”

**Stephen J. Lind**, Clemson University

“The Power of the Traditional Church Attendance versus the New Online Church Encounter: An Auto-ethnographic View of the World Wide Web Church Experience”

**Faith Mullen**, Liberty University

“Kyriakon and Porneia 2.0: Online and Offline Discussions Between One Church and The Porn Industry”

**Jimmy Butts**, Clemson University

“Digital Faith: The Role of Twitter in Religious Communities”

**H. Cecilia Suhr, Ph.D**, Miami University Hamilton

“Amazon and Target Churches: An Exploration of Improving the Effectiveness and Acceptance of Cyber-Evangelism”

**Walter Iriarte**, Clemson University

The World Wide Web has become the hottest place to build a church. Internet churches are fully interactive and do not want viewers to feel like they are watching church, they want viewers to feel like they are a part of church. The move to online church is forcing church goers to re-examine their ideas about church participation and the future of church. This panel examines the online church experience and web based church rhetoric.

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FRI 3:00-4:15

Potomac B

### **More than a Power Struggle: Credibility in the Online Classroom**

Sponsor: Instructional Communication

Chair: **Katie Rasmussen**, Wayne State University

“Mind Your Online Manners: Students’ Perceptions of Teacher Credibility.”

**Katie Rasmussen**, Wayne State University

**Nicole L. Johnson**, Ball State University

“Virtual Vision: Assessing How Instructors See Students.”

**Gretchen Arthur**, International Academy of Design and Technology

“Establishing Credibility in an Online Classroom.”

**Amy Merlo Drongowski**, Wayne State University

This panel examines the issue of credibility in online classrooms. It is based on research in instructional communication as well as the experience of instructors currently teaching online classes.

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FRI 3:00-4:15

Potomac C

### **Bringing You News, Weather & Sports: Ethical Challenges in Journalism**

Sponsor: Communication Law & Ethics

Chair: **Marybeth Earnhardt**, Youngstown State University

Respondent: **Susan Jasko**, California University of Pennsylvania

“The Ethics of Self-Censorship in Journalism.”

**D.L. Stephenson**, Western Connecticut State University

“Stormtracker Radar: The Ethical Obligations of Weather Coverage.”

**Bruce Avery**, WRHU, Hofstra University

**Susan Drucker**, Hofstra University

**Gary Gumpert**, Communication Landscapers

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FRI 3:00-4:45

Potomac D

### **Understanding the Role of Nonverbal Communication in Relational Transgressions**

Sponsor: Nonverbal Communication  
Chair: **Steven Granelli**, SUNY Oswego  
Respondent: **Jennifer Knapp**, SUNY Oswego

“Affection Exchange Theory and Perceptions of Relational Transgressions”  
**Sean M. Horan**, DePaul University

“Tempering the Powerful Effects of Hurting Teasing: Interpersonal Solidarity and Nonverbal Immediacy as Mediators of Teasing in Romantic Relationships”

**Robert J. Sidelinger**, Oakland University  
**Brandi N. Frisby**, University of Kentucky  
**Audra L. McMullen**, Towson University

“The Aggressive Lie Detector: An Examination of Aggressive Behaviors’ Effects on Deception Detection”  
**James M. Durbin**, West Virginia University  
**Matthew M. Martin**, West Virginia University

This panel addresses nonverbal communication in relational transgressions over a variety of contexts, focusing on transgression perception, teasing, and deception.

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FRI 3:00-4:45 Francis Scott Key A

### **Mediated Politics**

Sponsor: Undergraduate Scholars Conference  
Chair: **Joshua M. Scacco**, The University of Texas at Austin  
Respondent: **Mary Kahl**, SUNY New Paltz

“The Rhetoric of the Health Care Reform Bill: A Textual Analysis of the Washington Post”  
**CiQuinta Shaw**, Johnson C. Smith University

“Critical Youth and Slanted Truth: Media Framing and Audience Perceptions in the 2010 American Midterm Election”

**Josephine Lukito**, SUNY Geneseo

“The Changing Media Landscape of Women in Politics: The New York Times’ Coverage of Hillary Clinton and Sarah Palin’s 2008 Campaigns”

**Marie Montondo**, SUNY Geneseo

“Defining History: A Content Analysis of the Representation of United States Presidential ‘Firsts’ on Newspaper Front-Pages of the Twentieth and Twenty-First Centuries”

**Nichole Brant**, Rochester Institute of Technology

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FRI 3:00-4:45 Francis Scott Key B

### **Intersecting Communication and Culture**

Sponsor: Undergraduate Scholars Conference  
Chair: **Rebecca M. Townsend**, Manchester Community College  
Respondent: **Don M. Boileau**, George Mason University

“Expanding Domains to Increase Success: A Critical Ethnographic Look at YouthBuild”

**Christopher Confrey**, Stonehill College

“Rough Drafts of History: Gandhi Through the Lens of the Baltimore Afro American”

**Sarah Nadler**, The College of William and Mary

“Change in Perception of Ones Race after African Course”

**Tionna Woodruff**, Morgan State University

“The Strategic Production of Ideology in the Hind Swaraj”

**Antonio Changanaqui**, The College of William and Mary

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FRI 3:00-4:45

Georgetown A

### **The Ebb and Flow of Publishing Power Driven by Digital Technologies**

Sponsor: First Vice President

Chair: **Sam Meddis**, Deputy Managing Editor/Editorial Technology at *USA TODAY*

Panelists: **Richard Benedetto**, former *USA TODAY* White House correspondent,  
Georgetown and American Universities.

**Kathy Kiely**, Managing Editor of Politics for *National Journal*

**Bill Nichols**, Managing Editor of *POLITICO*

Veteran news people who have seen the change in technologies and its impact on the media, first hand, discuss their perspective on the future of news.

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FRI 3:00-4:45

Georgetown B

### **The Rhetorical Power of Values, the Economy, and Liberty**

Sponsor: Rhetoric and Public Address

Chair: **Brent Sleasman**, Gannon University

“Concrete Values in Edgar Gardner Murphy’s Child Labor Reform: A Middle Ground”

**Elizabeth Gardner**, University of Maryland

“Colonizing the Capitalist Economy: A Theoretical Reconceptualization of the System-Lifeworld Architecture”

**Sean Luechtefeld**, University of Maryland

“Defining Religious Freedom: The Rhetorical Construction of Liberty in the Fight Over Proposition 8”

**Eric Miller**, The Penn State University

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FRI 3:00-4:45

Georgetown C

### **Negotiating Co-cultural Identities: A Critical Examination of Five Cases about Cultural Identity, Power, and Communication**

Sponsor: Intercultural Communication

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

“I am from Japan”: A Critical/Interpretive Analysis of College-educated Japanese Sojourners’ Experiences Across U.S. Organizations”  
**Shinsuke Eguchi**, Howard University

“Got consent?: A Feminist Approach to Examining Black Students’ Perceptions of Negotiating Sexual Consent at an HBCU”  
**Elizabeth Whittington**, Howard University

“A Long-distance Relationship: Black Feminism and the African American Community”  
**Nicole Files-Thompson**, Howard University

“We’re Taking our Bodies Back: Forty Years Later, We Want to Decide Our Bodies’ uses and how they are communicated?”  
**Vida Samuel**, Howard University

“Digital Difference: A Comparison of the in-group and out-group Computer-Mediated Interactions of Co-cultural Populations”  
**Mackenzie Jordan**, Howard University

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FRI 3:00-4:45 Adams

**Irony, Protest, and Political Spectacle: A Roundtable Discussion of the “Rally to Restore Sanity” and “March to Keep Fear Alive”**

Sponsor: Political Communication  
Chair: Theresa A. Donofrio, University of Maryland

**Theresa A. Donofrio**, University of Maryland  
**Trevor Parry-Giles**, University of Maryland  
**Dana Neacsu**, Rutgers, The State University of New Jersey  
**Tim Barney**, University of Maryland  
**Alyssa Samek**, University of Maryland

On October 30, 2010, two “protests” were held on the National Mall: the “Rally to Restore Sanity” and “March to Keep Fear Alive.” Amid a backdrop of Tea Party protests and drawing on memories of other famed marches on the Mall, these two events adopt the form of political protest while simultaneously mocking the notion of protest. This roundtable will discuss the implications of these rallies on our understanding of politics, media, and citizenship.

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FRI 3:00-4:45 Jackson

**Short Course – Racialized Power and the Politics of Social Justice: Critical Race Theory as a Means to Deconstruct, Recover, and Evolve in Communication Studies**

**Rachel Alicia Griffin**, Southern Illinois University

This workshop explores the offerings of Critical Race Theory to the field of Communication as a means to deconstruct how Whiteness intricately informs our research, teaching, and service. We will engage CRT as a framework that provides race-based epistemological, methodological, and pedagogical approaches to the



study of inequality at the intersection of identities. The target audience is students and faculty who are interested in race and racism, intercultural communication, and/or critical race work.

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FRI 3:00-4:45

Jefferson

### **From Theory to Policy: Innovative Applications of Interpersonal Theory**

Sponsor: Interpersonal Communication  
Chair: **Anne M. Nicotera**, George Mason University  
Respondents: **Kristen C. Eichhorn**, SUNY Oswego  
**Andy Rancer**, University of Akron

“A Critical Feminist Vision of Empowerment through Photovoice: Portraits of Domestic Control”  
**Melinda R. Weathers**, George Mason University

“Examining Married Couples’ Money Management Discourse through a Relational Dialectics Perspective”  
**Gina Castle Bell**, George Mason University

“Framing Theory in Interpersonal Contexts: Examining the Interplay of Individual Cognitive Processes and Message Framing”  
**Brian Keefe**, George Mason University

“Facing the Facts about Politeness Theory”  
**Leslie Hull-Ryde**, George Mason University

“The Willingness to Communicate about Depression: An Attachment Theory Approach”  
**Nicole M. Robinson**, George Mason University

This round table is a discussion for idea-sharing on innovations in interpersonal communication. The graduate students leading this discussion will offer a fresh perspective on the innovative applications of powerful theories that lie ahead in interpersonal communication scholarship. Each participant will make a brief presentation focusing on a specific interpersonal communication theory and its applicability within a unique communication context, to be followed by a round table discussion assessing the advantages.

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FRI 3:00-4:45

Lincoln

### **Top Competitive Papers in Philosophy of Communication**

Sponsor: Philosophy of Communication  
Chair: **Brent C. Sleasman**, Gannon University  
Respondent: **Ronald C. Arnett**, Duquesne University

“A Diogenic Attitude for a Democracy of Distrust”  
**Christopher J. Gilbert**, Indiana University\*

“Leisure, Listening, and Civility: The Importance of Taking Time with Yourself”  
**Annette M. Holba**, Plymouth State University

“Social Justice and Philosophy of Interpersonal Communication: The Case for ‘Soul Friendship’”  
**Kathleen Glenister Roberts**, Duquesne University

\*Top paper

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FRI 3:00-4:45

Madison

**Top Competitive Papers for Lambda Pi Eta**

Sponsor: Lambda Pi Eta  
Chair: **Audrey Byrd**, Howard University  
Respondent: **Wei Sun**, Montgomery College

“The Differences Between Male and Female Texting Habits”

**Lindsay A. Behrenshausen**, Wilkes University

**April M. Bielinski**, Wilkes University

“Self Disclosure and Deception Within Computer-Mediated Communication and Face-to-Face Interactions”

**Chelsea Dotson**, Eastern University

“For the Love of Advertising”

**Douglas Brundage**, The George Washington University

“Food Product Health Claims: Helpful or Hinderling?”

**Danielle Diglio**, The College of New Jersey

**Helena Mannarino**, The College of New Jersey

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FRI 3:00-4:45

Monroe

**Politics and Social Media in a Global Context: How One U.S. Election Changed the Way Politicians Around the World Run for Office**

Sponsor: Media Ecology Association  
Chair: **Roxanne O’Connell**, Roger Williams University  
Respondent: **June Sager Speakman**, Roger Williams University

“The Role of Social Media in the Brazilian 2010 Presidential Elections”

**Paolo Prado**, Roger Williams University

“‘Webs’ of Power – How Digital Campaigning is Transforming Political Engagement in Australia and Jamaica”

**Hume Johnson**, Rogers Williams University

“New Media and the Arab Street”

**Dana Janbek**, Lasell College

Postman writes: "Technology always has unforeseen consequences, and it is not always clear, at the beginning, who or what will win, and who or what will lose..." This panel examines the impact social media technologies, as exemplified in the 2008 U.S. election, have in different parts of the world. As social media increasingly mediate our experience of the electoral process, the divide between techno-haves and have-nots becomes a critical issue in the power/democracy debate. What unforeseen consequences will we see?

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FRI 3:00-4:45

Washington

### **Top Competitive Papers in Applied Communication**

Sponsor: Applied Communication  
Chair: **Christina McDowell Marinchak**, Duquesne University  
Respondent: **Sarah E. Ryan**, The University of Texas at El Paso

“An Inoculation Theory Check-Up: Future Directions for Inoculation Theory-Based Health Campaigns”  
**Josh Compton**, Dartmouth College

\*\* “Building Relationships: Nonprofit Organizations and their Online Donor Publics”  
**Nancy A. Wienczek**, Georgian Court University

“Crisis Communication, Older Audiences, and Disaster Preparation: Lessons from the Gulf Coast”  
**Kenneth A. Lachlan**, University of Massachusetts Boston  
**Patric R. Spence**, Western Michigan University

\*\*top competitive paper

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FRI 3:30-4:30

Potomac Foyer

### **Competitive Graduate Poster Session II**

Chair: **Cary Horvath**, Youngstown University  
Reviewers:  
**Tracey Quigley Holden**, University of Delaware  
**Charles Pavitt**, University of Delaware  
**Elizabeth Perse**, University of Delaware  
**Nancy Signorelli**, University of Delaware

“Social Issues Through the Eyes of The Twilight Zone: ‘A Martian Can Say Things That a Republican and Democrat Can’t”  
**Nancy Bressler**, **University of Hartford**

“What Isn’t Said: The Importance of a Leader’s Nonverbal Communication”  
**Holly Keener**, **Radford University**

“Keeping up With the Kardashians: Reality by Whose Definition?”  
**Alexis Levy**, **University of Hartford**

“Understanding Sexual Communication Between Romantic Partners and the Role it Plays in Sexual Satisfaction and Need Fulfillment”  
**Alicia Linder**, **University of Hartford**

“Healthcare and Facebook: Uses, Restrictions, and the Satisfied Consumer”  
**Kaylea S. Livingston**, **Ohio University-Lancaster**

“Ink Marks the Spot: Applying Social Penetration Theory to an Analysis of Tattoos”  
**Amy Martinkosky**, **Ohio University**

“LMX Relationships and Employee Job Satisfaction: A Gender-Based Examination”

**Annie Milli, Towson University**  
**Kristin Pattik, Towson University**  
**Alexandria Sutton, Towson University**

“Women in Power and Sexuality Re-presented Through the Voice of Glee: Different Perspectives or More of the Same? A Critical Analysis of the 2nd Season”

**Cameron Parker, University of Hartford**

“Rebuilding Public Trust in a Democratic Government: When Bonds of Trust are Broken, How do We Restore Public Confidence?”

**Arliene T. Penn, American University**

“Power Dynamics: Communication Between Female College Athletes and Male/Female Coaches”

**Betsy Thomas, Barry University**

“The Use of Fear Appeals in Political Advertisements”

**Jessica A. Zaluzec, American University**

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FRI 4:30-5:45

Potomac A

**Leader, Teacher, Mentor: Celebrating 50 Years of James C. McCroskey’s Dedication to the Eastern Communication Association**

Sponsor: First Vice President

Chair: **Candice Thomas-Maddox**, University of Ohio- Lancaster

Panelists: **James Chesebro**, Ball State University  
**Linda Lederman**, Arizona State University  
**Deborah Borisoff**, New York University  
**Kathleen Long**, West Virginia, Wesleyan  
**Ann Bainbridge Frymier**, Miami University  
**Timothy Mottet**, University of Texas Pan American

As ECA celebrates its 102nd annual convention, we celebrate the dedication and contributions of Dr. James C. McCroskey to our Association. This year marks 50 consecutive years that Dr. McCroskey has been in attendance at ECA conventions. Over the years, Dr. McCroskey has guided ECA through his service as President and as Editor of *Communication Research Reports*. Our Association has acknowledged his contributions by naming him as both a Teaching Fellow and a Research Fellow as well as presenting him with our Distinguished Service Award.

With more than 200 published articles and book chapters and over 30 books and revisions, Dr. McCroskey has distinguished himself as our discipline’s most prolific scholar. If one were able to count the number of students and colleagues that he has mentored in ECA over the past 50 years, those numbers would be equally impressive. Over the years he has mentored and presented on countless panels with students and colleagues. From serving as interest group chair to advocating for the introduction of new initiatives, Dr. McCroskey has been instrumental in shaping the current vision for ECA. His most recent efforts resulted in the addition of the Communication Traits and the Organizational Communication Interest Groups.

To celebrate Dr. McCroskey’s 50 years of contributions to ECA, colleagues, former students, and friends will share narratives of how he has impacted and empowered ECA members over the past five decades.

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FRI 4:30-5:45

Potomac B

### **Interviewing for Faculty Positions at Community Colleges**

Sponsor: Community College Interest Group  
Facilitators: **Tobi Mackler**, Montgomery County Community College  
**Nancy J. Willets**, Cape Cod Community College

This workshop style program is aimed at graduate students – or anyone else - who would like to consider Community College teaching, but are unsure about the differences in application and interviewing procedures. Some graduate program directors or dissertation advisors, may not consider teaching at a community college as a viable career option for their graduate students; those who are receptive to this type of search are often unable to offer much advice. Enrollment in community colleges is growing and, this is where the jobs are. The facilitators have served as deans and department chairs and are familiar with the hiring process at community colleges.

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FRI 4:30-5:45

Potomac C

### **A Roundtable Discussion on Schwarzenegger versus Entertainment Merchants Association**

Sponsor: Communication Law & Ethics  
Chair: **Dale Herbeck**, Boston College

Panelists: **Susan Balter-Reitz**, Montana State University, Billings  
**Emily Berg**, University of Minnesota  
**Juliet Dee**, University of Delaware  
**Susan Drucker**, Hofstra University  
**Douglas Fraleigh**, California State University, Fresno  
**Paul Siegel**, University of Hartford

One of the most significant cases to be decided during the 2010-2011 term of the United States Supreme Court is *Schwarzenegger v. Entertainment Merchants Association*, a challenge to a California law restricting the rental or sale of violent games to minors. While the lower courts have consistently held such measures are unconstitutional, this is the first time that the Supreme Court has considered the issue. While the roundtable will consider a range of issues related to the case, the central question to be considered is this: Does the California law violate the freedom of speech guaranteed by the First Amendment?

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FRI 4:30-4:45

Potomac D

### **High Tech/Low Hype: Hi-Fi Integrated Marketing Communication in a Mediated World**

Sponsor: Communication and Technology  
Chair: **Calvin L. Troup**, Duquesne University  
Respondent: **Matthew Smith**, Wittenburg University

“Written in Ink, not in Pencil: Social Media, Rhetorical Decorum, and IMC”  
**Jeanne M. Persuit**, University of North Carolina-Wilmington

“Hi-Fi IMC: Sustaining Sustainability through Integration”  
**S. Alyssa Groom**, Duquesne University

“Immediacy of ‘Now’ in Social Media & Marketing PR: The Counter-Nature of the Technological Bluff Goes Ecological. Again!”

**Cem Zeytinoglu**, East Stroudsburg University

“No-Hype IMC: A Case for Functional Fidelity”

**Calvin L. Troup**, Duquesne University

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FRI 4:30-5:45

Francis Scott Key A

### **Applied Rhetorical Theory**

Sponsor: Undergraduate Scholars Conference

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

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

“The Rhetoric of Facebook”

**Stephanie Englert**, Shippensburg University

“Themes in the Narratives of Prisoner Advocates”

**Anna Straight**, James Madison University

“Wasting Away: A Rhetorical Examination of the Secret World of a Pro-Eating Disorder Program”

**Olivia Sherman**, University of Wisconsin River Falls

“Remembrance Through Combat: An Analysis of Black Hawk Down as a New Trend in the Exercise of Collective Memory by the American Public”

**K. Brian Jones**, University of Maryland

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FRI 4:30-5:45

Francis Scott Key B

### **Pop Foucault-ure: Representations and Applications of Discipline and Punishment in Popular Culture**

Sponsor: Undergraduate Scholars Conference

Chair: Steven Granelli, SUNY Oswego

“Dexter”

**Marissa Pytlak**, SUNY Oswego

“Se7en”

**Katrina Webber**, SUNY Oswego

“To Catch a Predator”

**Anna Chicone**, SUNY Oswego

“Bridezillas”

**Katie Loperfido**, SUNY Oswego

“Little Brittan”

**Eva Hopkins**, Syracuse University

“People of Walmart”

**Francesca Merwin**, Syracuse University

Pain and punishment for pleasure was the thematic approach to a unique course that challenged students to read, understand, and apply Foucault’s Discipline and Punish to popular culture. The goal was to provide insight as to whether or not the public’s desire to view punishment and/or identify criminals that function outside of the boundaries of written and unwritten law can be tied to movies, television shows, and websites that have become popular culture mainstays.

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FRI 4:30-5:45

Georgetown A

**Film Screenings for Classroom Use:**

Media Education Foundation’s “The Codes of Gender” is a new film which applies the late sociologist Erving Goffman’s groundbreaking analysis of advertising to the contemporary commercial landscape, showing how one of American popular culture’s most influential forms communicates normative ideas about masculinity and femininity. (42 minutes) Followed by discussion.

Discussion Leader: **Jack Banks**, University of Hartford

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FRI 4:30-5:45

Georgetown B

**Power, Propaganda, and Rhetoric in Public Address**

Sponsor: Rhetoric and Public Address

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

“Propaganda Dramas, Rhetorical Crises, and Prudential Possibilities in Public Address”

**Jennifer Heusel**, Indiana University, Bloomington

“Suicidal Soldiers or Wounded Warriors: rhetoric of Victimhood in defense of Military Suicides”

**Christina M. Knopf**, SUNY, Pottsdam

“Realism and Liberalism in George W. Bush’s Speech to the United Nations September 12, 2002”

**Aaron Noland**, James Madison University

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FRI 4:30-5:45

Georgetown C

**Language and Power: Lessons for Intercultural Communication**

Sponsor: Intercultural Communication

Chair: **Maurice L. Hall**, Villanova University

Respondent: **Maurice L. Hall**, Villanova University

“Ave et/ond Hwæt: Tracing the Development of the Latin Language in Anglo-Saxon England”

**Brian Gilchrist**, Duquesne University

“François 1e, the Unification of the French Language, and French Ethnolinguistic Nationalism”

**Chelsea R. Binnie**, Duquesne University

“The Power of Apocalyptic Rhetoric: Injecting Order into a Chaotic World”

**Anne Czerwinski**, University of Pittsburgh at Greensburg

“The Berlin Wall and Alterity of the German Language”

**Jen Jones**, Duquesne University

“The Role of ‘Word/Sound/Power’ in Rastafarian Politics and its Theory of the Babylonian Conspiracy”

**Clifford T. Manlove**, Penn State Greater Allegheny

“Social Boundaries and Cultural Dynamics: The Emergence of Deep Maya”

**Marianne Pabis**, Duquesne University

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FRI 4:30-5:45

Adams

### **Autoethnography as Pedagogy: Autoethnography, Communication, and Power**

Sponsor: Instructional Communication

Panelists: **Derek Bolen**, Wayne State University  
**Erin Bolen**, Central Michigan University  
**Brandon Hensley**, Millikin University  
**Michelle Millard**, Wayne State University

The discussion focuses on practices of (1) engaging autoethnography through readings and assignments in the classroom, (2) the reflexivity that reading another’s autoethnography pertaining to education experience evokes, (3) the attention that autoethnography draws to oppressive power structures, and (4) the value of producing one’s own autoethnography. The participants of this interactive discussion panel will account for autoethnography as pedagogy from perspectives of teacher (using it in class) and student (learning with it).

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FRI 4:30-5:45

Jackson

### **Short Course – Advocacy as Power: Educating, Equipping, and Empowering Students**

**Cathy L. McClain**, Clermont Recovery Center  
**David M. Lucas**, Ohio University, Southern Campus

As educators and advocacy practitioners, it is our duty to teach students and others to communicate effectively. Communication investigates marginalized populations and gives voice to those who cannot speak for themselves. Teaching is advocacy. We can educate, equip, and empower others to become a catalyst for change to make a difference in their community and our nation. Join us to learn how you can become better equipped too. Advocacy is indeed Power!

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FRI 4:30-5:45

Jefferson

### **Presidential Rhetoric and the Rhetoric of the 2010 Congressional Elections**

Sponsor: Political Communication  
Chair: Richard E. Vatz, Towson University

“Obama and Islamophobia: Misinformation, Disinformation, and the Discourses of Religious Prejudice”

**Mary L. Kahl**, SUNY—New Paltz



“Will Republican Rhetoric Save Obama and the Democrats in 2010?”  
**Theodore F. Sheckels**, Randolph-Macon College

“Not an Unusual Problem: Midterm Congressional Elections and Nightmares for the Incumbent President”  
**Judith Trent**, University of Cincinnati

“Rhetorical Intensity and Turnout: The Key to the 2010 Congressional Elections”  
**Richard E. Vatz**, Towson University

“‘Right’ vs. ‘Might’ and the ‘Wisdom’ to Know the Difference: Obama’s Rhetorical Strategy in the 9/11 Mosque Debate”  
**Paula Youra**, Lynchburg College

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FRI 4:30-5:45                  Lincoln

**Communication at Work: Control, Satisfaction and Technology**

Sponsor:                          Organizational Communication  
Chair:                                **Lynda McCroskey**, California State University, Long Beach  
Respondent:                        **John Sherblom**, University of Maine

“Myopic Perception of Control: The Importance of Separation in Evaluating Control”  
**Sanae Elmoudden**, St. John's University

“Communicating Leadership through Technology: Is Anyone Following?”  
**Paul E. Madlock**, Texas A&M International University

“The Effects of Supervisor Source Credibility, Nonverbal Immediacy, and Homophily, on Subordinates Job Satisfaction and Motivation”  
**Brian R. Patterson**, West Virginia University  
**Tammy Whitacre**, Mary Babb Randolph Cancer Center at West Virginia University

“Computer-Mediated Communication Interaction with Organizational Communication Paradigms”  
**Richard L. Talbert**, Duquesne University

This competitive paper panel includes research on issues of identity, separation and control, telecommuters’ perceptions of superiors’ leadership styles, superiors’ effect on subordinates’ work satisfaction and motivation and an analysis of the role of CMC in organizations based on each of the five major organizational communication paradigms.

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FRI 4:30-5:45                  Madison

**Politics, Pedagogy, and Postmodernism: Conflicting Notions of Objectivity in Argumentation**

Sponsor:                          Argumentation and Forensics  
Chair:                                **Sean Luechtefeld**, University of Maryland

“The Crisis of Common Ground of Contemporary Argument”  
**Jade Olson**, University of Maryland

“Arguing the Case for Service-Learning and Civic Engagement”  
**Danielle Wiese Leek**, Grand Valley State University

“Invisible Objectivity in the Argumentation Laboratory”  
**Sean Luechtefeld**, University of Maryland

“Did Wal-Mart Wake Up?: A Case Study Analysis of Reality from a Public Relations Perspective”  
**Rowena Briones**, University of Maryland

Tension exists in argumentation spheres between discursive practices that assume falsifiable truth versus those that assume refutability of “facts.” This tension gained critical attention at the 2006 Wake Forest Conference on Argumentation. This roundtable discussion explores different manifestations of this tension and a variety of perspectives that can permit scholarly communities to come to terms with it. Special attention is paid to illustrations of these issues in the political realm and in the classroom.

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FRI 4:30-5:45

Monroe

### **Images Relating to Power in Fall 2010 Prime Time Network and Cable TV Programs**

Sponsor: Media Communication  
Chair: **Nancy Signorielli**, University of Delaware  
Respondents: **Elizabeth Perse**, University of Delaware  
**James Shanahan**, Boston University

“Men and Women and Law-Enforcement Occupations in Network Prime Time Programs”  
**Lauren Boots**, University of Delaware  
**Christine Flynn**, University of Delaware  
**Katelyn Seymour**, University of Delaware  
**Melissa Howard**, University of Delaware

“Violence in Prime Time: A Continued Demonstration of Power?”  
**Ashton Gerding**, University of Delaware  
**Alexander Campbell**, University of Delaware

“Images in Cable Programs in Fall 2010”  
**James Shanahan**, Boston University  
**David Blumberg**, Boston University

“Comparison of Network and Cable Programs”  
**James Shanahan**, Boston University  
**Nancy Signorielli**, University of Delaware

This panel analyzes images of power in prime time focusing on sex roles, law enforcement-related occupations, and violence in samples of network broadcast and cable programs seen in the fall of 2010. The presentations will explore these topics in relation to their prevalence in programming and character demography as well as discuss how today’s images are related to findings from past studies of prime time network broadcast and cable television.

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FRI 4:30-5:45

Washington

## **Evaluation of the Influence of an Urban Community Park Revitalization on African-American Youth Physical Activity**

Sponsor: Applied Communication  
Chair: **Janey Trowbridge**, George Mason University

Panelists: **Gary L. Kreps**, George Mason University  
**Melinda M. Villagran**, George Mason University  
**Janey Trowbridge**, George Mason University  
**Paula Baldwin**, George Mason University  
**Yolanda Barbier**, George Mason University  
**Amy Chang**, George Mason University  
**Jung-mi Jun**, George Mason University  
**Megan Tucker**, George Mason University  
**Autumn Saxton-Ross**, Washington Parks & People  
**Heidi Melancon**, National Recreation and Park Association

This panel will discuss the influences of a strategically re-built inner city DC park in comparison to an undeveloped park area on youth physical activity in low-income predominantly African-American urban communities. Their results show that revitalizing the urban park resulted in significantly increased youth physical activity levels. Implications from this study are drawn for the broader use of strategic “built environment” interventions.

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FRI 6:00-6:45 Potomac C & D

### **Undergraduate Scholars Conference Munch and Mingle**

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FRI 6:00-6:45

#### **Interest Group Business Meetings**

Philosophy of Communication	Adams
Interpersonal Communication	Georgetown C
Voices of Diversity	Jackson
Lambda Pi Eta	Jefferson
Political Communication	Lincoln
American Society for the History of Rhetoric	Madison
Media Ecology	Monroe
Interpretation & Performance Studies	Washington

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FRI 8:00-10:00 Georgetown A

#### **Wine and Spots**

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FRI 8:00-9:00 Monroe

#### **12 Step Group**

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FRI 8:30-11:00

Washington

**Song Circle**

**Organizers:** Star and Janette Muir, George Mason University

Drop by on Friday evening for music and singing. We'll bring our song book and introduce ECA to a new experience. Song circles allow choice for picking a group or solo song to move around in a (you guessed it!) circle. Choose from our song book or bring your own, claim the verses and share the chorus, fly solo or invite all to join in, bring an instrument or just your voice. Too much pressure? Pass your turn or tell a good joke or a short story. On-key singing preferred but optional. This is NOT karaoke, but will feature everything from rock to blues to golden oldies, pop and show tunes. All are welcome.

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**SATURDAY APRIL 16, 2011**

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SAT 8:00-8:45 am

**Group Business Meetings**

Kenneth Burke	Adams
Maryland State Communication Association	Georgetown B
Media Communication	Georgetown C
Applied Communication	Jackson
Instructional Communication	Jefferson
Intercultural Communication	Lincoln
Argumentation and Forensics	Madison
Theory & Methodology	Monroe
Communication Law and Ethics	Washington

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SAT 9:00-10:15

Potomac C

**Top Competitive Papers in Health Communication**

Chair: **Doreen M. S. Jowi**, Bloomsburg University of Pennsylvania  
Respondent: **Benjamin R. Bates**, Ohio University

“Examining the Behaviors and beliefs of Young Adults Toward Indoor Tanning Using Quantitative and Qualitative Indicators”\*

**Meagan K. Birmingham**, University of Ottawa Institute of Mental Health Research

**Nicole L. Kimble**, West Virginia University

**Lindsey C. Lilly**, The Arnold Agency

**Melanie Booth-Butterfield (Presenter)**, West Virginia University

“Vocational Anticipatory Socialization of the Surgeon Profession: An Analysis of the Media’s Portrayal of the Work-Lives of Surgeons”\*\*\* \*\*

**Russell Lauletta**, Boston College

“Predictors of Mammography Usage for South Asian Women: Examining Construct from Uncertainty Reduction and Health Belief Model”

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**Vinita Agarwal**, Salisbury University

\* Top Paper

\*\* Top Debut Paper

\*\*\* Top Student Paper

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SAT 9:00-10:15          Francis Scott Key A

**Web Two Point What? New Approaches in Understanding the Communicative Effects of the Internet**

Sponsor:                  Undergraduate Scholars Conference  
Chair:                      **Alfred G. Mueller**, Mount St. Mary's University  
Respondent:                **David John Petroski**, Southern Connecticut State University

“From the Carrier Pigeon to the Twitter Bird: The Transition of Journalism”  
**Lindsey Gay**, James Madison University

“From Intergalactic Travels to the Internet: Connecting and Communicating NASA”  
**Keeshan Ganatra**, North Carolina State University

“Facebook”  
**Blake Plavchak**, Duquesne University  
**Julia Watterson**, Duquesne University

“The Internet and the Political Disengagement of Youth”  
**Angela Strouse**, Rochester Institute of Technology

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SAT 9:00-10:15          Francis Scott Key B

**Mediating Interpersonal Communication**

Sponsor:                  Undergraduate Scholars Conference  
Chair:                      **Marshall Prisbell**, University of Nebraska at Omaha  
Respondent:                **Mary C. Toale**, Baldwin-Wallace College

“Honestly...It's OK to Look: Breaking the stigmas and stereotypes associated with online dating”  
**Lauren Grabowski**, Villanova University  
**Julianna Toland**, Villanova University  
**Elizabeth Tursellino**, Villanova University

“Interpersonal Problem Management through Facebook: A means of Computer-Mediated Communication”  
**Heather Simmons**, SUNY New Paltz  
**Zak Smith**, SUNY New Paltz  
**Stephanie Silberman**, SUNY New Paltz  
**Matthew Wright**, SUNY New Paltz

“Call Me, Text Me, If You Want to Reach Me: The Use of New Media Communication and Its Effect on the Relationship Strength Between College Students and Their Friends and Family”  
**Janelle Huggins**, James Madison University

“Long-Distance Friendships: The Use of Text Messaging in Relationship Maintenance”

**Sarah Russo**, James Madison University

“Emote Your Message: The Use of Nonverbal Emoticons in Long-Distance Romantic Relationships”

**Kristin Alexander**, James Madison University

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SAT 9:00-10:15

Georgetown A

**Short Course**

**Communication, Power, and Social Change: On the Road Teaching Communication and Social Movements**

**Todd Allen**, Geneva College

**Linda Schifino**, Carlow University

This short course offers promising practices for teaching courses in Communication and Social Movements and is perfect for those who are looking for innovative ideas to engage students in social movements rhetoric. The instructors will discuss a social movements course developed around the “Returning to the Roots of the Civil Rights Movement” tour one of them created, offering reading and assignment suggestions and sharing lesson learned.

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SAT 9:00-10:15

Georgetown B

**What’s in a Word? The Power of IMC**

Sponsor: Applied Communication

Chair: **S. Alyssa Groom**, Duquesne University

Respondent: **S. Alyssa Groom**, Duquesne University

Panelists: **Beth E. Michalec**, Duquesne University

**Anthony M. Wachs**, Duquesne University

**Kasey J. Clawson**, Duquesne University

This panel examines Integrated Marketing Communication through lenses of word-of-mouth marketing, semantics, and branding as relevant to the consumer marketplace. Integrated Marketing Communication exerts power in a cluttered marketplace by coordinating efforts to create a consistent message that meets the consumer where he/she exists. These messages can transcend the initial communication experience to create long-term consumer relationships.

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SAT 9:00-10:15

Georgetown C

**Forensics, Debate and Politics**

Sponsor: Argumentation and Forensics

Chair: **Neil Butt**, Vanderbilt University

Argumentation and Forensics scholars often argue that debate and forensics both prepare students for political participation and inoculate students against propaganda, demagoguery, etc. in political communication. Given this year’s theme: “Communication and Power: From Classrooms to Politics” the panelists would like to discuss ways participation in forensics and debate prepare students for political participation.

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SAT 9:00-10:15 Adams

**Body, Performance and Power: Critical Issues in the Politics of (Re)presentation**

Sponsor: Interpretation and Performance Studies  
Chair: **Mary Mino**, Penn State DuBois  
Respondent: **Valerie Lynn Schrader**, Penn State Schuylkill

“Negotiating Sissypthobia: A Critical/Interpretive Analysis of One ‘Femme’ Gay Asian Body in the Heteronormative World”

**Shinsuke Eguchi**, Howard University\*

“My Pregnant Teacher’s Body: Performing the Borders between Academia and Motherhood”

**Dawn Lovegrove**, University of Massachusetts - Amherst

“Pink Justice: Corporeal Actions and the Creation of Civic Knowledge through Performance “

**Katie Irwin**, University of Maryland\*\*

\* Student paper

\*\* Debut Student paper

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SAT 9:00-10:15 Jackson

**Power, Memory, and Rhetorical Narratives**

Sponsor: Rhetoric and Public Address  
Chair: **Kristy Maddux**, University of Maryland  
Respondent: **Kristy Maddux**, University of Maryland

“American Projector: S. W. Boggs and the Cartographic Vision of the State Department in the Early Cold War”

**Timothy Barney**, University of Maryland

“J. Edgar Hoover and the Case of the Narrated Spectacle: Media Control and Undemocratic power”

**Stephen Underhill**, University of Maryland

“The Manifestations of Memory in Spain: Memory, Politics and the Development of a Hegemonic Narrative”

**Daniel E. Stofleth**, Syracuse University

“Rhetorical Bullying: Silencing the Other through Free Speech”

**Ken Bohl**, Duquesne University

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SAT 9:00-10:15 Jefferson

**Emotion, power and nonverbal behaviors**

Sponsor: Nonverbal Communication  
Chair: **Christine Hirsch**, SUNY Oswego

“Nonverbal power in the classroom: Exploring the nature and the impact of student nonverbal behaviors on instructor motivation and job satisfaction”

**Jennifer Knapp**, SUNY Oswego

“Organizations and the emotional power of micro-inequities: The many mini ways we manipulate.”  
**Jessica Reeher**, SUNY Oswego

“Relational power: How photos put faces to victims, and named Domestic Violence a crime.”  
**Christine Hirsch**, SUNY Oswego

“Beyond culture: Nonverbal expressions of emotion and power in documentary film”  
**Jane Winslow**, SUNY Oswego

“Intercultural power and nonverbal behaviors: Negotiating the nonverbal minefield as a Korean in America”  
**Taejin Jung**, SUNY Oswego

When nonverbal behaviors – widely known to carry the emotional baggage of communication interactions – are studied with an eye to presentation and representations of power, a rich tapestry is created that illustrates how very central to our social being is the experience and expression of power. Panelists will share their research, expertise, and firsthand experience of nonverbal communication as a carrier of emotionally power-laden meaning in the classroom, the organization, interpersonal relationships, film, and intercultural contexts.

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SAT 9:00-10:15          Madison

### **2012 Program Planners II Meeting**

Chair: Nancy Willets, ECA First VP Elect, Cape Cod Community College

Maureen Minielli, ASHR, Kingsborough Community College  
Sarah Ryan, Applied Communication, The University of Texas at El Paso  
Carl T. Hyden, Argumentation and Forensics, Morgan State University  
Rod Carveth, Communication and Technology, Fitchburg State College  
Harvey Jassem, Communication Law and Ethics, University of Hartford  
Andrew Rancer, Communication Traits, University of Akron  
Susan Ward, Community College, Delaware Community College  
Jay Baglia, Health Communication, Kutztown University  
Stephanie Shimotsu, Instructional Communication, West Virginia University  
Kathleen Glenister Robert, Intercultural Communication, Duquesne University  
Aimee Miller, Interpersonal Communication, University of Hartford  
Andree Elise Comiskey Betancourt, Interpretation and Performance Studies,  
Independent Scholar  
Erik Garrett, Kenneth Burke, Duquesne University  
Marsha Ducey, Media Communication, The College of Brockport (SUNY)  
Thom Gencarelli, Media Ecology, Manhattan College  
James Durbin, Nonverbal Communication, West Virginia University  
Rebecca M.Chory, Organizational Communication, West Virginia University  
Leeanne Bell, Philosophy of Communication, Stevenson University  
Kanan Sawyer, Political Communication, West Chester University  
Christine Hirsch, Rhetoric and Public Address, SUNY Oswego  
Mary Braz, Theory and Methodology, West Chester University  
Lorin Arnold, Voices of Diversity, Rowan University

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SAT 9:00-10:15          Monroe



## **Public Relations Theory, News Media Research, and Activist Publics**

Sponsor: Theory and Methodology  
Chair: **Christine Pease-Hernandez**, Slippery Rock University  
Respondent: **Susan A. Jasko**, California University of PA

“Public Relations Theory: Synthesis and Future Directions”  
**Deanna F. Womback**, Kennesaw State University

“A Comparison of News Story Information in the ProQuest Historical, Access World News, LexisNexis, and Academic OneFile versions of the New York Times”  
**Norman E. Youngblood, Barbara Bishop, Debra Worthington**, Auburn University

“An Activist Public’s Relationship with its Activist Organization: A Case Study of Amnesty International”  
**Stephanie Madden**, University of Maryland

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SAT 9:00-10:15 Washington

### **Top Three Papers in Organizational Communication**

Sponsor: Organizational Communication  
Chair: **Jason Snyder**, Central Connecticut State University  
Respondent: **Danette Ifert Johnson**, Ithaca College

“From the Mouths of Babes: Exploring Families’ Career Socialization of Young Children in China, Lebanon, Belgium, and the United States”  
**Patrice M. Buzzanell**, Purdue University  
**Brenda L. Berkelaar**, Northeastern University  
**Lorraine Kisselburgh**, Purdue University

“A Comparison of Male and Female Use of Humor in the Workplace”  
**Katie Danieu**, Canisius College  
**Melissa Bekelja Wanzer**, Canisius College  
**Rosanne Hartman**, Canisius College

“A Case Study Analysis of the Communicative Rules and Resources of an Effective Global Virtual Team”  
**Muriel Scott**, University of Albany, SUNY

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SAT 10:00-11:00 Potomac Foyer

### **Competitive Undergraduate Poster Session**

Chair: **Cary Horvath**, Youngstown University  
Reviewers: **Catherine Brobston**, University of Delaware  
**Alex Campbell**, University of Delaware  
**Alyssa Cella**, University of Delaware  
**Jennifer Fry**, University of Delaware  
**Ashton Gerding**, University of Delaware  
**Chris Geyer**, University of Delaware  
**Michelle Hector**, University of Delaware  
**Rhiannon Kallis**, University of Delaware

**Tanya Kang**, University of Delaware  
**Dante LaPenta**, University of Delaware  
**Brittany Richter**, University of Delaware  
**Kayla Steele**, University of Delaware

Presenters:

“The Significance of Family Stories: An Analysis of Storytelling and Other Meaning-Making Processes”

**Hannah Ball, Canisius College**

“How to Slay the Monster of AIDS: A Rhetorical Analysis of Mary Fisher’s Speech ‘A Whisper on AIDS’”

**Heather Beard, Frostburg State University**

“Slogans, Flourishes and Passion: How Politicians Chart Their Path From Hopefuls to Candidates: Establishing Premises of Agreement in Presidential Announcement Speeches”

**Emma Bloomfield, Northeastern University**

“Communication After Sexual Intimacy Between Cross-Sex Friends”

**Renee Chapman, Bryant University**

**Ryan Maloney, Bryant University**

“Communication Training: Effective Communication between Patients and Physicians”

**Anna Chicone, SUNY Oswego**

“Nonverbal Communication in Romantic Relationships; Flirting”

**Nicole Del Negro, James Madison University**

“Living the Blind Review Process: My Experience as an Editorial Assistant”

**Rebecca DiClemente, West Virginia University**

“The Relationship Between Intercultural Communication Apprehension, Ethnocentrism, and Intent to Study Abroad”

**Sean Donahue, Bryant University**

**Erin DeVito, Bryant University**

“Long Distance Dating Relationships of College Women and Maintenance Behaviors”

**Madeline Fiore, James Madison University**

“The Power of Appearance: Gender and Age Stereotypes and Preferences by Occupation”

**Kaely Hawkins, Youngstown State University**

**Taylor Daugherty, Youngstown State University**

**Caitlin Hjerpe, Youngstown State University**

**April Shirley, Youngstown State University**

**Matt Browning, Youngstown State University**

**Dan Gillam, Youngstown State University**

“The Follow-Up of the D.A.R.E. Program: How Does D.A.R.E. Affect Adolescents?”

**Lauren Kornegay, Morgan State University**

“Family Communication Patterns and Adolescent Drinking Behavior”

**LuAnn LaCava, James Madison University**

“Spiritual Communication: Empowering Individuals In A Media-Dominant World”

**Ally Mielnicki, Stonehill College**

“Reality Television Viewing and the Frequency and Nature of Viewers’ Gossip”

**Aimee Miller, University of Hartford**

**Megan Bassick, University of Hartford**

**Ilene Freeman, University of Hartford**

**Kim Bifulco, University of Hartford**

**Samantha Carlson, University of Hartford**

**Lindsey Schmaltz, University of Hartford**

“IEP Students Describe The IEP Experience: Language Surrounding the IEP”

**Cassandra Moore, James Madison University**

“The Image of the African American Male: The Wire, Season Four”

**Lindsey Owens, Johnson C. Smith University**

“The Importance of Understanding College Student Discourses in Communication with Parents”

**Roseann Pluretti, SUNY Geneseo**

“Communication Training: Got a TA... Who Cares?”

**Marissa Pytlak, SUNY Oswego**

“Impression Management: How An Individual’s Verbal and Non-Verbal Qualities Affect the Way They’re Treated”

**Dan Simone, Ramapo College**

“Las Muertas de Juarez: Mexico's Dirty Little Secret”

**Erica Slocum, Ramapo College of New Jersey**

“International Health Campaign: The Girls Power Initiative (GPI)”

**Diane Szulecki, Ramapo College of New Jersey**

**Heidi Schmidt, Ramapo College of New Jersey**

**Laura D’Agostino, Ramapo College of New Jersey**

“A Dynamic Process: the Negotiation of Gender Power in Male-Female Hip-Hop Collaborations”

**Lin Wang, University of Maryland,**

“Communication Training: Student-Advisor Relationship”

**Katrina Webber, SUNY Oswego**

“College Students’ Self Disclosure and Self Presentation on Facebook”

**Kristin Wood, James Madison University**

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SAT 10:30-11:45

Potomac A

### **Communication and Power: Diversity as Leverage in the Classroom and Beyond**

Sponsor: **Voices of Diversity**

Chair: **Felicia Stewart, Ph.D., Clayton State University**

Respondent: **Heather E. Harris, Ph.D., Stevenson University**

“Voices from the Margins: Embracing a Diversity-Responsive Pedagogy”

**Deric M. Greene, Ph.D., Stevenson University**

“Multifaceted Assignments Utilized to increase Student Awareness and Understanding Diversity”

**Kimberly Moffitt, Ph.D., University of Maryland Baltimore County**

“Intercultural Communication: Connecting through New Media Technology”  
**Nsenga K. Burton, Ph.D.**, Goucher College

The benefits of diversity are far reaching. Whether providing varied perspectives to problem-solving, affording opportunities for reflection and introspection, centering marginalized voices, or correcting presumptions, a respect for the beauty of diversity is essential toward bringing dominant and non-dominant groups to a place of shared power. In the classroom and beyond, through traditional and new means, promoting diversity in all forms as a core component to social growth and understanding, remains vital despite the arena.

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SAT 10:30-11:45      Potomac D

### **The Power of Mentorship: Celebrating Jane Blankenship’s Life as a Teacher and Scholar**

Sponsor:                      First Vice President  
Chair:                              Janette Kenner Muir, George Mason University

Panelists:                      **Eric Metcalf**, York College, City University of New York  
   **Cindy White**, Central Connecticut State University  
   **Janis Edwards**, University of Alabama, Tuscaloosa  
   **Anita Taylor**, George Mason University

As both a former ECA and NCA President, Jane Blankenship has had a powerful impact on our discipline and on the study of rhetoric, language and politics. Through many distinguished awards and recognitions, what stands out about Jane is her long-term commitment to mentoring students and colleagues alike. ECA has specifically acknowledged her contributions through the Eckroyd Teaching award, the Distinguished Service award and, most recently, the Centennial Scholar award. Her commitment, spanning forty-plus years in the association, has impacted many people along the way, empowering them to come to their own terms about the centrality of communication in their lives.

To celebrate Dr. Blankenship’s years of contributions to ECA, colleagues, former students, and friends will share stories about how she has impacted their lives. Audience members are invited to share their stories as well.

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SAT 10:30-11:45      Francis Scott Key A

### **Power in the Polars: Rhetoric’s Use in Presidential and Activist Campaigns**

Sponsor:                      Undergraduate Scholars Conference  
Chair:                              **Matthew T. Althouse**, The College at Brockport (SUNY)  
Respondent:                      **Christopher A. House**, University of Pittsburgh

“Symbolic Action For Underdogs”  
**Liam Stryker Fayle**, The College at Brockport (SUNY)

“Understanding America in the Beginnings of Progressivism: Through the Lens of Aristotle’s Traditional Criticism”  
**Anna Rose**, The College at Brockport (SUNY)

“Defining a Subculture: “Tuning in” to the Rhetorical Techniques of Timothy Leary”  
**Sarah Ordway**, The College at Brockport (SUNY)

“A Neo-Aristotelian Criticism of Franklin D. Roosevelt's Defense and Wartime Speeches”  
**Daniel Grashof**, The College at Brockport (SUNY)

Every man and woman wants influence. But can they have it? This panel argues that rhetoric is active at both ends of the social spectrum – from the Oval Office to city streets – and examines the forms it takes at those extremes. The discussion involves a comparison and contrast of rhetoricians at various positions in society and seeks to understand how they negotiate their unique circumstances. Talks will touch on rhetoric’s potential not only to create power imbalances but to destroy them as well.

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SAT 10:30-11:45      Francis Scott Key B

### **Rhetorical Dimensions in Historic and Modern Social Movements**

Sponsor:                      Undergraduate Scholars Conference  
Chair:                            **Jean Costanza Miller**, The George Washington University  
Respondent:                    **Heather Stassen-Ferrara**, Hamilton College

“Biological Discrimination: The Flawed Rhetoric of Gender in Feminist Movements”  
**Sara Marron**, St. John's University

“Women’s Manipulation of the Media during the Temperance Movement”  
**Christopher Confrey**, Stonehill College

“A Radical Body: Performed and Constructed Identities of Earth First!ers”  
**Alex Davenport**, James Madison University

“On the Swadeshi Movement: Gandhi’s Utilization of Propagandizing Speech-acts”  
**M. Chad Shank**, The College of William and Mary

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SAT 10:30-11:45      Georgetown A

### **Short Course**

#### **Not Public Speaking – Not Business Writing: Business Communication for the Millennial Generation**

**J. Kanan Sawyer**, West Chester University of Pennsylvania  
**Pamela Marshall**, Rowan University

Teaching business communication is a challenge. This is a corporate focused communication course that must cover all the aspects of public speaking without being a public speaking class, can touch on resumes or cover letters but is not a business writing class, and now must adapt to the needs of a new generation of students as they enter an ever-changing corporate world. This short course will offer instructors a thorough body of literature, strategies, advice on use of modern corporate technology, and step-by-step procedures teaching a millennial focused business communication curriculum.

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SAT 10:30-11:45      Georgetown B

### **(Non)Traditional Role Power and the Family**

Sponsor:                      Applied Communication  
Chair:                            **Janie Harden-Fritz**, Duquesne University  
Respondent:                    **Janie Harden-Fritz**, Duquesne University

Panelists:               **Eric Garrett**, Duquesne University  
                              **Naomi Bell O’Neil**, Clarion University  
                              **Annette M. Holba**, Plymouth State University  
                              **Anthony M. Wachs**, Duquesne University

These presentations will apply various methodological analyses of different family roles and notions of power differential for practical application in the contemporary family. In particular, panelists will focus their analyses on (non)traditional roles that commonly are left out of the conventional analysis of family communication. Historically roles such as grandparents and stay-at-home fatherhood have been linguistically erased from the theoretical literature despite the increase in these roles frequency in the current Western family construct.

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SAT 10:30-11:45       Georgetown C

**Coaching, Teaching, and Life: A Roundtable on Balancing Coaching with other Demands**

Sponsor:               Argumentation and Forensics  
Chair:                   **Neil Butt**, Vanderbilt University

This panel is designed to be a roundtable discussion, with coaches from individual events and various forms of debate sharing their experiences with the difficulties of balancing competing demands and perhaps offering each other suggestions and advice for coping with such demands.

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SAT 10:30-11:45       Adams

**Nominating Committee**

Chair:                   **Candice Thomas-Maddox**, Ohio University – Lancaster, Chair  
One representative from every interest group. May be chair or a designated representative.

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SAT 10:30-11:45       Jackson

**The Social Benefits of the Internet, Second Life, and MMOGs**

Sponsor:               Communication and Technology  
Chair:                   **Matt Smith**, Wittenburg University  
Respondent:           **Jack Ciak**, Seton Hill University

“Finding Social Support in Second Life”  
**Sara Green-Hamann**, University of Maine  
**John C. Sherblom**, University of Maine

“Reading Clouds: A semiotic analysis of group tag clouds on Flickr”  
**Jason Edward Archer**, Central Piedmont Community College

“Cancer and the Internet: Understanding the Relationship between Patient Provider Interaction and Online Social Support Seeking Behaviors”  
**Kristen L. Willett**, George Mason University

“The Power of Social Capital in MMOGs: Cooperative Behaviors and Cryonism in World of Warcraft”  
**Mark C. Meachem**, Dominican College

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SAT 10:30-11:45      Jefferson

**Going to Law School in the Post Millennial Decade**

Sponsor:                      Communication Law & Ethics  
Chair:                            **Donald A. Fishman**, Boston College

Panelists:                      **Victoria Matese**, Georgetown Law School (3rd Year)  
                                      **Portia Roundtree**, Georgetown Law School (2nd Year)  
                                      **Thomas Flynn**, Slippery Rock University  
                                      **Lisa M. Cuklanz**, Boston College  
                                      **Martin Wallenstein**, John Jay College  
                                      **Susan J. Drucker**, Hofstra University

Law school has been a population destination for students with an undergraduate degree in Communication. But the "Great Recession" has forced law firms, law schools, and communication law faculty to address key questions about the nature and scope of legal education, including questions about skills, specialization, and hiring practices. This panel is designed to address questions about going to law school in the post-millennial decade.

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SAT 10:30-11:45      Lincoln

**Contributed Papers in Health Communication**

Sponsor:                      Health Communication  
Chair:                            **Megan Dillow**, West Virginia University

“Coping with the Ultimate Deprivation: Narratives Themes in a Parental Bereavement Support Group”  
**Laura R. Umphrey (Presenter)**, Northern Arizona University  
**Joanne Cacciato**, Arizona State University

“Psychological Reactance and Effects of Social Norms Messages Among Binge Drinking College Students”  
**Taejin Jung (Presenter)**, SUNY Oswego  
**Woomi Shim**, Florida State University  
**Thad Mantaro**, SUNY Oswego

“The Benefits of Volunteering in Hospitals: A View from Multiple Perspectives”  
**Allyson Matlock**, Canisius College  
**Melissa Bekelja Wanzer (Presenter)**, Canisius College

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SAT 10:30-11:45      Washington

**Top-Down and Bottom-Up Views of Power in Emergent Media Technologies**

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

“Internet Empowered Audience in Cyberspace”

**Yuan Yuan**, Rutgers University

“Re-Starting Static: Television’s Digital Reboot”

**Wm. Ruffin Bailey**, North Carolina State University

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

“Mybarackobama.com: A Study of the Construction of Collective Identities and Social Movements through Online Social Networking Tools”

**Kelly Madden**, University of Maryland

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SAT 12:00-1:15

Potomac A

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

Sponsor: Voices of Diversity

Chair: **Cerise L. Glenn, Ph.D.**, University of North Carolina at Greensboro

Respondent: **Lorin Basden Arnold, Ph.D.**, Rowan University

“Practical Application of the Intercultural Communication Theory for a Final Assignment Assessment”

**Carole Bennett**, Oakland Community College-Orchard Ridge Campus

“Creating an In-Class Conference to Explore Cultural Issues in the News”

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

“Understanding Intersectionality: Race, Class, and Gender in Daddy’s Little Girls”

**Cerise L. Glenn, Ph.D. & Melinda Alston**, University of North Carolina at Greensboro

“Socialization and Culture Mediate Perception on The View: The N-Word During Daytime TV”

**Truman R. Keys, Ph.D.**, Western Connecticut State University

“‘The Panel’: A Speech Codes Activity”

**Celeste Lacroix, Ph.D.**, College of Charleston

“20th Century Moral Thinkers: Communicating Ethically, What’s Wrong with That?”

**Annette D. Madlock Gatison, Ph.D.**, Southern Connecticut State University

“Family in the Mirror: Examining the Diversity of the ‘Nuclear’ Family Structure in the United States”

**Kesha M. Morant Williams, Ph.D.**, Eastern University

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. Communications courses addressed include the basic course, Intercultural Communication, Interpersonal Communication, Women’s Studies, Communication Theory, Family Communication, and Ethics. The presenters will provide a detailed overview of their activities with tips for moderating classroom discussion. Handouts describing the activities will be distributed to attendees.

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SAT 12:00-1:15

Potomac C

**Absurdity, Rhetoric, and Love: Intersections in the Study of Philosophy of Communication**

Sponsor: Philosophy of Communication

Chair: **John H. Prellwitz**, University of Pittsburgh at Greensburg



“Albert Camus and the Metaphor of Absurdity”  
**Brent C. Sleasman**, Gannon University

“Plato's Phaedrus: A Theory of Noble Rhetoric”  
**Ken Bohl**, Duquesne University

“Love and Rhetoric in Plato's Phaedrus”  
**Joel S. Ward**, Duquesne University

This panel features three competitive papers from the Philosophy of Communication Interest Group that discuss the work of Albert Camus and Plato as it relates to the study of philosophy of communication.

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SAT 12:00-1:15          Francis Scott Key A

### **Interpersonal Communication Among College Students**

Sponsor:                  Undergraduate Scholars Conference  
Chair:                      **Ann Bainbridge Frymier**, Miami University  
Respondent:              **John A. Courtright**, University of Delaware

“Friends vs. Roommates Conflict Management Styles: A Survey Analysis”  
**Erika Lupacchino**, James Madison University  
**Sandrine Heeren**, James Madison University  
**Rachel Northridge**, James Madison University  
**Taylor Simon**, James Madison University

“Effective Communication Strategies in Persuading Safe Sex Behavior”  
**Cindy Sordo**, McDaniel College

“Alcohol Talk: On the College Campus”  
**Kaitlin Gragnano**, James Madison University  
**Molly McDonald**, James Madison University

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SAT 12:00-1:15          Francis Scott Key B

### **Rhetoric and Power: From Self-Help Gurus to Modern Politicians**

Sponsor:                  Undergraduate Scholars Conference  
Chair:                      **Joel S. Ward**, Duquesne University  
Respondent:              **Annette Holba**, Plymouth State University

“Four Questions: Dangerous Rhetoric - Propaganda, Ethics & the Quest for Power”  
**Irene Schafer**, SUNY New Paltz

“The Face of Barbarity: A Case of International Agenda-Setting”  
**Peter Wayner**, SUNY Geneseo

“Communication and Power: Plutocratic Hegemony and Political Discourse”  
**Jacob Fedechko**, University of Maryland, College Park  
**Sean Vandenberg**, University of Maryland, College Park

“Under the Master's Spell: A Narrative Exploration of the Self Help Guru and his Neophyte”  
**Jackson Coakley**, Rochester Institute of Technology

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SAT 12:00-1:15

Georgetown A

**Short Course – Race and Cultural Communication in the Classroom: Empowering Cultural Competency**

**Joanne Washington**, Clarion University of Pennsylvania

This course will provide instructors with strategies and techniques that will empower the “minority” student and insure the instructor’s cultural communication competency in diverse classroom settings. All students benefit from increased student participation and success in cross-racial and culturally diverse educational environments. Attendees will have the opportunity to apply these techniques to their course designs and classroom teaching. Attendees will also examine how pop culture – especially hip-hop – has influenced the college classroom.

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SAT 12:00-1:15

Georgetown C

**Applying Theory and Shifting Power: Research and Practice in the Study of Text Messaging and Communication**

Sponsor: Applied Communication

Chair: **Kara A. Laskowski**, Shippensburg University

**Bradley Keefer**, Shippensburg University

**Amanda Redano**, Shippensburg University

**John Dyson**, Shippensburg University

**Kristina Grussenmeyer**, Shippensburg University

What do you get when you cross senior communication studies undergraduates, a technophobic professor, texting, and a research methods course? An invitation to participate! This roundtable uses a class project as the frame for discussion. Roundtable and audience members will consider multiple layers of power (of faculty, students, and participants), and the implications (in teaching, technology, and applied communication) for the “myriad enactments of power in the academy and modern society.”

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SAT 12:00-1:15

Adams

**Politics in the Potomac Region**

Sponsor: Political Communication

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

Panelists: **Richard E. Vatz**, Towson University

**Darrell G. Mullins**, Salisbury University

**Theodore F. Sheckels**, Randolph-Macon College

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

**Kathleen Kendall**, University of Maryland

**Janette Kenner Muir**, George Mason University

**Robert Patterson**, University of Virginia

This roundtable will explore campaigns throughout the Potomac Region: the Maryland gubernatorial race; the slots referendum in Anne Arundel County, Maryland; the Democratic mayoral primary in Washington, DC; the West Virginia U.S. Senate race; local races of note in Virginia; and Virginia Attorney General’s campaigns against “Obamacare” and global warming research. The dynamics of these campaigns will be noted as well as how they are similar to and different from national ones.

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SAT 12:00-1:15 Jackson

**Avatars and Cyborgs: The Power in the Intersection of Body and Machine**

Sponsor: Communication and Technology  
Chair: **Kristin Roesenthaler** Wolfe, Duquesne University

“The Avatar as Identity Variable in the Intrapersonal and Interpersonal Communication Processes”

**James W. Chesebro**, Ball State University  
**David T. McMahan**, Missouri Western State University

“Towards a Phenomenology of Avatar Perception”

**Erik Garrett**, Duquesne University

“Avatars, Racism, Sexism, and Transgendered Living in Online Gaming and Role Play”

**Edwin E. Faunce**, Ball State University

“The Abandonment of a Self by the Cyborg and Avatar: The Transhumanist Journey”

**Philip Ray Skaggs, Jr.**, Ball State University

“The Humanities Cyborgities: How the Cyborg Rescues ‘Man’”

**Anthony Wachs**, Duquesne University

Technologies are constantly changing the way our bodies engage the world. Through avatars individuals can navigate virtual spaces that allow for a “standing in” for humans. Meanwhile, the biomedical industry has invented new technologies to improve and replace our physical bodies that allow for literal mechanical extensions of the flesh. This panel takes various philosophical, practical, and ideological approaches to examining how technologies have changed the ways that we relate to our bodies.

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SAT 12:00-1:15 Lincoln

**Past Officers Luncheon**

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SAT 12:00-1:15 Jefferson

**Empowering the Student through Transformational Learning: One Department’s Quest to Connect Theory and Practice**

Sponsor: Instructional Communication  
Chair: **Rosanne Hartman**, Canisius College

“Communicating Transformational Learning: Issue of Definition and Implementation”

**Andrew P. Herman**, SUNY Geneseo

“From Passive Reader to Active (and Empowered) Explorer: Engaging in Collaborative Research as a Transformational Experience”

**Meredith Marko Harrigan**, SUNY Geneseo

“Leveling Town/Gown Power Differentials through Transformational Learning Experiences”

**Mary L. Mohan**, SUNY Geneseo

“Turning Theory into Practice: Commitment to Transformational Learning in the Process of Institutional Self-Study”

**Joseph A. Bulsys**, SUNY Geneseo

Transformational learning has become a frequent discussion topic on many college campuses. Unfortunately, it is not always clear what transformational learning should look like or produce in a student. Given the current enthusiasm regarding transformational learning, it is appropriate for communication educators to discuss what transformational learning means, how it may be effectively implemented in our discipline, and how we can measure that effectiveness. This roundtable discussion creates a setting to encourage that discussion.

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SAT 12:00-1:15                  Madison

### **The Power of Communication to Aid Health and Well-Being**

Sponsor:                          Interpersonal Communication  
Chair:                                **Katie Neary Dunleavy**, La Salle University  
Respondent:                        **Danette Ifert Johnson**, Ithaca College

“Sexual Communication between Romantic Partners Influencing Safe Sex Practices”  
**Joanna Biron**, University of Hartford & **Aimee E. Miller**, University of Hartford

“Screen Door Medicine: The Informal Medical Consultation”  
**Debra F. Nickell**, Red Rocks Community College & **Michael Irvin Arrington**, University of Kentucky

“The Vacuum of Silence: The Theoretical Framework and Integration of Cancer and Family Communication” (Debut Paper)  
**Michael Kilpatrick Morton**, Boston College

“The Power of Societal Assumptions: Exploring Online Resources for Victims of Male Sexual Assault”  
**Kristen LeBlanc Farris**, Texas State University & **Cassandra LeClair-Underberg**, Texas State University

Sexual, physical, and emotional health is the focus of this panel. Panelists will discuss the role of dyadic, family, and online communication in aiding and promoting health. Together, the panelists remind us of the powerful role that communication processes and resources often play in safeguarding individual and relational well-being.

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SAT 12:00-1:15                  Monroe

### **Positions of Power in the Medical Narratives: Ethical and Social Challenges for the Changing Physician/Patient Relationship**

Sponsor:                          Health Communication  
Chair:                                **Susan M. Wieczorek**, University of Pittsburgh at Johnstown

“Lo and Behold”  
**E. Phillips Polack**, West Virginia University

“The Anemic Narrative: Will the Electronic Health Record Reduce the Patient Narrative to a Footnote?”  
**Valerie Satkoske**, University of Pittsburgh

“Medical Cyber-Ethics: The Right to Optimum Patient Care Through On-line Communication”  
**Susan M. Wieczorek**, University of Pittsburgh at Johnstown

As history often informs ethical discourse, this panel examines how the physician/patient relationship has faced significant shifts in power over the past forty years, especially in light of the newly mandated electronic medical records. Through the eyes of a physician, bioethicist, and communication scholar, the

text-box mentality of computerized medicine is juxtaposed against the fundamental, face-to-face medical interview in hopes of preserving patient voice through carefully constructed, accurate, and rich patient narratives.

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SAT 12:00-1:15          Washington

**“With Great Power Comes . . .”: Comic Book Adaptations within Other Media**

Sponsor:                  Media Communication  
Chair:                      **Matthew J. Smith**, Wittenberg University  
Respondent:              **Jeffrey A. Miller**, Utica College

“How Could You Let This Happen”  
**Scott Daniel Boras**, Arizona State University

“Remixing Comics in Virtual Reality”  
**Joseph S. Clark**, Florida State University

“Interpreting Comics for Television: Jack Kirby’s Fourth World Comes to Smallville’s Tenth Season”  
**Matthew J. Smith**, Wittenberg University

“Watching Out for the Watchmen: From Comicbook Limited Series to Motion Picture Blockbuster”  
**Lance A. Strate**, Fordham University

The contents of comic books and graphic novels are eagerly being adapted into multiple media platforms. Media producers, emboldened by critical and commercial successes like *The Dark Knight*, are mining the comics industry for its rich mythology (e.g., Disney’s acquisition of Marvel Comics). The panelists explore how the adaptation of comics’ content for other media, from major Hollywood films to video games, impacts the wider culture and how the exchange affects the comics industry itself.

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SAT 1:30-2:45          Potomac A

**Language and Power: Lessons for Intercultural Communication**

Sponsor:                  Intercultural Communication  
Chair:                      **Maurice L. Hall**, Villanova University  
Respondent:              **Maurice L. Hall**, Villanova University

“Ave et/ond Hwæt: Tracing the Development of the Latin Language in Anglo-Saxon England”  
**Brian Gilchrist**, Duquesne University

“François 1e, the Unification of the French Language, and French Ethnolinguistic Nationalism”  
**Chelsea R. Binnie**, Duquesne University

“The Power of Apocalyptic Rhetoric: Injecting Order into a Chaotic World”  
**Anne Czerwinski**, University of Pittsburgh at Greensburg

“The Berlin Wall and Alterity of the German Language”  
**Jen Jones**, Duquesne University

“The Role of ‘Word/Sound/Power’ in Rastafarian Politics and its Theory of the Babylonian Conspiracy”  
**Clifford T. Manlove**, Penn State Greater Allegheny

“Social Boundaries and Cultural Dynamics: The Emergence of Deep Maya”  
**Marianne Pabis**, Duquesne University

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SAT 1:30-2:45

Potomac C

**From Classrooms to Politics: Communication Trait Research**

Sponsor: Communication Traits

Chair: **Rachel L. DiCioccio**, University of Rhode Island

“The Evolution of Communication Trait Research”

**James C. McCroskey**, University of Alabama-Birmingham

“Specific Research Domains of Communication Trait Research”

**Andrew S. Rancer**, University of Akron

“Communication Traits in Organizational Communication Research”

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

“Communication Traits in Instructional Communication Research”

**Matthew M. Martin**, West Virginia University

“The Measurement of Communication Traits”

**Charles J. Wigley III**, Canisius College

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SAT 1:30-2:45

Potomac D

**The Power of Creativity and Expression: A Celebration of Floyd D. Anderson's Career**

Sponsor: First Vice President

Chair: **Matthew T. Althouse**, The College at Brockport (SUNY)

“Shaping ‘Superior’ Minds: Floyd The Teacher”

**Christopher House**, University of Pittsburgh

“‘So, Matt, Here’s What We Need To Do’: Floyd The Mentor”

**Matthew T. Althouse**, The College At Brockport (SUNY)

“A Department’s Advocate: Floyd The Colleague”

**Monica Brasted**, The College at Brockport (SUNY)

“From The Arbor Picta To Pentadic Cartography: Floyd the Scholar”

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

“Floyd’s Journey: The Prentice Years! The Wilderness Years! The Genius Years! The Sage Years!”

**Andrew King**, Louisiana State University

For more than forty years, Floyd D. Anderson served the field of communication with distinction. He taught at the University of Arizona, the University of Virginia, and The College at Brockport. He served as President of ECA. He published over 30 essays in rhetorical theory and criticism. Now, he is retiring. Participants in this panel laud Professor Anderson’s accomplishments and invite you to celebrate with them.

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SAT 1:30-2:45

Francis Scott Key A

**Media, Marketing, and Advertising: Communication and Power**

Sponsor: Undergraduate Scholars Conference  
Chair: **Kathy Brown**, Pennsylvania State University  
Respondent: **Jeanne M. Pursuit**, University of North Carolina Wilmington

“See One Thing, Report Another: How Media Portrayals Distort the Effects of Mega-Events”  
**Terrance Carroll**, SUNY Geneseo

“High-Fructose Corn Syrup: America’s Dangerously Sweet Obsession”  
**Gabrielle Thomas**, SUNY Geneseo

“Emotional vs. Logical Appeals in Animal Rights Advertising”  
**Alaina Farrish**, High Point University

“Direct-To-Consumer-Drug-Advertising: Do Companies Target Specific Audiences?”  
**Janelle Blanton**, High Point University

“Fashion Magazines and Advertisers: A Content Analysis of Women’s and Girls’ Magazines”  
**Kimberly Mannino**, School

This panel examines the power that print and electronic media have in our society and how organizations often use this power to persuade, distort, and manipulate.

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SAT 1:30-2:45 Francis Scott Key B

### **Coaches, Fans, Broadcasters, and Communication**

Sponsor: Undergraduate Scholars Conference  
Chair: **Richard Ziemer**, Delaware Valley College  
Respondent: **Audra L. McMullen**, Towson University

“Coaches Use of Affinity-Seeking Strategies and the Affect on Player’s Satisfaction”  
**Benjamin E. Faro**, Eastern University  
**Julie W. Morgan**, Eastern University

“In it to Win it: How Motivated Players feel to Perform Based on Perceived Coaches Communication Competence”  
**Rashida Watson**, Morgan State University

“The Credibility of Female Sports Broadcasters: The Perception of Gender in a Male-Dominated Profession”  
**Amanda Gunther**, Wilkes University  
**Daniel Kautz**, Wilkes University  
**Allison Roth**, Wilkes University

“Athletes, Media, and the Fans: Friends or Foes”  
**Lisa Futterman**, James Madison University

Whether looking at the coach-player interaction or how people perceive and understand mediated reporting on sports, these four papers examine the intersection of modern athletics and communication.

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SAT 1:30-2:45 Georgetown A

### **Short Course**

**Empowering Professionals: Adapting Classroom Instruction to “Real World” Training**

**Jean Costanza Miller**, George Washington University  
**Christine Clapp**, Spoken With Authority  
**Andrew Jared Critchfield**, Communication and Culture Consulting

This course is designed for communication scholars who engage in communication skills training outside of academic settings, and those who would like to develop such training programs. Presenters will address the adaptation of classroom instruction experience to training programs designed to empower people in contexts including business, politics, diplomacy, and volunteer work. Topics will include the rationale for developing particular types of training programs, tips for successfully training individuals and groups in a variety of contexts, and sample facilitation activities.

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SAT 1:30-2:45                  Georgetown B

**A Chair's Guide to External Evaluation: Preparing for, Working through, and Responding to the Consultant's Visit**

Sponsor:                          Communication Administration  
Moderator:                      **Matthew J. Smith**, Wittenberg University

Participants:                    **Kristen Campbell Eichhorn**, SUNY Oswego  
   **Deirdre D. Johnston**, Hope College  
   **Lisa Sparks**, Chapman University  
   **John C. Sherblom**, University of Maine  
   **Sally Vogl-Bauer**, University of Wisconsin-Whitewater

Bringing a consultant to campus for external evaluation of your program can be a daunting undertaking, especially for the novice chair. The participants in this roundtable will discuss best practices in readying oneself and one's department for the external review based on their experiences as chairs who have undergone the process and consultants who have conducted reviews of other programs.

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SAT 1:30-2:45                  Georgetown C

**Empowering Student Learning: An Analysis of Classroom Assessment Techniques**

Sponsor:                          Instructional Communication

"Using Classroom Assessment Techniques to Empower and Enable Student's Learning"  
**Kerry Byrnes**, Collin County Community College

"Classroom Assessment Techniques: A Summary Report"  
**Christopher J. Claus**, West Virginia University

"Classroom Assessment Techniques: An Examination of a Basic Communication Course"  
**Shannon M. Maki**, West Virginia University

"Classroom Assessment Techniques: A Summary Report and Evaluation of Assessments"  
**Colleen C. Malachowski**, West Virginia University

"Classroom Assessment Techniques in the College Classroom: Examining Student Learning in a Small Group Communication Course"  
**Stephanie Shimotsu**, West Virginia University

"Using Classroom Assessment Techniques to Assess Student Learning in Gender and Communication "  
**Sydney Stagers**, West Virginia University



Panelists administered classroom assessment techniques (CATs) to students in a variety of communication studies courses. Here, they will discuss their teaching goals, experiences implementing CATs, measures taken to enhance teaching strategies, and insights gleaned from the results.

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SAT 1:30-2:45                  Adams

### **Studies in Historical Rhetoric**

Sponsor:                          American Society for the History of Rhetoric  
Chair:                                **Mary Mino**, Pennsylvania State University, Dubois  
Respondent:                        **Michael Hostetler**, St. John's University

“Communicating the Power of the People: Mass Demonstrations and Political Rhetoric of the Second International, 1889-1914”

**Kevin J. Callahan**, St. Joseph College

“Public as a Rhetorical Concept among the Sophists”

**David Dzikowski**, Pennsylvania State University, University Park

“Cross-Examining Scripture: Testimonial Strategies in Thomas Paine's The Age of Reason”

**David C. Hoffman**, Baruch College, City University of New York

“Women's Entrance into Entrepreneurial Community: Caroline Churchill's Colorado Antelope”

**Tiffany Lewis**, University of Maryland

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SAT 1:30-2:45                  Jackson

### **Symposium: Communicative Power in Communities**

Sponsor:                          Community College Interest Group  
Chair:                                **Rebecca M. Townsend**, Manchester Community College  
Respondent:                        **Nancy Willets**, Cape Cod Community College

Panelists:                         **Rebecca M. Townsend**, Manchester Community College  
   **Susan Drucker**, Hofstra University  
   **Gary Gumpert**, Urban Communication Foundation

Communication is the academic discipline best suited to strengthening the substantive connection between colleges and communities. There are tremendous opportunities to use this power. Resolving conflicts peaceably and conducting community-based discussions are but two of those catalysts for community growth and change. Attendees at this session will hear from professors who use creative communication approaches to the college-community connection and from institutions that support such work.

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SAT 1:30-2:45                  Jefferson

### **Empowering Graduate Students: Navigating the Decision Points**

Sponsor:                          Instructional Communication  
Chair:                                **Rachel L. DiCioccio**, The University of Rhode Island

Panelists:                         **Kathleen M. Torrens**, The University of Rhode Island

**Theodore A. Avtgis**, West Virginia University  
**Lori Vela**, West Virginia University  
**Zach Johnson**, West Virginia University  
**Marisa Geisser**, The University of Rhode Island  
**Deepinder Janeja**, The University of Rhode Island  
**Diane Dolphin**, The University of Rhode Island  
**Gerard Jalette**, University of Connecticut

Whether consciously plotted or serendipitously selected, earning a M.A., working toward the Ph.D., and navigating beyond contain points of key decision and influence. From a diverse group of students – M.A. and Ph.D. – and faculty at graduate degree granting institutions, we have experienced a plethora of those turning points, watershed moments, and chance encounters that changed the course pursued. This roundtable will discuss the catalysts that influence these significant decision points.

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SAT 1:30-2:45

Madison

### **The Good, The Bad, and The Ugly: Exploring Communication Processes That Help or Hinder Individuals and Relationships**

Sponsor: Interpersonal Communication  
Chair: **Robert J. Sidelinger**, Oakland University  
Respondent: **Candice Thomas-Maddox**, Ohio University, Lancaster

“‘It Would Be Scary Not to Know Anyone.’: Caregiver Confirmation and Children’s Initiation of Kindergarten Transition Topics”

**Elizabeth A. Munz**, State University of New York at New Paltz  
**Steven R. Wilson**, Purdue University

“An Examination of the Relationship between Interdependence Theory and Gottman’s Four Horsemen of the Apocalypse in Predicting Divorce” (Debut Paper)

**Elizabeth M. Glowacki**, Boston College

“(Inter)dependence on Technology in the Home: A Family Systems Approach to Analyzing the Internet’s Impact on the Family” (Debut Paper)

**Ashley Driscoll**, Boston College

“Jealousy Experience and Expression in Friends with Benefits Relationships: Do Reasons for Involvement in the Relationship Matter?”

**Aimee E. Miller**, University of Hartford

This panel looks at various communication processes that enable or potentially disable effective personal and relational functioning. Topic areas that will be discussed include the role of confirmation in helping young children transition to kindergarten, the integration of interdependence theory and Gottman’s four horsemen of the apocalypse in predicting divorce, the impact of technology on family systems, and the experience and expression of jealousy in friends with benefits relationships.

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SAT 1:30-2:45

Monroe

### **From Changing Attitudes to Changing Actions: Exploring the Organization of Communication Around Violence Prevention Education**

Sponsor: Health Communication  
Chair: **Mark C. Hopson**, George Mason University

Respondent: **Connie Kirkland**, Director of Sexual Assault Services, George Mason University

“Safe Spaces for Dangerous Talk: Organizational Empowerment for Sexual Assault Disclosure”  
**Paula Baldwin**, George Mason University

“Awareness Enhances Prevention: An Organizational Discourse Analysis of Sexual Assault Services”  
**Gina Castle Bell**, George Mason University  
**Elizabeth Whittington**, Howard University  
**Kathryn Nogueira**, George Mason University

“Why Should I Care? The Detached Male Voice in Sexual Assault Discourse”  
**Jill Moss**, George Mason University

“Third Party Empowerment: Breaking the Norms of Bystander Apathy”  
**Kristina L. Ticknor**, George Mason University

This panel examines the organization of communication around sexual assault services on the college campus. Panelists combine communication theory with sexual violence prevention education/awareness/response efforts to interrogate the following questions: Is sexual violence prevention on the college campus a form of organized communication? Is it rhetorical in nature? Is it based in language? More specifically, panelists discuss the theoretical perspectives which inform, enhance, and complicate discourse at one particular university, and make recommendations to help all students better understand issues of sexual assault.

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SAT 1:30-2:45 Washington

### **AMC and HBO “Quality Television” Series: Powerful Themes, Fandom, and Online Presence**

Sponsor: Media Communication  
Chair: **Andree E. C. Betancourt**, Independent Scholar  
Respondent: **Celeste Lacroix**, College of Charleston

“Capturing the Carousel: Mad Men and the Power of Kodak Moments”  
**Andree E. C. Betancourt**, Independent Scholar

“The Men and Masculinities of Bored to Death”  
**Derek Bolen**, Wayne State University

“An Examination of Breaking Bad’s Webisodes”  
**Rod Carveth**, Fitchburg State University

“Story Matters Here: AMC Fandom and Quality Television”  
**Michael Meadows**, Fisher College

“Vacancy, Space Claiming, and the City as Visualized in HBO’s The Wire”  
**Katie Kavanagh O’Neill**, University of Pittsburgh

These presentations analyze “quality television” programs, including AMC’s Breaking Bad and Mad Men and HBO’s Bored to Death and The Wire. The presentations focus on powerful themes that emerge in specific series, ranging from nostalgia to queer masculinities to urban blight. In addition, several of the presentations foreground the prominent roles that online programming and fandom play in the celebration and critique of the AMC and HBO series.

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SAT 3:00-4:15 Potomac A

### **Top Competitive Papers in Intercultural Communication**

Sponsor: Intercultural Communication  
Chair: **Stephanie Shimotsu**, West Virginia University  
Respondent: **Sarah Ryan**, The University of Texas at El Paso

“The Effect of Cultural Congruency, Communication, and Work Alienation on Employee Satisfaction and Commitment in Mexican Organizations”  
**Paul E. Madlock**, Texas A&M International University

“Revisiting Asiaticity: Toward a Dialectical Approach to Theorizing Negotiation of Asian American Identities”  
**Shinsuke Eguchi**, Howard University

“Analysis of Individual and Power-Distance Cultural Dimensions Between the U.S. and New Zealand in Ethical Responses”  
**Susan M. Fredricks**, Penn State Brandywine  
**Elsbeth Tilley**, Massey University

“His, Hers, or Ours?: How Interracial Couples Negotiate the Complex Components of Educational Choice for their Children”  
**Bessie Lee Lawton**, West Chester University  
**Anita Foeman**, West Chester University  
**Laura Brown**, West Chester University

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SAT 3:00-4:15 Potomac B

### **National Communication Association Information Panel**

Panelists: **Lynn H. Turner**, NCA First Vice President, Marquette University  
**Rich West**, NCA Second Vice President, Emerson College  
**Steve Beebe**, NCA Second Vice President, Texas State University, San Marcos  
Representative from the NCA National Office Staff

Members of NCA’s elected leadership and national office staff provide an overview of The National Communication Association’s history, strategic plan, organizational structure and leadership opportunities. Resources provided by NCA to support professional activity including research and teaching will be discussed. This is an opportunity for a robust conversation about NCA.

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SAT 3:00-4:15 Francis Scott Key A & B

### **Top Papers from the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (USC)**

Sponsor: Undergraduate Scholars Conference  
Chair: **Jason S. Wrench**, SUNY New Paltz  
Respondent: **Danette Ifert Johnson**, Ithaca College

“Nature, Nurture, or that Fast Food Hamburger: Media Framing of Diabetes in the New York Times from 2000 to 2010”  
**Kelsey Stefanik-Sidener**, American University

“Content Analysis of the Portrayal of Muslims in American Media”  
**Alicia Cagle**, Mercyhurst College  
**Lindsay Cox**, Mercyhurst College

**Kelly Luoma**, Mercyhurst College

“Privacy Setting Awareness on Facebook and Its Effect on User-Posted Content”

**Elizabeth Butler**, King’s College

**Elizabeth McCann**, King’s College

**Joseph Thomas**, King’s College

“Mother-Daughter Dyads: Exploring Communication About Sexual Encounters”

**Ginny Wescott**, James Madison University

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SAT 3:00-4:15

Georgetown A

### **The Power of Persuasion: Campaigns Making Contributions to Communities**

Sponsor: Applied Communication

Chair: **Lisa E. Baker**, Radford University

Respondent: **Cheri Hampton-Farmer**, University of Findlay

Panelists: **Holly Keener**, Radford University

**Lauren Hammer**, Radford University

**Melissa Brown**, Radford University

**Nik Vollten**, Radford University

This interactive panel will demonstrate how a theoretical foundation was able to aid in the construction of persuasive communication campaigns. Using their own campaigns as examples, graduate students will discuss how theory lead their campaign projects and impacted such areas as identifying a target audience, message development, selection of media channels, and implementation. Panelists will provide suggestions on how instructors can incorporate applied communication to their classroom environment and how students can benefit from such projects.

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SAT 3:00-4:15

Georgetown B

### **Mediating Warfare from Daffy Duck to Stuxnet**

Sponsor: Media Communication

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

“Our Ridiculous Enemies and Crazy Allies: Merrie Melodies as Comedic Propaganda”

**George W. Boone**, University of Illinois, Urbana-Champaign

“Mediation and Memory: War Memorial, Collective Memory, and the Hegemony of Vision”

**Gordon Coonfield**, Villanova University

“Stuxnet and the Proving Grounds of Cyber Ordnance”

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

“The Aural Battle in the Ether: Noise Weapons and War Power”

**Seth Mulliken**, North Carolina State University

This panel examines the unique relationship between communication, mediation, and war. From war memorials that work to make sense of war to WWII-era cartoon propaganda that worked to shape citizen perceptions to new developments in cyberwarfare and sonic weaponry, this panel explores the philosophical and practical complexities of mediation by examining the specific contexts in which war has

been and continues to be mediated.

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SAT 3:00-4:15          Georgetown C

**Diversifying the Communication Classroom: Teaching and Learning Strategies of Future Faculty**

Sponsor:                  Instructional Communication  
Chair:                      **Sheena C. Howard**, Shippensburg University

“Utilizing Technology to Diversify Journalism and Mass Communication Education”  
**Jayne Cabbage**, Howard University

“Free to be Me: The Value of Computer Mediated Communication in Improving Presence and Accommodating Diversity in the Classroom”  
**Mackenzie Jordan**, Howard University

“It’s Not Just a Movie: Fostering Critical Thinking in the Media History Classroom”  
**Nicole Files-Thompson**, Howard University

“The Black Female Professor and Her Students: Teaching Feminist Pedagogy to Liberate a Classroom”  
**Elizabeth Okigbo**, Howard University

“Teaching Gender and Sexual Identities: A Truly Multicultural American Classroom”  
**Shinsuke Eguchi**, Howard University

This panel discussion, lead by a group of doctoral scholars, will address the pedagogical implications of both diversifying teaching and learning in the classroom, as well as diversity in academia. The discussants will explore fresh ideas and theories on the changing climate of higher education by engaging a breadth of topics from technology and social networking in the classroom, to afrocentricity, feminism, and issues of sexuality and gender in a multicultural classroom.

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SAT 3:00-4:15          Adams

**Resolutions Committee Meeting**

**Janette Muir**, George Mason University  
**Star Muir**, George Mason University

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SAT 3:00-4:15          Jackson

**Community Across Time and Tech: Questioning the Role of Media in Community Formation**

Sponsor:                  Communication and Technology  
Chair:                      **Amanda Rotondo**, Rensselaer Polytechnic Institute  
Respondent:              **Tatyana Dumova**, Point Park University

“Creating a Place for One’s Self Through Empathic Expression”  
**Amanda Rotondo**, Rensselaer Polytechnic Institute

“Obama’s lieux de memoire: Unification through minority memory”  
**Gaines Hubbell**, Rensselaer Polytechnic Institute

“The Mod Squad: Examining hive production in a modding community”  
**Eric Newsom**, Rensselaer Polytechnic Institute

In the age of mass media, the concept of community is no longer strictly a domain of the local, but community remains an integral part of the human experience. Papers in this panel emphasize the role that media play in bridging the gap between individual and community and how the nature of those media affects the manifestation of identities within those communities formed.

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SAT 3:00-4:15          Jefferson

**Communication and Power: The State of Aggressive Communication Research**

Sponsor:                  Communication Traits  
Chair:                      **Theodore A. Avtgis**, West Virginia University

“Aggressive Communication as Humorous Expression”  
**Rachel L. DiCioccio**, University of Rhode Island

“General Research Agenda on Aggressive Communication”  
**Andrew S. Rancer**, University of Akron

“Aggressive Communication in Medical Care”  
**E. Phillips Polack**, West Virginia University

“Aggressive Communication in Media and Mediated Contexts”  
**Rebecca M. Chory**, West Virginia University

“Aggressive Communication and Methods of Assessment”  
**Charles J. Wigley III**, Canisius College

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SAT 3:00-4:15          Lincoln

**Comment Says What? Looking at How Online Commentary Exerts Power**

Sponsor:                  Media Ecology Association  
Chair:                      **Linda Sampson**, Southern Connecticut State University  
Respondent:              **David Petroski**, Southern Connecticut State University

“Pleeeeee Don't Post Three Photos of Your Motorcycle and One of You Wearing Sunglasses and a Beanie’: Constructing the Online Dating Experience Through Online Commentary”  
**Shana Kopaczewski**, Southern Connecticut State University

“The Power of Genes and Online Advice”  
**Annette Madlock**, Southern Connecticut State University

“Hijacking the Story in the Comments Section: Anti-Gay Strategies for Silencing Gay Rights Supporters”  
**Jay Clarkson**, Indiana State University

“That’s Trippy! Experimental Media on the Internet, its Reception, and Ideas of Power”  
**Derek Taylor**, Southern Connecticut State University

Inspired by the convention’s theme, “Communication and Power,” this panel looks at the power of online commentary. From reactions to personal experience in online dating and making healthcare decisions, to more immediate reactions to specific online content, the panel addresses how the nature of the Internet allows individuals’ opinions and commentary to wield more power than ever before.

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SAT 3:00-4:15          Madison

**Power to the Disempowered: Teaching, Advising, and Mentoring Students with Little Social Support**

Sponsor:                  First Vice President  
Moderator:                **Fran Mindel**, Morgan State University

Roundtable Participants:

**Gregory Adamo**, Morgan State University  
**Maureen Minielli**, Kingsborough Community College  
**Stacey Peterson**, College of Notre Dame of Maryland  
**Pierre Rodgers**, George Mason University  
**Barbara Sims**, Alderson Broaddus College

Empowering college students who feel disempowered has never been more important. The roundtable participants will discuss what our roles as educators can and should be in guiding students to find the resources they need. First generation college students, underprepared students, single parents, students facing financial set backs, domestic issues that bleed over into the classroom, and communication (or lack thereof) with other campus and community programs will be addressed.

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SAT 3:00 -4:15          Monroe

**The 2010-2011 Supreme Court: The Communication Law Year in Review**

Sponsor:                  Communication Law & Ethics  
Chair:                        **Adam Earnhardt**, Youngstown State University

Panelists:                 **Susan Drucker**, Hofstra University  
                                  **Gary Gumpert**, Communication Landscapers  
                                  **Rachel Seeman**, Booz Allen Hamilton  
                                  **Nate Collins**, Graphic Relief  
                                  **Donald Fishman**, Boston College  
                                  **Martin Wallenstein**, John Jay College  
                                  **Juliet Dee**, University of Delaware  
                                  **Douglas Fraleigh**, California State University, Fresno  
                                  **Paul Siegel**, University of Hartford  
                                  **Pennilane Carlise**, Lauer Johnson Research Associates

Recognizing the Supreme Court's immense power to shape American life, this panel convenes communication scholars and practitioners to address the contemporary issues and implications posed by this year's Supreme Court Decisions on First Amendment and other Communication Law questions. Discussion will be shaped through the multi-disciplinary perspectives and scholarship of the participants. Following the formal discussion and debate among panelists, audience members will be invited to join in a broader discussion of the state and direction of the First Amendment.

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SAT 3:00-4:15          Washington

**Voice, Ambiguity, and Power**

Sponsor:                  Rhetoric and Public Address  
Chair:                        **Brent Sleasman**, Gannon University  
Respondent:                **Valerie Schrader**, Penn State University Schuylkill

“Creating a Symphony of Words: Using Voice as a Musical Instrument to Elicit Specific Emotional Responses”  
**Steven D. Cohen**, University of Maryland (presenter)  
**Thomas E. Wei**, Harvard University (co-author)



**Daniel DeFraia**, Harvard Extension School (co-author)  
**Christopher Drury**, Harvard Extension School (co-author)

“Through a Glass Darkly: Bill Clinton’s Call to Embrace Ambiguity to Create Consubstantiality”  
**Brian T. Kaylor**, James Madison University

“The Power of Illustrating Statistics: A Visual Rhetorical Criticism of Chris Jordan’s Prison Uniforms”  
**Dante Morelli**, Suffolk County Community College

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SAT 4:30-5:45          Potomac C & D

**USC Dinner and Awards**

Presiding:                **Jason Wrench**, SUNY New Paltz

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SAT 4:30-5:45          Georgetown A

**Abstracting in the 21st Century**

Sponsor:                Institute of General Semantics  
Chair:                    **Lance Strate**, Fordham University  
Respondent:            **Lance Strate**, Fordham University

“Oppression by Convenience/The Convenience of Oppression: Gendered Language Habits and the Ethics of Classroom Discussion”  
**Cheryl A. Casey**, Hamilton College

“Korzybski and . . . the Psycho-logic of the Ellipse.”  
**Deborah Eicher-Catt**, The Pennsylvania State University-York

“Korzybski and Heidegger: Time-Binding and Existence”  
**Corey Anton**, Grand Valley State University, Miami University

“Korzybski and Pierce in the Postmodern Context of Communicology”  
**Isaac E. Catt**, Duquesne University

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

\*Winner, top paper award.

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SAT 4:30-5:45          Adams

**Top Competitive Papers in Rhetoric and Public Address**

Sponsor:                Rhetoric and Public Address  
Chair:                    **Annette M. Holba**, Plymouth State University  
Respondent:            **Trevor Parry-Giles**, University of Maryland

“Freedom From Fat is Freedom to Fight: A Foucauldian Reading of Mission: Readiness’ Too Fat to Fight Report”  
**Anne Gerbensky-Kerber**, Ohio University  
**Benjamin R. Bates**, Ohio University

“Recovering Foucault’s Physiological Approach to Parrhesia”

**Benjamin R. Bates**, Ohio University

“Cross Meanings in the Cross Removal: The Rhetorics of the Los Angeles County Seal Controversy”

**Don Waisanen**, Baruch College, City University of New York

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

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SAT 4:30-5:45

Jackson

### **Power of Mind/Power of Body: Performing Embodied Expressions of Mind and Power**

Sponsor: Interpretation and Performance Studies

Co-Chairs: **Lisa Weckerle & Jay Baglia**, Kutztown University

Respondent: **Dennis Leoutsakas**, Salisbury University

“Performances of Health and Illness”

**Lisa Weckerle**, Kutztown University

“ ‘The Disappearance of Elaine Coleman.’ A Short Story by Steven Millhauser”

**Jay Baglia**, Kutztown University

“The Body Speaks”

**Deanna Shoemaker**, Monmouth University

“There is No Longer Any Such Thing as Fiction or Nonfiction; There’s Only Narrative.”

**Scott Daniel Boras**, Arizona State University\*

“Son of a Cactus: The Pricks and pleasures of Being an Israeli Progeny”

**Ariel Gratch**, Louisiana State University

“A Performance in Ten Rounds: The NRA National Firearms Museum’s ‘Hollywood Guns’ Exhibit”

**Andrée E. C. Betancourt**, Independent scholar

“F Bomb”

**David J. Penyak**, Villanova University

The diverse performances in this panel include performance of literature, personal narratives, critiques of public exhibits, and storytelling. All of the performances explore the interrelationship between mind and body as they simultaneously evoke the power of performance to illuminate these connections. Historically, Performance Studies has always been interested in the relationship of text (mind) and performance/staging (body). Through adaptations of literary texts, life experiences, and cultural artifacts, power is embodied in aesthetic forms of communication.

\*Student

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SAT 4:30-5:15

Jefferson

### **Power and the Comic Corrective**

Sponsor: Kenneth Burke

Chair: **Richard Thames**, Duquesne University

“Smiling through Tears, or the Tragic Laugh of Comic Judgement “

**Christopher J. Gilbert**, Indiana University

Compassion in Contemporary Politics: The Rally for Sanity and Burke's Comic Corrective  
**Ronald A. Placone**, Duquesne University

“The Moon is Down: John Steinbeck’s Comic Corrective?”  
**Michael Tumolo**, Duquesne University

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SAT 4:30-5:45                  Monroe

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

Sponsor:                          Community College Interest Group  
Chair:                                **Wendy S. Walters**, Stark State College

“To Touch or Not to Touch: How Touch Impacts Our Interactions With Others”  
**Kerry Byrnes**, Collin County Community College

“Understanding the Abstract, Ambiguous and Arbitrary Nature of Symbols”  
**Marisa Geisser**, University of Rhode Island

“So You Think You Can Speak?”  
**Holly Keener**, Radford University

“Know Your Audience: Demographic and Situational Topic Analysis”  
**Zachary Henning**, University of Southern Indiana

“Taking the ‘Groan’ Out of Group Presentations: Utilizing the Symposium Format to Develop Effective Small Group Membership AND Reduce Communication Apprehension”  
**Jennifer Babcock**, Bridgewater College

“Exploring Nonverbal Codes in the Film ‘A Map For Saturday’”  
**Elizabeth A. Munz**, State University of New York at New Paltz

“Would You Rather: A Fun Approach to Impromptu Speaking Practice”  
**Jessalyn I. Vallade**, West Virginia University

“Interpersonal Communication BINGO”  
**Nadine Cichy**, Sinclair Community College

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

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SAT 4:30-5:45                  Washington

**Top Papers in Media Communication**

Sponsor:                          Media Communication  
Chair:                                **Lisa Glebatis Perks**, Nazareth College  
Respondent                        **Lisa Glebatis Perks**, Nazareth College

“Conflicts and Resolutions of Television Siblings as Depicted on Contemporary Family Sitcoms ”  
**Nancy Bressler**, University of Hartford

“Form Over Genre: Rhetorical Considerations of Comic Book Narration”  
**Scott Daniel Boras**, Arizona State University

“In Search of Local News: How Readers’ Desire for Information and Entertainment Predicts Their Choice of Online or Print Local News”

**Tina A. Marsh**, Rochester Institute of Technology

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SAT 6:00-7:15 Potomac A & B

**ECA Business Meeting**

**Come join us and don’t miss Richard West’s “Don’t Go Home Yet” Raffle**

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SAT 7:30-9:00 Artisphere

**President’s Reception - Sponsored by Kendall Hunt**

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SAT 8:00-9:00 Monroe

**12-Step Group Meeting**

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## **SUNDAY APRIL 17, 2011**

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SUN. 9:00-10:00 Monroe

### **Finance Committee Meeting II**

Chair: Cindy Lont, George Mason University  
Janie Harden Fritz, Duquesne University  
Nancy Willets, Cape Cod Community College  
Danette Ifert Johnson, Ithaca College  
Ronald C. Arnett, Duquesne University  
Annette Madlock, Southern Connecticut State University  
Mark Hickson III, University of Alabama at Birmingham (ex officio)  
Theodore Avtgis, West Virginia University (ex officio)  
Trevor Parry-Giles, University of Maryland (ex officio)

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SUN. 10:00-12:00 Lincoln

### **Executive Council Meeting II**

Chair: Cindy Lont, George Mason University  
Janie Harden Fritz, Duquesne University  
Nancy Willets, Cape Cod Community College  
Danette Ifert Johnson, Ithaca College  
Ronald C. Arnett, Duquesne University  
Theodore Avtgis, West Virginia University (ex officio)  
James W. Chesebro, Ball State University (ex officio)  
Susan Drucker, Hofstra University (ex officio)  
Kristen C. Eichhorn, SUNY – Oswego (ex officio)  
Mark Hickson III, University of Alabama at Birmingham (ex officio)  
Susan Jasko, California University of Pennsylvania (ex officio)

Trevor Parry-Giles, University of Maryland (ex officio)  
Jean Ann Streiff, Oakland Catholic High School (ex officio)  
Kathleen Taylor Brown, Applied Communication, Penn State – Greater Allegheny  
Cathy Wright, Communication & Technology, George Mason University  
Jerry Allen, Communication Traits, University of New Haven  
Alberta Arnold, Community College, Fiorello H. LaGuardia Community College  
Melinda Villagran, Health Communication, George Mason University  
Annette Madlock, Intercultural Communication, Southern Connecticut State University  
Linda Sampson, Interpersonal Communication, Southern Connecticut State University  
Valerie Schrader, Interpretation & Performance Studies, Penn State – Schuylkill  
Mary Toale, Instructional Communication, Baldwin-Wallace College  
Mari Boor Tonn, Kenneth Burke Society, University of Richmond  
Matt Smith, Media Communication, Wittenberg University  
Kristen Eichhorn, Nonverbal Communication, SUNY-Oswego  
Jason Wrench, Organizational Communication, SUNY-New Paltz  
Brent C. Sleasman, Philosophy of Communication, Gannon University  
Lisa Gring-Pemble, Political Communication, George Mason University  
Benjamin Bates, Rhetoric & Public Address, Ohio University  
Susan Jasko, Theory & Methodology, California University of Pennsylvania  
Joy Cypher, Voices of Diversity, Rowan University

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