

WEDNESDAY, APRIL 25, 2012

---

Wednesday 4:00-5:00

Skyline A

**ECA Publications Committee Meeting**

Presiding: **Cindy Lont, President**

---

Wednesday 5:00-6:00

Skyline A

**ECA Finance Committee Meeting I**

Presiding: **Cindy Lont, President**

---

Wednesday 6:00-7:00

Skyline A

**ECA Site Selection Committee Meeting**

Presiding: **Cindy Lont, President**

---

THURSDAY, APRIL 26, 2012

---

THURSDAY 7:30 AM-5:00 PM

Grand Ballroom Foyer

**CONVENTION REGISTRATION**

---

Thursday 8:45-11:45 AM

Parkview

**Executive Council I**

**Cindy Lont, President**

**Nancy Willets, Vice President**

**Danette Ifert Johnson, VP Elect**

**Janie Harden Fritz, Immediate Past President**

**Ronald C. Arnett, Executive Director**

Ex Officio

**Theodore Avtgis, Comm Research Reports, Editor**

**Leeanne M. Bell, Director of Marketing and Exhibits**

**Maria Brann**, ECA Representative to NCA 2012 Nominating Committee  
**James W. Chesebro**, Archivist  
**Susan Drucker**, ECA Legal Counsel  
**Kristen Eichhorn**, ECA Representative to NCA 2011 Nominating Committee  
**Susan Jasko**, ECA College/University Representative to NCA Legislative Council  
**Tobi Mackler**, ECA Community College Representative to NCA Legislative Council  
**Trevor Parry-Giles**, Communication Quarterly, Editor  
**Jean Ann Streiff**, ECA High School Representative to NCA Legislative Council

Interest Group Representatives

**Jerry Allen**, Communication Traits  
**Ben Bates**, Rhetoric & Public Address  
**Joy Cypher**, Voices of Diversity  
**Linda Sampson**, Interpersonal Communication  
**Valerie Schrader**, Interpretation & Performance  
**Brent Sleasman**, Philosophy of Communication  
**Matt Smith**, Media Communication  
**Mary Toale**, Instructional Communication  
**Melinda Villigran**, Health Communication  
**Jason Wrench**, Organizational Communication  
**Cathy Wright**, Communication & Technology

---

Thursday 12:00-1:15 PM  
**Papers on the State of Debate**

Skyline A

Sponsor: Argumentation and Forensics  
Chair: **Carl T. Hyden**, Morgan State University  
Respondent: **Barbara Sims**, Alderson-Broaddus College

“Academic Debate: Honing Necessary Life Skills”  
**Cole Franklin**, East Texas Baptist University

“Revisiting Rereading: Is Calling for Evidence After a Debate a Beneficial Judging Practice”  
**Allison Harper**, George Mason University

“The Obsession with Evidence in Debate (and Forensics): What We Know About Rhetoric But Then Seem to Forget”  
**Theodore F. Sheckels**, Randolph-Macon College

These papers examine the state of intercollegiate debate. These papers cover a range of topics from debate providing important life skills to viewpoints on the use of evidence by judges, coaches and debaters.

\*Debut paper

---

Thursday 12:00-1:15 PM

Skyline B

**From Anxiety to Competence and Beyond: Current Research on Communication and Personality Traits**

Sponsor: Communication Traits  
Chair: **Danette Ifert Johnson**, Ithaca College

“Students’ Attitudes Toward Their First and Second Languages”

**Virginia Peck Richmond**, University of Alabama, Birmingham

**Larry Powell**, University of Alabama, Birmingham

**Theodore A. Avtgis**, Ashland University

**James C. McCroskey**, West Virginia University

“A Preliminary Investigation of the Relationship Between Teacher Nonverbal Immediacy and Student Personality”

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

**Jason J. Teven**, California State University, Fullerton

“Transitioning into Dating Relationships: An Examination of Dating Anxiety and First Date Goals”

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

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

“Use of Aggressive Humor: Aggressive Humor Style, Social Dominance Orientation, and Verbal Aggressiveness”

**Sarah Bishop**, University of Pittsburgh

**Patricia S. Hill**, The University of Akron

**Yang Lin**, The University of Akron

“Opening Doors or Creating Barriers?: The Influence of Interpreters on Levels of Communication Apprehension among Deaf and Hard-of-Hearing Students”

**Jenna K. Williams**, The Rochester Institute of Technology

“The Effect of Personality Traits on the Efficacy of Using Provisional/Immediate Language in Written Feedback”

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

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

---

Thursday 12:00-1:15 PM

Skyline C

**Roundtable: Africana Intercultural Philosophy of Communication**

Co-Sponsors: Intercultural Communication and Philosophy of Communication  
Chair: **Annette Holba**, Plymouth State University

“Steven Biko”

**Erik Garrett**, Duquesne University

“Wole Soyinka”

**Brian Gilchrist**, Duquesne University

“Leopold Senghor”

**Lisa Davis**, Duquesne University

“Frantz Fanon”

**Arshia Anwer**, Duquesne University

“Chinua Achebe”

**Monale Alemika**, Duquesne University

This Roundtable will be made up of presenters who will attempt to expand the “Geography of Reason” utilized by Philosophy of Communication scholars. Each of the panelists will choose an African philosopher, writer, or theorist whose perspective is often not included in traditional philosophy of communication research. After a brief bibliography each roundtable discussant will then explain how their thinker can be characterized as a philosopher of communication.

---

Thursday 12:00-1:15 PM  
**ECA Research Fellows Meeting**

Skyline D

---

Thursday 12:00-1:15 PM  
**Women’s Voices: Invisibility, Influences and Third Wave Feminism**

Skyline E

Sponsor: Media Communication  
Chair: **Maria Simone**, Rowan University  
Respondent: Christina Smith, Ramapo College of New Jersey

“Women in Music Video: Social Influence of Third Wave Feminist Agenda”  
**Tracy Hasley Frederick**, Southwestern College

“Who’s Pointing the Finger at Whom?: Investigating a Third-Person Effect in Females’ Discussion of the Effects of Mediated Beauty Images”  
**Adria Goldman**, Howard University

“Subaltern Silences: The Invisibility of Women and Girls in ‘Invisible Children: Rough Cut’”  
**Stephanie Madden**, University of Maryland

---

Thursday 12:00-1:15 PM  
**Media, Online Communities, and the Evolution of Social Forms**

Riverfront

Sponsor: Communication and Technology  
Chair: **Tatyana Dumova**, Point Park University  
Respondent: **Peter Galarneua, Jr.**, West Virginia Wesleyan College

“The Changing Shape of Online Interaction: From Traditional Communities to Wikinomics”  
**Benjamin Russell**, Purdue University

“Daimler, a Current Case of Cluetrain Manifesto”  
**Roxana Maioreescu**, Purdue University

“From Community to Society: Extensions and Transitions Through the Internet”  
**Steve Swope**, Purdue University

This panel begins with a paper that sets the historical framework of online communities as sites generated through human search for meaning. The desire to collaborate in the construction of communities provides an important segue into the next paper which discusses the way that online communities are providing consumers with ways of participating and shaping the values, culture, and products of business ventures. This theme is continued and

extended in the final paper, which deals with some of the successes and failures of businesses which try to utilize the internet to build culture, social capital, and augment profits.

---

Thursday 12:00-1:15 PM

Somerset

### **Balancing the Old with the New: Re-Envisioning the Public Speaking Course**

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

“Introduction to Communication Studies: A Constitutive Approach”  
**Thomas J. Yannuzzi**, Penn State University Brandywine

“Make New Friends While Keeping the Old in Our Public Speaking Course”  
**Isa Engleberg**, Prince George’s Community College

“Re-envisioning the Public Speaking Course to Reflect Marketplace Needs”  
**Tom Jewell**, Bergen Community College

“Public Speaking, Public Participation”  
**Rebecca M. Townsend**, Manchester Community College

“Public Speaking and Civic Engagement in the Liberal Arts Curriculum at Wabash College”  
**Sara Drury**, Wabash College

Traditionally defined by an emphasis on preparation, presentation, and analysis of speeches, the content of the public speaking course has changed very little in the last several decades. As a way to engage the possibilities inherent in re-envisioning traditional approaches to the course while maintaining the integrity of public speaking theory, participants are invited to re-envision the course from a multitude of ideological and pedagogical angles

---

Thursday 12:00-1:15 PM

Charles A

### **Beyond Sustenance: Applied Communication Research on the Eastern United States Food Systems**

Sponsor: Applied Communication  
Chair: **Laura Lindenfeld**, University of Maine

“Policy Discourses around Penny an Ounce Excise Tax on Sugar Sweetened Beverages in Vermont Media”  
**Richard Watts**, University of Vermont  
**Sarah N. Heiss**, University of Vermont

“Voices from the Field: Perspectives on Food System Access in New England”  
**Joanne Burke**, University of New Hampshire  
**Amy Redman**, University of New Hampshire

“Food Security and the Aroostook Band of Micmac Farm: A Case Study of how a Tribe in Rural Maine Increased Local Access to Food”  
**Anthony Sutton**, University of Maine Orono

“Family Farming in Appalachia: A Link to the Past and Tether to the Future”

Natalie Shubert, Ohio University

Our ever transitioning food systems offer many opportunities for applied research to explore communicative activities related to the production, promotion, consumption, and regulation of food. This panel examines the ways in which food systems change and explores the outcomes and implication of discursive activities on stakeholders and food systems alongside issues of health, policy, and economics relevant to the eastern United States.

---

Thursday 12:00-1:15 PM

Charles B

**Televisual Transitions in AMC, HBO, and Showtime Programs:  
Healthcare, Baby Vampire Blogging, Autoethnography, Reel History,  
and Spectacularly Messed Up Moms**

Sponsor: Media Communication  
Chair: **Erin Bolen**, Central Michigan University  
Respondent: **Matthew J. Smith**, Wittenberg University

“‘Mad Men’ as Health Communication: Medical Themes in the Hit AMC Television Series”

**Jay Baglia**, Kutztown University

**Elissa Foster**, Lehigh Valley Health Network

“Born Again Blogging in Louisiana: ‘True Blood’ ‘s Baby Vamp Jessica Bytes on Homemakers, Heartbreakers, and Her Faithful Followers”

**Andrée E. C. Betancourt**, Independent Scholar

“‘Location, Location, Location’: Reflexivity, Memoir, Performance Autoethnography and Carrie Fisher’s ‘Wishful Drinking’”

**Derek Bolen**, Wayne State University

**Michelle Millard**, Wayne State University

“‘Boardwalk Empire’: Real History versus Reel History”

**Rod Carveth**, Goodwin College

“Motherhood in Meltdown: The Spectacularly Messed Up Moms on Showtime’s ‘Weeds’, ‘Nurse Jackie’, ‘The United States of Tara’, and ‘The Big C’”

**Celeste Lacroix**, College of Charleston

These timely presentations on AMC, HBO, and Showtime cable television programs focus on seven current series (“Mad Men”, “True Blood”, “Boardwalk Empire”, “Weeds”, “Nurse Jackie”, “The United States of Tara”, and “The Big C”), and one documentary (“Wishful Drinking”). In this panel, the authors address a number of provocative themes, many of which demonstrate how transition manifests itself in various ways historically and culturally through symbolism, audience response, advertising, interactive technology, and from page to stage to screen.

---

Thursday 12:00-1:15 PM

Parkview

**Merging Theory and Practice: Theoretical and Applied Approaches  
for Health Issues Influencing Individuals in the Greater New England  
Area**

Sponsor: Applied Communication  
Chair: **Chris R. Morse**, Bryant University  
Respondent: **Pamela Lannutti**, Boston College

“MGH Healthy Choices: Making Massachusetts General Hospital a Healthier Community”  
**Kathleen Manning**, Partners HealthCare, Boston, MA

“Strategizing Social: A Tufts Medical Center Social Media Plan”  
**Nicole M. E. Bump**, NuLife Med, LLC, Manchester, NH

“Celiac Disease: Educational Materials for Young Adults”  
**Rebecca Panzer**, MGH – Center for Child and Adolescent Health Policy, Boston, MA

“A Simple Way to Keep Your Calorie Count Down: A Podcast Tackling Binge Drinking among Young Adult Women in Massachusetts”  
**Lu Xing**, Environment and Health Group, Cambridge, MA

“Communicating Environmental Housing Policy to Cambridge Residents: A Strategic Communication Plan for the Cambridge Public Health Department”  
**Erin D. Dillon**, Cambridge Public Health Department, Cambridge, MA

Members of this panel present their diverse, yet complementary work in applying health communication theories and practices for different situations facing individuals in New England. Panelists discuss various applications of communication (podcasts, educational toolkits, social media, social marketing) within a variety of applied health contexts (obesity, housing-related public health, celiac disease). Presenters bridge applied and health communication research through distinct theoretical and methodological approaches, and through their collaborations with health-related organizations.

---

Thursday 12:00-1:15 PM

University B

### **Short Course – A New Perspective for Teaching Interpersonal Communication: Transitions in Nature / Nurture Intersections**

Presenter: **Timothy P. Mottet**, Texas State University-San Marcos  
**Sally Vogl-Bauer**, University of Wisconsin-Whitewater  
**Marian L. Houser**, Texas State University-San Marcos

Historically, most interpersonal communication textbooks have focused more on the nurture perspective, but this short course and *Your Interpersonal Communication* will provide a balanced coverage of the research examining the variety of influences on our communication behavior. This approach will introduce instructors to a perspective for teaching interpersonal communication that is geared toward helping students better understand the influence of their own personal dynamics; it will show them how an individual's personality influences social style and interaction. All short course participants will receive complimentary copies of Mottet, Vogl-Bauer, and Houser's *Your Interpersonal Communication* courtesy of Allyn and Bacon publishers.

---

Thursday 12:00-1:15 PM

University C

### **Top Student Papers in Health Communication**

Sponsor: Health Communication Interest Group  
Chair: **Maria Brann**, West Virginia University  
Respondent: **Benjamin Bates**, Ohio University

“Walls and Whistles: Observations on a Cohorted Floor”  
**Christiana Weidner**, Kutztown University

“Negotiating Boundaries in the Medical Interaction: Assessing Disclosures through Communication Privacy Management Theory”

**Ashley Driscoll**, Boston University

**Elizabeth Glowacki**, University of Texas – Austin

**Michael Morton**, Saint Louis University School of Law

“Analyzing the Effectiveness of Graphic Warning Labels”

**Emily Peterson**, George Mason University

“Toward a Better Fear Appeals Model: Infusing Social Identity Theory to Extended Parallel Process Model”

**Krishnamurti Murniadi**, Kent State University

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

\* Top Student Paper

---

Thursday 1:30-2:45 PM

Skyline A

### **Negotiating transitions: The Shifting Voices from Our Homeland to the United States – International Graduate Students’ Experiences on an Urban College Campus**

Sponsor: Intercultural Communication

Chair: **Angela Cooke-Jackson**, Emerson College

Respondent: **Cathryn Cushner Edelstein**, Emerson College

Panelists: **Ran Zhao (Sonya)**, Emerson College

**Nazaire Massamba**, Emerson College

**Radka Zlatohlavkova**, Emerson College

**Shilpa Jacob**, Emerson College

This panel offers a global framework that highlights the cultural transitions of four international graduate students who have chosen to attend a small urban college in Boston. The Communication Theory of Identity will be used to explain the narratives shared by these student panelists. The different perspectives will bring to light how these students have had to negotiate their identities while affirming their experiences. Narratives can help academicians and administrators develop campus programs and resources that advance inclusivity of students from varying cultures.

---

Thursday 1:30-2:45 PM

Skyline B

### **Top Competitive Papers in Interpretation and Performance Studies**

Sponsor: Interpretation and Performance Studies

Chair: **Kristin M. Langellier**, University of Maine

Respondent: **Anna Maria Ruffino Broussard**, Nicholls State University

“Altered Egos: Gay Men Reading Across Gender Difference in Wonder Woman”\*

**Andrew R. Spieldenner**, Latino Commission on AIDS

“Alice Guy-Blaché to Clara Bow: Analyzing Gender Messages in Silent Film”\*\*\*

**Patricia Cseh**, Indiana University of Pennsylvania

“Communicating Hegemony through Musical Theatre: Using Scenery, Props, and Characters to Illustrate Hegemonic Tools in the Musical Wicked”

**Valerie Lynn Schrader**, Pennsylvania State, Schuylkill

\*Top paper

\*\*Top student paper

---

Thursday 1:30-2:45 PM

Skyline C

### **The Demands of Change: Kenneth Burke and a Rhetoric of Transitions**

Sponsor: Kenneth Burke  
Chair: **Elvera Berry**, Roberts Wesleyan College  
Participants: **Elvera Berry**, Roberts Wesleyan College  
**Brian Crable**, Villanova University  
**Erik Garrett**, Duquesne University  
**James Klumpp**, University of Maryland  
**Richard Thames**, Duquesne University

How do we come to terms with moments and movements of transition? The rhetoric of Kenneth Burke is a rhetoric of change and thus a rhetoric of transitions. Burke offers a corpus replete with ways of understanding, engaging in – even embracing – personal, cultural, and socio-political, change. This panel will highlight resources in Burke that might yield a genuine “rhetoric of transitions,” and will examine implications and applications of a rhetoric grounded in “keeping the conversation going.” Panelists will offer insights and examples as a catalyst for fruitful discussion with attendees.

---

Thursday 1:30-2:45 PM

Skyline D

### **How to Make It in America: Television’s Judgment About Who Deserves Rags or Riches**

Sponsor: Voices of Diversity  
Chair: **Jack Banks**, University of Hartford  
Respondent: **Lori Bindig**, Sacred Heart University

“Television Consumption and Racial Representations: Is There a Connection?”  
**Cameron Parker**, University of Hartford

“The American Dream: Does Media Reinforce the Myth?”  
**Nancy Bressler**, Bowling Green State University

“Real Housewives?: Examining Representation of Economic Class on The Real Housewives”  
**Hannah Goodall**, University of Hartford

“Reach for Your Dream!: An Examination of the Depiction of Athletes in News Media”  
**Alexis Levy**, University of Hartford

Our ideas about economic class are shaped through culture and television in particular. Television shows selectively emphasize some aspects of society, while ignoring others. This panel examines how current television programming

reinforces or challenges conventional views of economic class. Do these shows perpetuate or contest previous stereotypes about class? Panelists specifically examine to what extent television portrays any diversity in the depictions of economic class.

---

Thursday 1:30-2:45 PM

Skyline E

### **Implications and Applications of Walter J. Ong's Secondary Orality: Hope, Music, and the Digital Transition**

Sponsor: Media Ecology Association  
Chair: **Calvin Troup**, Duquesne University  
Respondents: **Sara van den Berg**, Saint Louis University  
**Kevin McCluskey**, Berklee College of Music

"Walter J. Ong's Hope for Balance in the Age of Secondary Orality"  
**Julie A. Cramer Hunsberger**, Duquesne University

"Is Dialogic Presence Possible in a Mediated World?"  
**Melinda L. Miller**, Duquesne University

"Look Down the Road: Technology in the Performance and Production of Music"  
**Steven A. Swope**, Purdue University

Implication and application of Walter J. Ong's concept of secondary orality are examined in the context of technological transitions with attention to Ong's place within the Media Ecology tradition. Hunsberger and Miller each consider secondary orality's theoretical implications, which reflect Ong's hope for balance and presence in electronic and digital communicative contexts. Swope's essay considers the secondary orality of musical performance and recording with respect to rhetorical complications of the digital transition.

---

Thursday 1:30-2:45 PM

Riverfront

### **Social Media and Evolving Journalism Routines: An International Perspective**

Sponsor: Communication and Technology  
Chair: **John Pavlik**, Rutgers

"Social Media and Changing News Routines"  
**KyuJin Shim**, Syracuse University

"Digital Technology, Citizen Journalists and the Implications for Traditional News Organizations"  
**John Pavlik**, Rutgers University

"Social media and Journalism"  
**Michael Schudson**, Columbia University

Social media are dramatically influencing journalism and the routines and practices of journalists and news organizations in the U.S. and around the world. This panel will examine this transformation, from a variety of perspectives. What research tells us about this transformation will be presented and discussed in a critical forum.

---

Thursday 1:30-2:45 PM

Somerset

## **Transitioning from the Dark Side to the Bright Side of Interpersonal Communication**

Sponsor: Interpersonal Communication  
Chair: **Colleen C. Malachowski**, West Virginia University  
Respondent: **Brandi Frisby**, University of Kentucky

“Being Secure Means Being Willing to Say You’re Sorry: A Path Analysis of Communication Patterns During Relational Duress”

**Patricia A. Keesee**, University of Nevada, Reno

**John C. Sherblom**, University of Maine

**Laura R. Umphrey**, Northern Arizona University

“Transitioning Toward the Light: Positive Relational Communication and Health”

**Claire F. Sullivan**, University of Maine

“Religiosity and Forgiveness in the Context of Collegiate Roommate Relationships”

**Zac D. Johnson**, West Virginia University

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

This panel focuses on issues relevant to the bright side of interpersonal communication. Panelists will examine precipitating variables, including religiosity, attachment, and support, that influence forgiveness and positive communication within interpersonal relationships.

---

Thursday 1:30-4:15 PM

Charles A

## **Communication Pedagogy and the Status of Higher Education**

Sponsor: First Vice President  
Chair: **Linda Lederman**, Arizona State University

“Reflections on Christopher Newfield’s *Unmaking the Public University: The Forty-Year Assault on the Middle Class*”

**Thomas R. Flynn**, Slippery Rock University

“Reflections on Richard Arum and Josipa Roksa’s *Academically Adrift: Limited Learning on College Campuses*”

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

“Reflections on Parker J. Palmer and Arthur Zajone’s *The Heart of Higher Education: A Call to Renewal*”

**Susan J. Drucker**, Hofstra University

“Reflections on Benjamin Ginsberg’s *The Fall of the Faculty: The Rise of the All-Administrative University and Why it Matters*”

**Ronald C. Arnett**, Duquesne University

“Further Reflections on Richard Arum and Josipa Roksa’s *Academically Adrift: Limited Learning on College Campuses*”

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

“Reflections on Alexander and Helen Astin’s *Cultivating the Spirit: How College Can Enhance Students’ Inner Lives*”

**Janette Kenner Muir**, George Mason University

“Reflections on Nancy Folbre’s, *Saving State University: Why We Must Fix Public Higher Education*”  
**Mary L. Kahl**, SUNY-New Paltz

“Final Reflections on Richard Arum and Josipa Roksa’s *Academically Adrift: Limited Learning on College Campuses*”

**Richard R. Vatz**, Towson University

This double-session program features ECA Distinguished Teaching Fellows speaking about recent books on the status of higher education and reflecting on how these works relate to communication pedagogy. What is or should be the place of communication in the contemporary college/university? How and in what ways can or should communication address contemporary issues in higher education? Do current communication curricula reflect what is right or what is wrong with the American university? Join the panelists for a lively discussion of these and other related issues – attend for all or part of these two sessions.

---

Thursday 1:30-2:45 PM

Charles B

### **Mentoring Across the Transitions: Exploring the Mentor/Student Relationship from Undergraduate to Ph.D.**

Sponsor: Instructional Communication Interest Group  
Chair: **Rachel L. DiCioccio**, The University of Rhode Island

Panelists: **Elizabeth Benoit**, The University of Rhode Island  
**Theodore A. Avtgis**, Ashland University  
**Tamra Portalla**, Ohio University  
**Jonathan Drew**, The University of Rhode Island  
**Christina McDowell Marinchak**, Duquesne University  
**Gerard Jalette**, University of Connecticut  
**David Deiuliis**, Duquesne University  
**Jessica Robinson**, The University of Rhode Island

Mentoring students is an essential component, not only for student success, but for the overall success and growth of any program. What are the distinctive needs and obstacles students experience as they transition from being an undergraduate, to graduate, to faculty member and how are these issues recognized and attended to through effective mentoring? This roundtable discussion will examine these important issues through the lens of both mentor and mentee.

---

Thursday 1:30-2:45 PM

Parkview

### **#Occupywallstreet as a Transitional Protest Movement**

Sponsor: Political Communication  
Chair: **Kristin N. English**, Georgia College & State University  
Respondent: **David Cisneros**, Northeastern University

“The Rhetoric of “Occupation”: Dissociation and Dismemberment”  
**John J. Rief**, University of Pittsburgh

“#occupywallstreet as Transversal Dissent: An essay on Contemporary American Political Discourses of Change”  
**Paul E. Mabrey III**, James Madison University

“Where were you three years ago? Considering Kairos and Exigence in the Occupy Wall Street protests”

**Matthew P. Brigham**, James Madison University

“Nonstrategic Strategic Advocacy: A case study of #occupywallstreet”

**Aaron Noland**, James Madison University

#Occupywallstreet has set a media agenda since protesters converged on Zuccotti Park in New York City in September. This protest movement is organic and grassroots – without leadership or consistency. As such, it is a unique rhetorical opportunity that merits discussion. This panel will analyze the situation and messaging of the #occupywallstreet movement as political transition.

---

Thursday 1:30-2:45 PM

University B

### **Short Course – Barnga: An Interactive Learning Game for Transitions and Change**

Presenters: **Iverson Warinner**, Spalding University  
**James Wright**, Humana, Inc.

*Barnga*, an interactive learning game, introduces students realistically, and oftentimes unkindly, to the communication problems inherent when people assume that everyone abides by the same rules of acceptable behavior. This course will insure instructor and trainer competency in facilitating an interactive training tool that will teach both students and employees about transactions in diverse communication courses and corporate training classes. Attendees will have the opportunity to play and debrief *Barnga*, and then be led in a discussion on the various applications of *Barnga* in course design, classroom teaching, and corporate training.

---

Thursday 1:30-2:45 PM

University C

### **Insights into Aggressive Behavior and Crisis Management**

Sponsor: Applied Communication  
Chair: **Linda Sampson**, Southern Connecticut State University  
Respondent: **Tatyana Dumova**, Point Park University

“Verbal Trigger Events: An Examination of What Makes a Person Become Verbally Aggressive”  
**James M. Durbin**, University of Akron

“Blowing the Whistle: An Analysis of the Role of a Whistleblower”  
**Kathryn Weintraub**, Boston College \*

“The Tiger Woods Sex Scandal: Mr. Perfect Strays Off Course”  
**Mary Elizabeth Rosenman**, Boston College \*

“The Enron Corporation as the Paradigm Case for an Unmanaged Business Crisis”  
**Margaux Labaudiniere**, Boston College \*

“Do Financial Markets Recognize a Poor Crisis Communication Strategy? A Comparative Analysis”  
**Luke Lapointe**, Boston College \*

\* Student Debut

---

Thursday 2:30-3:30 PM  
**Competitive Graduate Poster Session I**

Grand Ballroom Foyer

Chair: **Trevor Parry-Giles**, National Communication Association  
Reviewers: TBD

“Transitions, Passages, and Journeys Ten Years after 9-11: Exploring the Lived Experiences of Veiled and Unveiled Middle-Eastern Muslim Women”  
**Maha Alshoaibi**, Emerson College

“The Non-Communicative Female Consumer: A Look at Conflict & Confidence”  
**Chizoma Cluff**, Bowie State University

“I Can’t Get No (Teacher) Satisfaction: Presentational Traits in Relation to Instructor Satisfaction”  
**Rebecca K. DiClemente, Elizabeth A. Ditrinco, & Kaitlyn E. Gibbons**, West Virginia University

“Satisfaction at Work: How Work Groups are Related to Job Satisfaction”  
**Seth Frei**, Texas State University-San Marcos

“Teacher’s Ink: Students’ Perceptions of Teachers with Tattoos”  
**Zachary Goldman, Gregory A. Cranmer, & Erik Neville**, West Virginia University

“The Positive Effects of Computer Mediated Communication on the Development and Maintaining of Romantic Relationships”  
**Alexis Harvey**, University of Hartford

“Trust in Electronic Word-of-Mouth Communication on Facebook Fan Pages and How Commitment and Consistency Theory Affect Participation”  
**Shaun Maciejewski**, Canisius College

“Jealousy Evocation: The Role of Commitment Level, Relational Satisfaction, and Relational Uncertainty as Predictors of Jealousy-Evoking Behavior”  
**Marissa Pytlak & Laura Zerega**, Texas State University-San Marcos

“Who H@#! Cares? Instructor Swearing, Student Perceptions, and Student Affective Learning”  
**Jennifer Seifert, Melissa A. Ceo, & Shelly N. Dusic**, West Virginia University

“How Farm to Institution Actors Make Sense of the Supply Chain they are a Part of: Interview of Buyers, Distributors, and Farmers in Vermont”  
**Noelle K. Sevoian, Sarah N. Heiss, & David S. Conner**, University of Vermont

“A Phenomenological Approach: Understanding the Experiences of Trinidadian Female Trainers in the Corporate Training Classrooms”  
**Tonia Watkins**, Emerson College

---

Thursday 2:30-3:30 PM  
**ECA Coffee Café I**

---

Grand Ballroom Foyer

Thursday 3:00-4:15 PM  
**2013 Program Planners Meeting**

Grand Ballroom A

Presiding: **Danette Ifert Johnson**, Ithaca College  
First Vice President-Elect

All interest group planners for the 2013 convention in Pittsburgh should plan on attending this meeting. A second meeting for those with conflicting schedules is planned for Friday at 1:30 in Charles A.

---

Thursday 3:00-4:15 PM  
**Remembering Civil Strife: For What Transitions Do Events and Places Argue?**

Skyline A

Sponsor: Argumentation and Forensics  
Chair: **Fran Mindel**, Morgan State University

“Re-living the American Civil War, or How I Came to Know the Past”  
**Jaime Wright**, St. John’s University

“Symbol of Unity or Reminder of Conquest: Lincoln Returns to Richmond 138 Years Later”  
**Theodore F. Sheckels**, Randolph-Macon College

“Three Memorials to Thurgood Marshall: How Marylanders Have Chosen to View a Native Son”  
**Carl T. Hyden**, Morgan State University

“Civil Rights Tourism: Sites of Memory, Sites of Controversy”  
**Todd A. Allen**, Geneva College

The things that a nation chooses to remember and the ways in which it chooses to remember them says a great deal about how that nation views its own history. Of particular interest are the Civil War and events that ultimately rose from it. These four presentations invite examination of some of those events, the transitions that have emanated from them and the arguments they make for where we are as a nation.

---

Thursday 3:00-4:15 PM

Skyline B

---

Thursday 3:00-4:15 PM  
**Using Interpersonal Communication to Transition through Relational Barriers**

Skyline C

Sponsor: Interpersonal Communication  
Chair: **Robert Sidelinger**, Oakland University  
Respondent: **Candice Thomas-Maddox**, Ohio University Lancaster

“Factors Affecting Attitudes toward Deaf Individuals: A Communication Accommodation Approach”  
**Sara LaBelle**, West Virginia University  
**Melanie Booth-Butterfield**, West Virginia University

“The Dynamic Interplay of Interaction Goals, Emotion, and Conflict Styles: Testing a Developmental Model of Intrapersonal and Interpersonal Effects on Conflict Styles”

**Qin Zhang**, Fairfield University

**Michael Andreychik**, Fairfield University

**David A. Sapp**, Fairfield University

**Colleen Arendt**, Fairfield University

“Friendships in Transition: The Technologically-Mediated Maintenance of Women’s Long-Distance Friendships”

**Jessica Thern Smith**, University of Tennessee

“An Experimental Examination of the Effects of Implementation Intentions and Visualization on Dating Anxiety”

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

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

The papers on this panel share a common focus--people use interpersonal communication to manage and survive relational challenges, including negative attitudes toward people with physical disabilities, the shift of friendships from proximal to long distance, the challenging interplay of emotions and goals in conflict, and dating anxiety.

---

Thursday 3:00-4:15 PM

Skyline D

### **Mikhail Bakhtin: Toward a Philosophy of Communication**

Sponsor: Philosophy of Communication

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

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

“No-Alibi in Existence: Bakhtin, Dialogue, and Transitions of Answerability Beyond Imperative”

**John H. Prellwitz**, University of Pittsburgh at Greensburg

“Freedom of Speech: Rhetorical Implications of Bakhtin’s “Superaddressee”

**Joel Ward**, Duquesne University

“Bakhtin’s Ought”

**Calvin L. Troup**, Duquesne University

Mikhail Bakhtin, Russian philosopher and theorist of the novel, is often cited but little has been studied in the field of Communication. An early manuscript, *Toward a Philosophy of the Act* – written around 1920, discovered and recovered in 1972, and translated into English in 1993 – introduces themes that resonate in philosophy of communication, but the book received minimal attention in the field. This panel considers the merits of Bakhtin as a working philosopher of communication.

---

Thursday 3:00-4:15 PM

Skyline E

### **Transitioning from One Desk to the Next: How Nonverbal Communication Defines and Dictates Employment Surroundings**

Sponsor: Nonverbal Communication

Chair: **Kerry Byrnes**, Collin College – Spring Creek Campus

“Managing Perceptions of Toughness: Using Syllabus Policy”

**Kerry Byrnes**, Collin College – Spring Creek Campus

“Creating the Hardworker Identity: An Exploration Into the Management of Time in the Workplace”  
**Jenny Warren**, Collin College – Spring Creek Campus

“Married Couples’ Nonverbal Behavior Across Contexts: Transitioning from the Workplace to Home”  
**Stephanie Shimotsu**, West Virginia University

“When Nonverbal Immediacy Attacks: The Curse of Being Too Approachable”  
**Jennifer Knapp**, SUNY – Oswego

“Movie Posters and Crooked Diplomas: Identity Management Through Emblems in the Office”  
**Steve Granelli**, SUNY – Oswego

Today’s employment landscape highlights the importance of a defined and secure role in the workplace. The demands of the communication competent employee include understanding of the power of nonverbal communication, but how do we use those messages to shape workplace identity? Focusing on work relationships affecting home life, mandated and non-mandated time, managing perceptions of toughness, workspace as identity management, and boundary creation, this panel will examine how nonverbal communication is utilized in the workplace.

---

Thursday 3:00-4:15 PM

Riverfront

### **Assessment Tools for Technology**

Sponsor: Communication and Technology  
Chair: **Robert Powell**, West Virginia Public Radio  
Respondent: **Sanae Elmoudden**, St. John’s University

“Overview of Assessment Tools for Technology”  
**Kathleen Brown**, Pennsylvania State University – Greater Allegheny Campus

“Learn Pedagogical Tools for using Technology – iPod Touch/iMovie and Assessment Tools”  
**Susan Scott Brozek**, Afterschool Buddy, Inc.  
**Kathleen Brown**, Pennsylvania State University – Greater Allegheny Campus

“Different Ways to Assess, Create, Collaborate, and Communicate with Students”  
**Alydia Thomas**, Pennsylvania State University – Greater Allegheny Campus  
**Kathleen Brown**, Pennsylvania State University – Greater Allegheny Campus

This panel reviews a project in which students in the communications news and journalism ethics course created rubrics for their peer groups (peer-to-peer leaning model) and were assisted by a community partner. The rubrics were used to assess the students’ iMovie – productions created on their iPod Touches. Faculty interested in using some of the new web 2.0 tools available to create, collaborate, and communicate with their students will become aware of our findings that student developed assessment works.

---

Thursday 3:00-4:15 PM

Somerset

### **Politics NOT so usual: Activism, Conspiracies and – Humor??**

Sponsor: Rhetoric and Public Address  
Chair: **John Kares Smith**, SUNY Oswego  
Respondent: **Heather Stassen-Ferrara**, Western New England University

“A Reluctant Voice: Zu Adams Speaks to The Kansas Women’s Press Club April 10, 1902”

**Tracy Hasley Frederick**, Southwestern College

**Virginia P. Richmond**, West Virginia University

**James C. McCroskey**, West Virginia University

“Culture as a Duality and it’s Effects on Mobilization in to Social Protest”

**Madeleine Redlick**, Boston College

“No Sense of Decency: Conspiracy and the American Transition from Modernity to Postmodernity”

**M. Elizabeth Thorpe**, The College at Brockport, SUNY

“An Alternative Sense of Humor: The Problems with Crossing Comedy and Politics in Public Discourse”

**Don Waisanen**, Baruch College, City University of New York

---

Thursday 3:00-4:15 PM

Charles A

**Communication Pedagogy and the Status of Higher Education**

This program continues from the 1:30 session.

---

Thursday 3:00-4:15 PM

Charles B

**From Social Media to Web-Based Learning: How Students Want to be Instructed Using Pedagogical Technology**

Sponsor: Instructional Communication Interest Group

Chair: **J. Kanan Sawyer**, West Chester University of Pennsylvania

Participants: **Chanelle LaBarre**, West Chester University of Pennsylvania

**Kelli Gannon**, West Chester University of Pennsylvania

**Lauren Gerba**, West Chester University of Pennsylvania

**Kelcie Rudman**, West Chester University of Pennsylvania

**Kaitlin Barnes**, Emerson College

**Taja Glover**, Emerson College

**Lisa Medina**, Emerson College

**Daniel Tick**, Emerson College

**Laura Hager**, Towson University

**Samantha Sherer**, Towson University

**Alex Castillo**, Emerson College

**Timothy Ryan**, West Chester University of Pennsylvania

Twelve students representing four different eastern states come together to host a roundtable discussion technology use in the classroom. Often a forbidden element of communication, the students will discuss how some technologies (including Apple products, smart phones, social media, and web based learning) can have a direct and positive pedagogical impact on this millennial generation but the detriments of these technologies will not be ignored. Instructors are invited to participate in this directed roundtable discussion, which will offer student voices, resources for using specific technologies, and instructional ideas.

---

Thursday 3:00-4:15 PM

Parkview

**Applied Communication in Entertainment Contexts**

Sponsor: Applied Communication  
Chair: **Todd Kelshaw**, Montclair State University  
Respondent: **Sarah Ryan**, University of Texas El Paso

“Merging the Narrative Paradigm and Sensitivity Theory: Exploring Why People Watch Reality Based Programming”

**Susan Jane McManimon**, Indiana University of Pennsylvania

“Oprah Winfrey: A Look into the Image Restoration Process of a Dynamic Corporate Leader and Entertainer”

**Jessica R. Rivers**, Boston College \*

“A Rational Approach to Poker: What is Communicated in a Bet?”

**Stephen A. Swope**, Purdue University \*

\* Student Debut

---

Thursday 3:00-4:15 PM

University B

### **Short Course – Practicing What We Preach: Strategies for Teaching the Applied Organizational Communication Course**

Presenters: **Corey Jay Liberman**, Marymount Manhattan College  
**Theodore A. Avtgis**, Ashland University

The purpose of this short course is to provide participants strategies for combining organizational communication theory and application. By the end of the short course, participants will be equipped with the knowledge to develop a course in organizational communication, based on this theory/practice fusion, with particular emphasis on leadership, relationships, decision-making, ethics, conflict resolution, and training and development. Participants will be in dialogue with current communication faculty members who have taught organizational communication courses in both large lectures and small classrooms, at both undergraduate and graduate levels.

---

Thursday 3:00-4:15 PM

University C

### **Top Competitive Papers in Health Communication**

Sponsor: Health Communication Interest Group  
Chair: **Rosanne Hartman**, Canisius College  
Respondent: **Paula Baldwin**, George Mason University

“Nurse Socialization, Communication, and Medical Mistakes”\*

**Carey Noland**, Northeastern University

“Investigating College Students’ Binge Drinking Behavior: Applying the Theory of Planned Behavior”

**Kelly Odenweller**, West Virginia University

**Tiffany Berkebile**, West Virginia University

**Zac Johnson**, West Virginia University

**Megan Dillow**, West Virginia University

**Zachary Rice**, West Virginia University

“Perceptions of Organ Donation Narratives among Signed Organ Donors and Not Signed Organ Donors”

**Julie Volkman**, Emerson College

**Joanna Logue**, Emerson College

“The Impacts of Character Identification on Attainment of HIV Prevention Goals in an Entertainment Education Program in Botswana”

**Benjamin Bates**, Ohio University

**L. Meghan Peirce**, West Chester University of Pennsylvania

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

---

Thursday 4:30-5:45 PM

Skyline A

**Communication Ethics in Interactive Transition: Turning, Engagement, and Conflict**

Sponsor: Communication Law and Ethics

Chair: **Janie Harden Fritz**, Duquesne University

“Turning Toward the Other in the Academy: Ethical and Legal Implications of Mentoring Students”

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

“Bonhoeffer’s Communicative Engagement with the Other: A Rhetoric of Reconciliation”

**Charles E. Thomas, Jr.**, Duquesne University/Slippery Rock University

“Communication Ethics and Conflict: Different Grounds of the Good”

**Ronald C. Arnett**, Duquesne University

**Lecanne M. Bell McManus**, Stevenson University

**Amanda McKendree**, University of Notre Dame

These papers explore issues of communication ethics and engagement with the Other from legal, theological, and conflict perspectives.

---

Thursday 4:30-5:45 PM

Skyline B

---

Thursday 4:30-5:45 PM

Skyline C

**Waves of Transition: Burkean Transcendence**

Sponsor: Kenneth Burke

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

Respondent: **Bryan Crable**, Villanova University

“A Heart ‘Strangely Warmed’: John Wesley in Transition”

**Bryan Picciotto**, Roberts Wesleyan College

“‘A Bird with a Broken Wing’: Burke’s *Abyss* in ‘The Awakening’”

**Marlise Boedeker**, Roberts Wesleyan College

“The Rhetoric of Musical Transformation: Burke and Early 20<sup>th</sup> Century Music”

**Robin Kanak**, Roberts Wesleyan College

Historical periods are characterized by transformative change following waves of transition. This panel examines transitions of historical consequence that remain important today. A Burkean study of historical texts from three different centuries highlights the cycle of *guilt and redemption* in a 17<sup>th</sup> century Episcopal Priest's passionate love affair; the significance of the *abyss* for women in the 19<sup>th</sup> century; and the *transcendence* of musical discord in the early 20<sup>th</sup> century, as evidenced in both the music and Burke's own music criticism.

---

Thursday 4:30-5:45 PM

Skyline D

### **Top Student Papers in Voices of Diversity: A Focus on the Media**

Sponsor: Voices of Diversity  
Chair: **D.L. Stephenson**, Western Connecticut State University  
Respondent: **Cerise Glenn**, University of North Carolina at Greensboro

"Social Justice, A Qualitative Content Analysis of Children Accused of Practicing Witchcraft in Eket Community, Nigeria"

**Uchenna Onuzulike**, Howard University

"Far Away Yet Close and Familiar: Marsha Ambrosius' "Far Away" and Fisher's Narrative Paradigm"

**Seth E. Davis**, Syracuse University

"Gays Don't High-Five!: An Analysis of Gay Representation on Modern Family"

**Nancy Bressler**, Bowling Green State University

"You're Fucking Out, I'm Fucking In:" Kenny Powers and Hegemonic Masculinity in Eastbound & Down\*

**Fallon Wagner**, College of Charleston

This panel features the top four competitive student papers from the Voices of Diversity Interest group.

\*Top Student Paper for Voices of Diversity

---

Thursday 4:30-5:45 PM

Skyline E

### **From Mediation to Intercultural Communication: The Role of Nonverbal Communication**

Sponsor: Nonverbal Communication  
Chair: **Joseph Lybarger**, The University of Akron

"METTA: Understanding Nonverbal Communication & Elements With Mediators"

**Jeff Thompson**, Griffith University Law School

"The Relationship between Self-Perceived Attractiveness, Touch Avoidance / Apprehension, and Body Type"

**Tammy E. Whitacre**, Mary Babb Randolph Cancer Center

**Brian R. Patterson**, West Virginia University

"Nonverbal Communication in Intercultural Contexts: A Literature Review of Recent Studies"

**Sarah Bishop**, University of Pittsburgh

**Yang Lin**, The University of Akron

This panel will examine the usage of nonverbal communication within the intercultural setting and how it is utilized within the mediation process.

---

Thursday 4:30-5:45 PM

Somerset

## **How Did I Get Here?: Examining the Unique Transition to the Community College**

Sponsor: Community College  
Chair: **Steven Granelli**, State University of New York at Oswego

“Using Communication Privacy Management Theory to Understand Community College Employment”  
**Kerry Byrnes**, Collin College

“Defining Sense of Self and Identity When Transitioning from Adjunct to Full Time Status”  
**Jenny Warren**, Collin College

“Examining the Dialectical Tensions of Community College Employment”  
**Eric Carlson**, Collin College

As a result of growing enrollment trends at the community college level, an increasing number of faculty are needed. Because of its blend of foundational coursework and career training programs, community college professors often have diverse backgrounds. This panel focuses on the hardships, dialectical tensions, and identity conflicts encountered when faculty transition from doctoral programs, adjunct faculty status, and the corporate world while simultaneously advocating for the same goal – student learning.

---

Thursday 4:30-5:45 PM

Charles A

## **New Research by ECA Research Fellows**

Sponsor: First Vice-President  
Chair: **Kathleen E. Kendall**, University of Maryland

“Research in Progress on Tyler Perry.”  
**Ronald L. Jackson II**, University of Illinois.

“Research in Progress on Humor Enactments in Relationships.”  
**Melanie Booth-Butterfield**, West Virginia University

“Research in Progress on the Urban Impulse.”  
**Susan Drucker**, Hofstra University and **Gary Gumpert**, Urban Communication Foundation

“Research in Progress on Social Media and Bullying.”  
**Jerry L. Allen**, University of New Haven.

“Research in Progress on Public Relations: Reputation, Brand, and Measurement from a Non-Financial Outcome Approach.”  
**Don W. Stacks**, University of Miami

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, several winners of this award speak about their latest research, reporting on what they are exploring, why they chose that topic and research question, the challenges and obstacles of the study, and their early findings. Following the presentations, there will be discussion among the participants and the audience.

---

Thursday 4:30-5:45 PM

Charles B

**Fall 2011 Prime Time Network and Cable TV Programs: Transitions  
or More of the Same?**

Sponsor: Media Communication  
Chair: **Nancy Signorielli**, University of Delaware  
Respondents: **Elizabeth Perse**, University of Delaware, and  
**James Shanahan**, Boston University

“Introduction to the Project and Its Methods”  
**Nancy Signorielli**, University of Delaware

“Men and Women in Network Prime Time Programs”  
**Katherine Anderson**, University of Delaware  
**Amanda Carlson**, University of Delaware  
**Lauren Haufler**, University of Delaware  
**Dacey McGinty**, University of Delaware

“Violence in Prime Time: Have There Been Transitions?”  
**Shantel Campbell**, University of Delaware  
**Christine Flynn**, University of Delaware  
**Bianca Mendoza-Joseph**, University of Delaware

“Images in Cable Programs in Fall 2011”  
**Dave Blumberg**, Boston University  
**Allyson Galle**, Boston University  
**Joe Hamel**, Boston University  
**Anna Lishay**, Boston University  
**Samantha Rick**, Boston University  
**Lindsay Southwick**, Boston University

“Comparison of Network and Cable Programs”  
**Jim Shanahan**, Boston University  
**Nancy Signorielli**, University of Delaware

This panel features presentations on characterizations and images of violence in samples of prime time network and cable programs seen in the fall of 2011. Presentations focus on sex roles, occupations, and the portrayal of violence and explore these topics in relation to possible transitions in today’s programming and character demography as well as how today’s images are related to findings from past studies of prime time network broadcast and cable television.

---

Thursday 4:30-5:45 PM

Parkview

**Constructing Reality? Terrorism Economic Tidings, Family Values,  
and Broadcasting Military Policy**

Sponsor: Political Communication  
Chair: **Ann Atkinson**, Keene State College  
Respondent: **John Kares Smith**, Oswego State University of New York

“But are you really better off? Renewal, resurrection, and the rhetoric of Ronald Reagan” \*

**Sean Luechtefeld**, University of Maryland

“Staging War Theater on the Home Front: The Family Drama of Deployment in Public Broadcasting”

**Christina M. Knopf**, SUNY Potsdam

“Terrorism as a Communicative Act”

**Ashley Farkas**, Drexel University

**Tyson Mitman**, Drexel University

**Douglas V. Porpora**, Drexel University

“Responding to the Diversity in Family Life: The Rhetoric of Family Values in the 1996-2006 Same-Sex Marriage Debates”

**Jill M. Weber**, Hollins University

This panel will provide a revealing look at how rhetorical construction of the economy, military policy, and terrorism determine political reality. The collection of papers presented here pull together elements from communication, journalism, politics, and sociology.

\*Top paper

---

Thursday 4:30-5:45 PM

University B

**Transitions in Teaching and Learning: Moving to Hybrids and Online in the Organizational and Mass Communication Course Experience**

Sponsor: Instructional Communication Interest Group  
Chair: **Melissa Wanzer**, Canisius College

Panelists: **Rosanne L. Hartman**, Canisius College  
**John S. Dahlberg**, Canisius College  
**Ginni Jurkowski**, State University of New York at Geneseo  
**Leah MacVie**, Canisius College

This panel will address emerging issues that are changing the face-to-face of education. They center on comparative efficacy of traditional classroom education with the adoption of hybrid and online methods of delivery, particularly in organizational and mass communication. Panelists will discuss why academic institutions need online courses that engage non-traditional students. They will address challenges of that transition, while comparing hybrid, online and traditional education. Finally, the panel will discuss faculty training needs and goals.

---

Thursday 4:30-5:45 PM

University C

**Media, Students, and Health: How Media Have Changed the Next Generation's Approach to Health-based Decision-Making**

Sponsor: Health Communication Interest Group  
Chair: **Pamela Marshall**, Rowan University  
Respondent: **Ashley Torrence**, Emerson College

“‘Look at My Rash’: Peer-to-Peer Diagnosis through Social Media”

**Chanelle LaBarre**, West Chester University of Pennsylvania

**Kelli Gannon**, West Chester University of Pennsylvania

**Lauren Gerba**, West Chester University of Pennsylvania

**Kenneth Ayres**, West Chester University of Pennsylvania

“A Diagnosis in My Pocket: How Cell Phone Applications Have Become the Next Generation’s New Health Professional”

**Kaitlin Barnes**, Emerson College

**Taja Gover**, Emerson College

**Lisa Medina**, Emerson College

**Daniel Tick**, Emerson College

“Googling My Way to Health: How Internet Resources Have Replaced Interaction with Health Professionals”

**Laura Hager**, Towson University

**Samantha Sherer**, Towson University

**Alex Castillo**, Emerson College

**Brian Fiocco**, West Chester University of Pennsylvania

During this roundtable discussion students share their exploration of how technology has affected college students’ decision-making regarding their own health.

---

Thursday 6:00-7:00 PM  
**Newcomer’s Reception**

Riverfront

---

Thursday 7:00-9:00 PM  
**Welcome Reception**

Riverfront

---

Thursday 8:00-9:00 PM  
**12 Step Group Meeting**

Skyline E

---

## **FRIDAY, APRIL 27, 2012**

---

FRIDAY 7:30 AM-5:00 PM  
**CONVENTION REGISTRATION**

**Grand Ballroom Foyer**

---

FRIDAY 7:00-8:00 AM  
Communication Administration Breakfast

ArtBar

---

FRIDAY 8:00-8:50 AM

American Society for the History of Rhetoric  
Communication Administration  
Interpersonal Communication  
Interpretation and Performance Studies  
Institute of General Semantics  
Lambda Pi Eta  
Media Ecology  
Philosophy of Communication  
Political Communication  
Voices of Diversity

Skyline A  
ArtBar  
Somerset  
University C  
University B  
Skyline B  
Skyline E  
Skyline D  
Riverfront  
Charles B

---

Friday 9:00-10:15 AM

Skyline A

### **Historical and Contemporary Studies in Rhetoric**

Sponsor: American Society for the History of Rhetoric  
Chair: **Maureen C. Minielli**, CUNY-Kingsborough  
Respondent: **Noemi Marin**, Florida Atlantic University

“Women for a Cause: The Rhetoric of Women of the Abolition Movement”  
**Tracy Hasley Frederick**, Southwestern College

“Mather Work Incentive Posters and the Rhetoric of Scientific Management in the 1920s”  
**Ernest A. Hakanen**, Drexel University  
**Alison Novak**, Drexel University

“Thomas Paine’s Le Siecle de la Raison, ou Le Sens Commun Des Droits De L’Homme: Notes on the Earliest Edition of The Age of Reason”  
**David C. Hoffman**, Baruch College, CUNY  
**Claudia Carlos**, Independent Scholar

“Transitions to Global Rhetoric: Reassessing China’s First Treatise on Rhetoric, Guiguzi”  
**Hui Wu**, University of Texas at Tyler

“The Rhetorical Contour of Pre- and Post-89 China: A Genealogical, Ethical Study”  
**Peter Zhang**, Grand Valley State University

These selected works illustrate rhetoric’s vast import in four unique areas: B.C.E. China, the American Revolution, the 19th century abolitionist movement, the 1920s scientific management philosophy in business, and 1989 China.

---

Friday 9:00-10:15 AM

Skyline B

### **Methodological Approaches to Studying Transition**

Sponsor: Theory and Methodology  
Chair: **Susan Jasko**, California University of Pennsylvania  
Respondent: **Michael Boyle**, West Chester University

“Memory From Without and Within: War Re-enactment and the ‘Magic Moment’ of (Non) Violence”  
**Adam J. Gaffey**, Texas A&M University

“Cultural Studies: The Effect of Individual Ideology in Branding Children as Witches”  
**Uchenna Onuzulike**, Howard University

“The Transition from Second Language Learner to Language Speaker: Willingness to Communicate and the Ambivalent Mind”  
**Peter D. MacIntyre**, Cape Breton University

“Towards an Improved Measure of Attitudes toward Transsexuals: A Scale Development and Validation Study”  
**Jeffrey A. Wickersham**, Yale University  
**Archana Krishnan**, Yale University  
**Diana I. Rios**, University of Connecticut

---

Friday 9:00-10:15 AM

Skyline C

### **Revisiting Culture, Gender, & Transnationalism: Toward Transparadigmatic Intercultural Communication Studies**

Sponsor: Intercultural Communication  
Chair: **David McMahan**, Missouri Western State University  
Respondent: **Deborah J. Borisoff**, New York University

“Transnational Japanese Masculinities: Critical Reading of Gender Performativity in *Men’s Non-No* during the Year of National Crisis”  
**Shinsuke Eguchi**, University of Denver

“I’m American but I’m not Rich!”  
**Nicole Files-Thompson**, Emerson College

“‘Cuz it Ain’t Your Face’: Why I Reject Hip-Hop”  
**Chizoba Udeoriji**, CUNY-Kingsborough Community College

“Is Conservatism Code for Neglect?: A Content Analysis of the 2012 Republican Presidential Debates Coverage of Cultural Concerns and Non-Majority Issues”  
**Ashley Torrance**, Emerson College

“Investigating Students’ Self-Construal in the Classroom: An Assessment in the Intercultural Communication Course”  
**Stephanie Shimotsu**, West Virginia University

This panel revisits the themes of culture, gender, and transnationalism from five different angles (i.e., Japanese masculinity, African-American women’s national identity, a black feminist’s relationship with hip-hop culture, co-cultures through the political lens of the republican debates, and students in the intercultural communication course). This panel features different paradigmatic approaches to study culture and communication. In doing so, this panel intends to consider moving beyond paradigmatic thinking and to transition the epistemology of intercultural communication.

---

Friday 9:00-10:15 AM

Skyline D

**Boundaries of the Other, the Self, and the Psyche in Intercultural, Social and Personal Relations: Essays in Communicology as Philosophy of Communication**

Sponsor: Philosophy of Communication  
Chair: **Eric Peterson**, University of Maine  
Respondent: **Richard L. Lanigan**, Professor Emeritus, Southern Illinois University  
Director and Fellow, International Communicology Institute

“Intercultural Communication as a Condition of Possibility for Trans-cultural Mental Health Communication: Communicology and the Concept of a Universal Psyche”

**Isaac E. Catt**, Duquesne University; President, Semiotic Society of America

“A Legacy of Love: An Individual Phenomenological Reflection on my Father’s Diaries”

**Deborah Eicher-Catt**, The Pennsylvania State University, York

“Adolescent Consciousness and Transformative Experience: Modern Individuation, Ego, Identity, and the Phenomenology of Eroticism”

**Frank J. Macke**, Mercer University

Three philosophers of communication ground their research in the human science of communicology. To exemplify the worth of this understanding of discourse, the essays cut to the heart of communicative praxis, showing both the limitations of traditional presuppositions in inquiry and the value of reflexivity in research. The presupposed concept of a “universal psyche” in a trans-cultural health communication is criticized. Modernist notions of adolescence are de-stabilized by a reading of postmodern philosophy. A daughter’s relationship with her father is a legacy of love phenomenologically.

---

Friday 9:00-10:15 AM

Skyline E

**Artistic Articulations: An Illuminated Window on Current and Approaching Transitions**

Sponsor: Media Ecology Association  
Chair: **Mary Ann Allison**, Hofstra University  
  
Panelists: **Mary Ann Allison**, Hofstra University  
**Suzanne Berman**, Hofstra University  
**Susan J. Drucker**, Hofstra University  
**Thom Gencarelli**, Manhattan College  
**Peter Goodman**, Hofstra University  
**Gary Gumpert**, Communication Landscapers  
**James C. Morrison**, Babson College  
**Lance Strate**, Fordham University

McLuhan (Understanding Media, 1964) wrote: “I think of art...as a DEW line, a Distant Early Warning system that can always be relied on to tell the old culture what is beginning to happen to it.” In this roundtable, participants discuss works of art in comics, caricature, film, graffiti, music, painting, and photography, highlighting the ways in which they illuminate the many transitions taking place in society.

---

Friday 9:00-11:45 AM

Riverfront

### **Coffee and Spots: A Look Back at the Best (and Worst) in the Year's Political Advertisements**

Sponsor: Political Communication

Panelists: **J. Kanan Sawyer**, West Chester University of Pennsylvania  
**David G. Levasseur**, West Chester University of Pennsylvania  
**Theodore F Sheckels**, Randolph-Macon College  
**Jason A. Edwards**, Bridgewater State University  
**Janis L. Edwards**, University of Alabama

What was once a small social gathering among colleagues typically spread across the East Coast, has become an formal ECA tradition open to all members. Coffee and Spots is the annual gathering of all parties interested in politics, advertising, media, commentary, or just good conversation. We gather to show and review – and sometimes scoff at – the best and worst political ads with snacks and drinks in hand.

---

Friday 9:00-10:15 AM

Somerset

### **Top Papers in Communication and Technology**

Sponsor: Communication and Technology

Chair: **Heather Stassen-Ferrara**, Western New England University

Respondent: **Rod Carveth**, Goodwin College

“Finding an Optimal Match: Social Support Groups in Second Life”

**Sara Green-Hamann**, University of Maine

**John C. Sherblom**, University of Maine

“How Demanding is Social Media: Understanding Social Media Diets as a Function of Perceived Costs and Benefits – a Rational Actor Perspective”

**Nicholas David Bowman**, West Virginia University

**David Westerman**, West Virginia University

**Christopher Claus**, West Virginia University

“Video Games: An Overview of Recent Research on Aggression and the Transition toward Considering Other Types of Effects”

**Ashleigh Shelton**, University of Massachusetts, Boston

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

“Persuasive Technology: Transition to a Rhetorical Perspective”\*

**Raymond A. Lutzky**, Rensselaer Polytechnic Institute

This panel features the top competitive papers from the Communication and Technology Interest Group

\* Top Student Paper

---

Friday 9:00-10:15 AM

Charles A

### **Transitions & Journeys: Navigating the Academic Life in the 21st Century**

Sponsor: First Vice-President  
Chair: **Trevor Parry-Giles**, National Communication Association  
Discussants: **Timothy Barney**, University of Richmond  
**Brandi Frisby**, University of Kentucky

“Promotion & Tenure Confidential: Transitioning to the Academic Life”  
**David Perlmutter**, University of Iowa

David Perlmutter is the director of the School of Journalism & Mass Communication at the University of Iowa and the author of *Promotion & Tenure Confidential* (Harvard University Press, 2010). Drawing from columns and essays written for the *Chronicle of Higher Education*, Perlmutter offers a clear-eyed, realistic, and brutally honest assessment of the skills and approaches necessary for the successful management of transitions inherent in academic life. This panel brings Perlmutter’s wisdom and insights to ECA’s discussion of transitions and also provides insights and experiences from two newly-hired assistant professors just beginning their journeys in the academic life.

---

Friday 9:00-10:15 AM

Charles B

### **Just Another Brick in the Wall?: Transitioning the Basic Course Through Redesign**

Sponsor: Instructional Communication Interest Group  
Chair: **Brent Kice**, Frostburg State University

Panelists: **David B. Stern**, Frostburg State University  
**Brent Kice**, Frostburg State University  
**Elesha Ruminski**, Frostburg State University  
**Sheri Whalen**, Frostburg State University

This panel addresses the acquisition and use of external funding to “redesign” the basic introductory communication course at Frostburg State University in lieu of pressures to transform curriculum to integrate technology and experiential learning, accommodate enrollment, and reduce administrative costs. In particular, topics such as the changing academic climate in higher education, developing a grant project to fund course redesign, the redesign process, and the results of a course redesign will be discussed.

---

Friday 9:00-10:15 AM

Parkview

### **Issues in Marketing and Advertising**

Sponsor: Applied Communication  
Chair: **Jill K. Burk**, Penn State University Berks  
Respondent: **Nancy Wiencek**, Georgian Court University

“Effective Marketing Strategies in Minor League Baseball: An Exploratory Study”  
**Janet Reynolds Bodenman**, Bloomsburg University  
**Benjamin H. Safran**, Bloomsburg University \*

“The Digitized Bride: How Do Consumers Interpret Advertising Images?”  
**Beth Michalec**, Duquesne University

“Motives for Collegiate Football Games: Spectators and Fans”  
**Lori Thomas**, University of Tennessee at Knoxville \*

\* Student Debut

---

Friday 9:00-10:15 AM

University B

**Short Course – The New Horizon for Pre-Professional Students:  
Defining the Discipline of Medical Communication**

Presenters: **E. Phillips Polack**, West Virginia University School of Medicine  
**Theodore A. Avtgis**, Ashland University

This short course is to expose communication scholars to the discipline of Medical Communication emphasizing the applied interpersonal aspects of communication within health care. The course bridges the concepts taught in traditional health communication and emphasizes studies conducted in the field of Medicine illustrating the bottom line effects of problematic interpersonal interactions. These interactions can have devastating results such as delayed care, litigation, escalating hostility and at times death of the patient.

---

Friday 9:00-10:15 AM

University C

**The Performance of Doing Autoethnography: Reflexively  
(Re)Exploring Self as Researcher in Performing Vulnerable Inquiry**

Sponsor: Interpretation and Performance Studies  
Chair: **Anna Maria Ruffino Broussard**, Nicholls State University  
Respondent: **Carole Bennett**, Oakland Community College

“Family Autoethnography: Reflexions on Co-Constructing Brother and Sister”

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

“Revictimization (The good kind): Autoethnography and Opportunities to (Re)experience Abuse”

**Michelle Millard**, Wayne State University

“Invitation to NowHere”

**Tracey Frazier**, Regent University School of Divinity

“Performing Lolita: On Stage and on the Page”

**Rebecca Murphy-Keith**, University of North Carolina Greensboro

While performance autoethnography is readily gaining popularity, this panel focuses on the act of doing autoethnography as performance in and of itself. This panel works to story performances of doing autoethnography in the vein of Richardson’s (1997) writing-stories and/or Ellis’s (2009) meta-autoethnography. As reflexive researchers, autoethnographers rely on constantly positioning and re-positioning themselves amongst their work. The researchers share their reflexive writings about the vulnerable performance of autoethnographic inquiry.

---

Friday 10:00-11:00 AM

Grand Ballroom Foyer

**Competitive Graduate Poster Session II**

Chair: **Trevor Parry-Giles**, National Communication Association

Reviewers: TBD

“The Impact of Peer Group Communication on Tanning Behavior”

**Elizabeth Benoit**, University of Rhode Island

“A Remake of Hegemonic Masculinity: Examining *Hawaii Five-O*”

**Nancy Bressler**, Bowling Green State University

“‘We Don’t Kill Our Own’: *Grimm* and the Individualizing Framing of the Villain”

**Abbe Depretis**, Christopher Newport University

“Online Social Media Communication Makes the Transition to E-Discovery in a Civil Court of Law”

**Dana C. Hackley**, Indiana University of Pennsylvania

“We Can Speak Up For Ourselves: *Muslimah Media Watch* and Postcolonial Feminism in the Blogosphere”

**Chelsea Hampton**, Villanova University

“Team Cohesion and NBA Efficiency: An Analysis of Championship Performances in the NBA Finals”

**Gerald C. Jalette, Michael J. Miller, & C. Arthur VanLear**, University of Connecticut

**Mark A. Flynn**, Bowling Green State University

“The Process of Gender Identity: Exploring Interpersonal and Mass Mediated Factors”

**Kate S. Kurtin**, University of Connecticut

“Disney, Ostracism and Tweens: The Ideologies Driving the Consumption of Disney Products”

**Lukas J. Pelliccio**, West Chester University

“Restoring Image after Crisis: Toyota 2009-2010 Recall Case”

**Roseann Pluretti**, State University of New York-College at Brockport

“Developing Social Identities in Massively Multiplayer Online Role Playing Games”

**Jessica Robinson**, University of Rhode Island

“Overseas Public Relations for the Nation-State: A Case Study of China’s Confucius Institute”

**Ning Xie**, University of Maryland

---

Friday 10:00-11:00 AM

**ECA Coffee Café II**

Grand Ballroom Foyer

---

Friday 10:00-11:45 AM

**UNDERGRADUATE SCHOLARS CONFERENCE**

**PLENARY SESSION**

Grand Ballroom A

**USC**

Those participating in the Second Annual McCrosky-Richmond Undergraduate Scholars Conference are invited to attend this opening session. There will be welcoming remarks by the sponsors of the conference and officers of ECA, an overview of the conference, as well as explanations of conference protocol and events. The highlight of the opening session will be the presentation of the “best of the best”, the top papers submitted to this year’s USC.

**Exemplars in Undergraduate Research: Top Papers**

Sponsor: Undergraduate Scholars Conference  
Chair: Cindy Lont, George Mason University

“Negotiating New Terrain: Creating Spaces to Support Black Male Students at Predominantly White Universities”  
**Julie Bruhn**, University of Connecticut

“Relationship Satisfaction and Resilience: Military Couples and Deployment”  
**Joy Cox**, West Virginia University

“Swift Kairos”  
**Jonathan Wyatt Ronan**, Northeastern University

---

Friday 10:30-11:45 AM

Skyline A

**Remembering and Re-creating the Great Debate of September 25, 1960: the Kennedy and Nixon Presidential Libraries as Sites for Historical Argumentation**

Sponsor: Argumentation and Forensics  
Chair: **Carl T. Hyden**, Morgan State University  
Respondent: **Trevor Parry-Giles**, National Communication Association

Panelists: **Dale Herbeck**, Boston College  
**Sara Mehlretter Drury**, Wabash College

John F. Kennedy was born in Brookline. He represented Boston in the House of Representatives, and he went on to become the 35th President of the United States. One of the defining moments of Kennedy’s career was a decisive debate with the Republican nominee, Vice President Richard Nixon, held on September 26, 1960. The prevailing account of this event holds that Kennedy scored a decisive victory, due largely to Nixon’s dismal appearance on the television screen. This panel considers the way in which this pivotal exchange is portrayed in exhibits at the Richard Nixon Library and Birthplace (California) and the John F. Kennedy Presidential Library (Massachusetts). While many of the issues of the 1960 campaign have lost their salience, the two museums have become the site of a vibrant argument about the legacies of the men they honor, their historic debate, and the complicated relationship between style and substance in political campaigns.

---

Friday 10:30-11:45 AM

Skyline B

**An Exercise in Reductionism: Behavioral Indicators of Communication Traits**

Sponsor: Communication Traits  
Chair: **Charles J. Wigley III**, Canisius College

“Overview: The Study of Behavioral Indicators of Traits in Natural Settings”  
**Mark Hickson, III**, University of Alabama at Birmingham, AL

“Behavioral Indicators of Disclosiveness, esp. Positive Disclosiveness”  
**Lynda L. McCroskey**, California State University, Long Beach, CA

“Behavioral Indicators of Willingness to Communicate Resulting from WTC as a Dynamic System (esp., in a Second Language)”

**Peter D. MacIntyre**, Cape Breton University, Canada

“In Contrast: Behavioral Indicators of Argumentativeness vs. Verbal Aggressiveness”

**Charles J. Wigley III**, Canisius College, NY

While trait measures are used in laboratory style research, what behaviors, as displayed in natural settings, reveal the presence of one’s dominant traits? Panelists’ handouts will provide attendees with some “educated” thoughts about these behavioral indicators. All attendees will be asked to share their thoughts about the question: What behaviors point to a person’s dominant communication traits?

---

Friday 10:30-11:45 AM

Skyline C

### **Top Competitive Papers in Intercultural Communication**

Sponsor: Intercultural Communication

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

Respondent: **Kathleen Glenister Roberts**, Duquesne University

“Middle Eastern Facework: A Cross-Cultural Comparison”

**Rebecca Merkin**, Baruch College-CUNY

“Intercultural Friendship: Effects of Home and Host Region”

**Elisabeth Gareis**, Baruch College-CUNY

“The Dynamics of Interracial Couples’ Conflict Styles”

**Bessie Lee Lawton**, West Chester University

**Anita Foeman**, West Chester University

**Mary Braz**, West Chester University

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

---

Friday 10:30-11:45 AM

Skyline D

### **Top Competitive Papers in Philosophy of Communication**

Sponsor: Philosophy of Communication

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

Respondent: **Erik Garrett**, Duquesne University

“Saying “Yes!” to Ethics: The Rhetoric of the Other”\*\*

**Marnie Ritchie**, Syracuse University

“A Feminist Hermeneutic of the Communicative Body”

**Deborah Eicher-Catt**, The Pennsylvania State University, York

“Marketplace Transitions from Aristotle, to Marx, and to Lacan: Castrated Consumers in a Phallic Economy”

**Brian Gilchrist**, Duquesne University

“The Form of Moral Discourse in the Public Sphere: The Case of Bosnia”

**James W. Malazita**, Drexel University

**Alexander Nikolaev**, Drexel University

**Douglas Porpora**, Drexel University

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

**\*\*Top Paper**

---

Friday 10:30-11:45 AM

Skyline E

**Redefining the Romantic Relationship: Race, Gender, and the Changing Face of Love**

Co-Sponsors: Interpersonal Communication/Intercultural Communication

Chair: **Pamela J. Lannutti**, Boston College

Respondent: **Fadia Hasan**, University of Massachusetts, Amherst

“Exploring Obama and the Media as Metaphor: Dialogic Opportunities in Contemporary Urban Adolescent Interracial Dating and Close Friendships”

**Taos Glickman**, University of Massachusetts, Amherst

“Gendered Negotiations: A Look at Gender’s Effects on Negotiations of Cohabitation”

**Barbie Miller**, University of Hartford

“Identity Management and Black Women’s Empowerment”

**Chizoba Udeorji**, Kingsborough Community College

“Reexamining the Interracial Romantic Relationship: The Role of Apprehension, Uncertainty, and Ethnocentrism”

**Gyuri Kepes**, University of Hartford

“The Thin Line between Work and Family: How Satisfied Are Dual-Career Couples with their Relationships?”

**Kimberly Renton**, University of Hartford

Norms that define what a romantic relationship should look like are increasingly being contested. As interracial, same-sex and nontraditional relationships gain visibility, in what ways are attitudes towards relationships being transformed? How are race and gender talked about, and how do contemporary couples involved in nontraditional relationships negotiate their identities and differences? This panel addresses these questions by bringing together research and perspectives on the changing roles of race and gender in romantic relationships.

---

Friday 10:30-11:45 AM

Riverfront

**Coffee and Spots: A Look Back at the Best (and Worst) in the Year’s Political Advertisements**

This program is a continuation of the 9:00 session.

---

Friday 10:30-11:45 AM

Somerset

**Communication Technology and the Formation of Group Connections**

Sponsor: Communication and Technology  
Chair: **Cathy Wright**, George Mason University  
Respondent: **John Feaster**, Rowan University

“You Say Hello, I Say MAR7ABA: Exploring the Digi-Speak the Powered the Arab Revolution”  
**Lamiyah Bahrainwala**, The University of Texas at Austin

“Identities in Transitions: Muslim Women, Mediated Communication and Diasporic Spaces”  
**Sanae Elmoudden**, St. John’s University

“#weneedacure: A Content Analysis of Motivational Communication and Connected Presence in 2010 Breast Cancer Awareness Month Tweets”  
**Bianca Chloe Brown**, George Mason University  
**Paula K. Baldwin**, George Mason University

“Social Networking and Disaster Communication”  
**Patricia Benton Cseh**, Indiana University of Pennsylvania

This panel features competitively selected papers that examine ways communication technology connects people in various contexts.

---

Friday 10:30-11:45 AM

Charles A

### **Intergenerational Transitions in Family Relationships**

Sponsor: Interpersonal Communication  
Chair: **Lori Vela**, West Virginia University  
Respondent: **Judy Pearson**, North Dakota State University

“Father-Son Family Communication Patterns and Gender Ideologies: A Modeling and Compensation Analysis”  
**Kelly G. Odenweller**, West Virginia University  
**Christine E. Rittenour**, West Virginia University  
**Scott A. Myers**, West Virginia University  
**Maria Brann**, West Virginia University

“Parent-Child Relationships Online: College Students’ Communication Privacy Management on Facebook”  
**Hannah Ball**, Canisius College  
**Melissa Bekelja Wanzer**, Canisius College  
**Timothy J. Servoss**, Canisius College

“Validity Test of the Grandparent Expressions of Affection Scale: A Brief Report”  
**Daniel H. Mansson**, Penn State Hazelton

The focus of the papers on this panel is interpersonal communication between members of different familial generations. Specifically, panelists will examine the development and enactment of communication patterns between grandparents and grandchildren, and between parents and their children, in face-to-face and mediated contexts.

---

Friday 10:30-11:45 AM

Charles B

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

Sponsor: Instructional Communication  
Chair: **Christopher J. Claus**, West Virginia University  
Respondent: **Ann B. Frymier**, Miami University

“Instructor Compliance to Student Requests: An Examination of Student-to-Student Connectedness as Power in the Classroom”

**Robert J. Sidelinger**, Oakland University

**Derek M. Bolen**, Wayne State University

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

**Audra, L. McMullen**, Towson University

“Using Mentoring Enactment Theory to Explore the Doctoral Student-Faculty Member Mentoring Relationship”

**Daniel H. Mansson**, Penn State Hazleton

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

“Understanding the Communicative Implications of Initial Impressions: A Longitudinal Test of Predicted Outcome Value Theory”

**Sean M. Horan**, DePaul University

**Marian L. Houser**, Texas State University-San Marcos

“Examining a Complex Classroom Environment: Predicting Participation and Cognitive Learning”

**Brandi Frisby**, University of Kentucky (Top Paper)

---

Friday 10:30-11:45 AM

Parkview

## **Continuity and Change in Organizational and Larger Societal Contexts**

Sponsor: Applied Communication  
Chair: **Helen Meldrum**, Bentley University  
Respondent: **Todd Kelshaw**, Montclair State University

“Catalyzing Public Attitudinal and Behavioral Change: A Social Science Research-Based Approach to Conservation”

**Karen Akerlof**, George Mason University

“Promoting Alternative Transportation Behaviors: Development and Validation of Stage of Change, Decisional Balance and Self-Efficacy”

**Norbert Mundorf**, University of Rhode Island

**Colleen A. Redding**, University of Rhode Island

**Andrea Paiva**, University of Rhode Island

**Satoshi Horiuchi**, University of Rhode Island

**James O. Prochaska**, University of Rhode Island

**Tat Fu**, University of New Hampshire

**Leslie Brick**, University of Rhode Island

“Supervisor-Subordinate Relationships within a Library Setting”

**Kristin Bennett**, SUNY New Paltz

**Jenny Vosganian-Clancy**, SUNY Buffalo

**Jason S. Wrench**, SUNY New Paltz

---

Friday 10:30-11:45 AM

University B

### **Short Course – Transitions from the Classroom to the Community for the Seasoned Service-learning Teacher**

Presenters: **Toni S. Whitfield**, James Madison University  
**Candice E. Thomas-Maddox**, Ohio University, Lancaster  
**Sara Chudnovsky Weintraub**, Regis College

Many panels and sessions are aimed at the beginning service-learning instructor. This short course is focused on those who have utilized service-learning in their classrooms and are looking for more integration, methods and pedagogical development beyond the basics. During the session, participants will be challenged to look at aspects of sustaining service-learning, look at other methods of assessing learning and brainstorm future collaborations for research with other advanced service-learning practitioners.

---

Friday 10:30-11:45 AM

University C

### **Evolutions in Power? Examinations of Public Media, Media Literacy and News Coverage of the Confucius Institutes**

Sponsor: Media Communication  
Chair: **Monica Brasted**, The College at Brockport, SUNY  
Respondent: **Lisa Perks**, Nazareth College

“How ‘Public’ are U.S. Public Media? Examining the Role of Individual Donors in the Public Media Business Model”

**Katherine Fink\***, Columbia University

“Confucius Institutes and China’s Soft Power: A Culturological Analysis of the New York Times’ Coverage of Confucius Institutes in the United States of America”\*\*

**Therese L. Lueck**, The University of Akron

**Val S. Pippis**, The University of Akron

**Yang Lin**, The University of Akron

“User Directed Agendas: An Exploration of the ‘Most Popular’ Section in Online News”

**Margaret Flynn\***, University of Connecticut

“Addressing Media Literacy Competencies within Higher Education: A Comparison of Faculty and Student Perceptions”

**Hans Schmidt**, The Pennsylvania State University – Brandywine

\*Debut paper

\*\*Rated best paper in Media Communication

---

Friday 12:00-1:15 PM

Grand Ballroom A

### **Dreaming Reality: At the Intersection of Media and Human Perceptions**

**USC**

Sponsor: Undergraduate Scholars Conference  
Chair: **Heather Strassen-Ferrara**, Western New England College

“Following, Friending and Trending: A Status Update on Gender Differences in Identity Management Across Social Media Platforms”

**Kailey Kilmartin**, Villanova University

“Violence in Videogame Advertising and Effects on Recall & Perception”

**Alex Kim**, The College of New Jersey

“Advertising Between the Lines: An Analysis of the Association of Messages and Images On Women’s Body Size Since the 1950s”

**Risa Angelo**, The George Washington University

“The American Nightmare: Advertising, Hegemony and the Transformation of the American Dream”

**Josephine Lukito**, State University of New York at Geneseo

---

Friday 12:00-1:15 PM

Grand Ballroom B

### **Transformative Transitions: Health Information in a Digital Environment**

**USC**

Sponsor: Undergraduate Scholars Conference

Chair: **Angela F. Cooke-Jackson**, Emerson College

“Stress – A Digital Health Manual: Exploring its Prevalence and Effects Within an Undergraduate Student Culture”

**Brett Otis**, Emerson College

“Blackout Drunk: Exploring Alcohol-induced Amnesia in Students Immersed in the College Drinking Culture”

**Barbara Platts**, Emerson College

“A Digital Health Page: Toward Understanding Nicotine Dependency in College Students”

**Kierston Rudson**, Emerson College

“A Digital Health Perspective on Borderline Personality Disorder”

**Katelyn Stone**, Emerson College

---

Friday 12:00-1:15 PM

Skyline A

### **The Legacy of Steve Jobs on Communication Law & Ethics**

Sponsor: Communication Law and Ethics

Chair: **Thomas R. Flynn**

**Panelists:** **Dale Herbeck**, Boston College  
**Nicholas Burnett**, California State University, Sacramento  
**Donald Fishman**, Boston College  
**Gary Gumpert**, Urban Communication Foundation  
**Susan Drucker**, Hofstra University

Steve Jobs changed how we listened to music, communicate, consume and create, inventing the personal computer, the iPod, the iPhone, and the iPad, to list four of the 338 things he’s patented before dying at age 56. The Apple co-founder brought computers into the hands of consumer society. He is being remembered as perhaps the greatest innovator to commercialize his inventions since Thomas Edison. The transitions in our lives brought on by these innovations have been substantial. Movies, music, news, interpersonal communication, photography, access to

information have seen the tides of change. With innovation come novel legal and ethical challenges which this roundtable will explore. Specifically, defamation and the social media, file sharing and copyright, mobile media, and privacy will be discussed.

---

Friday 12:00-1:15 PM

Skyline B

### **Exits, Shifts, and Reinterpretations: Transitions in Organizational Processes and Theorizing**

Sponsor: Organizational Communication  
Chair: **Mary Eicholtz**, Kutztown University of Pennsylvania  
Respondent: **Kathleen M. Long**, West Virginia Wesleyan College

“Behind Closed Doors: Exploring the Relationship Between Sense-making, Organizational Communication, and Voluntary Exit”

**Angela Pastorek**, University of Texas – Austin

“Crafting Communication to Create Buy-in During Periods of Transition”

**Edward Driscoll**, National Cristina Foundation

“Affirming Communication within the Healthcare Organization: Exploring Potentials for Positive Communication”

**Theodore A. Avtgis**, Ashland University

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

**Sherry G. Ford**, University of Montevallo

This session features scholarly work focusing on changes in organizational membership, organizational communication practices, and organizational communication theorizing and research.

---

Friday 12:00-1:15 PM

Skyline C

### **Kenneth Burke: Top Theoretical Papers**

Sponsor: Kenneth Burke  
Chair: **Annette Holba**, Plymouth State University  
Respondent: **Katerina Tsetsura**, University of Oklahoma

“‘Trouble with a Capital T’: Jerome S. Bruner’s Modification of Kenneth Burke’s Dramatistic Pentad”\*

**Matthew T. Althouse and Floyd D. Anderson**, The College at Brockport: State University of New York

“Kant the Reluctant Rhetor: A Burkean Analysis of Kant’s Aesthetics as Epideictic Rhetoric”

**Brian Gilchrist**, Duquesne University

“In Pursuit of a World ‘A Little Less Ominous’: Kenneth Burke’s Theory of Scapegoating and Victimage”

**Matthew P. Brigham**, James Madison University

\*Top paper

---

Friday 12:00-1:15 PM

Skyline D

### **Putting the A in the Faculty Team: Integrating Adjuncts into the Communication Department**

Sponsor: Communication Administration  
Chair: **Candice Thomas-Maddox**, Ohio University, Lancaster

Panelists: **Don Boileau**, George Mason University  
**Elizabeth Graham**, University of Akron  
**Steven Granelli**, SUNY Oswego  
**Shianne Swinehart**, Marietta College and Ohio University  
**Candice Thomas-Maddox**, Ohio University-Lancaster

Panelists will discuss issues such as improving communication among full- and part-time faculty; designing effective orientation and training programs; ensuring consistency in program structure; and sharing expectations for demonstration of student competencies.

---

Friday 12:00-1:15 PM

Skyline E

### **Top Competitive Papers in Nonverbal Communication**

Sponsor: Nonverbal Communication  
Chair: **James M. Durbin**, The University of Akron  
Respondent: **Jennifer Knapp**, SUNY Oswego

“Toward the Development of a Self-Report Measure of Humor Enactments”  
**Nicholas S. Smith**, Northern Kentucky University

“Can Developing Gestures Along a Production Line Help Improve Communication? An Attempt in Applied Gesture Studies”  
**Simon Harrison**, RWTH Aachen University

This panel features the top two competitive papers from the Nonverbal Communication Interest Group from this year.

---

Friday 12:00-1:15 PM

Riverfront

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

Sponsor: Community College  
Chair: **Nadine Cichy**, Sinclair Community College

“‘*It’s a man’s, man’s, man’s world*’ – or is it?: Vocalics and the Interpretation of Emotion in Popular Music”  
**Eric Fife**, James Madison University  
**C. Leigh Nelson**, James Madison University

“He’s Just Not That Into You: Managing Relational Conflicts and Advice”  
**Sarah Heiss**, University of Vermont

“Special Occasion Speech: Comedy Roast Assignment”  
**Cameron Basquiat**, College of Southern Nevada

“Resume Parade: An Experiential ‘Training’ Exercise”

**Janet Bodenman**, Bloomsburg University

“Discussing Transitions: Unique Gender Performances”

**Karen McGrath**, The College of Saint Rose

“RASA: Transitioning Listening Theory to Practice”

**Dante Morelli**, Suffolk Community College

“Product Placement Bingo”

**Geogg Burgess**, Landmark 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 range from activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skill, or learning objective.

---

Friday 12:00-1:15 PM

Somerset

### **Top Competitive Papers in Rhetoric and Public Address**

Sponsor: Rhetoric and Public Address

Chair: **Christine Courtade Hirsch**, SUNY Oswego

Respondent: **Trevor Parry-Giles**, National Communication Association

“A Question of ‘Rights’ vs. ‘What is Right:’ A Textual Analysis of the Anti-Defamation League’s and President Barack Obama’s Statements Regarding the Proposed Islamic Center near Ground Zero”\*

**Valerie Lynn Schrader**, Penn State Schuylkill

**Lauren J. Joseph**, Penn State Schuylkill

**Barbara Wade**, Penn State Schuylkill

**Stephen R. Couch**, Penn State Schuylkill

“Inoculating against Small Pox Inoculation Objections in Reverend Cooper’s Letter to a Friend in the Country”

**Josh Compton**, Dartmouth College

**Brian Kaylor**, James Madison University

“No Laughing Matter: A Case for Comic Dissonance”

**Christopher J. Gilbert**, Indiana University

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

\* Top Paper in Rhetoric and Public Address

---

Friday 12:00-1:15 PM

Charles A

### **Putting Incivility in Its Place: Contexts of Uncivil Communication Behavior**

Sponsor: Applied Communication

Chair: **David Petroski**, Southern Connecticut State University

Respondent: **Mary Eicholtz**, Kutztown University

“Professional Civility in the Workplace”  
**Janie Harden Fritz**, Duquesne University

“Getting Away with Murder: Tenure, Academic Freedom, and Faculty Incivility”  
**Bonnie Farley-Lucas**, Southern Connecticut State University

“Incivility in the College Classroom: A Research Review and Agenda”  
**Rebecca M. Chory**, West Virginia University

“Exploring Incivility in Interpersonal Relationships”  
**Linda Sampson**, Southern Connecticut State University

Growing public concern about a lack of civility in today’s society has prompted discussion about uncivil behavior that occurs in both public and private venues. While civility can be construed as anything from civic engagement to proper etiquette, this panel addresses the types of communication behaviors that demonstrate incivility in specific contexts of communication. Based on both established and emerging research agendas, these scholars examine professional, educational, and private contexts where uncivil communication behaviors occur.

---

Friday 12:00-1:15 PM

Charles B

### **Status Update: Teaching with Social Media**

Sponsor: Instructional Communication  
Chair: **Gerard C. Jalette**, University of Connecticut  
Respondent: **Jeffrey A. Wickersham**, Yale University School of Medicine

Panelists: **Eric R. Langstedt**, Mount Saint Mary College  
**Daniel S. Hunt**, Newbury College  
**Michael J. Miller**, University of Connecticut  
**Lindsay Milster**, University of Connecticut

This discussion brings together instructors and students to discuss: 1) how college instructors are using social media in their curriculum; 2) the benefits of courses that teach the use of social media in the professional world; 3) empirical findings from research on the use of social networking technology as a method of instruction; and 4) original research investigating what students want from the use of social media in the class.

---

Friday 12:00-1:15 PM

Parkview

### **Presidential Campaign Political Rhetoric and the 2012 Election**

Sponsor: Political Communication  
Chair: **Richard E. Vatz**, Towson University

“The Role of the Republican Pre-Primary Debates in the 2012 Presidential Campaign”  
**Kathleen E. Kendall**, University of Maryland

“The Rhetorical Contours of the New Republicanism: Ideological Versus Dispositional Conservatism in the 2012 Presidential Primaries”  
**Mary L. Kahl**, SUNY-New Paltz

“Post-Primary Republican Communication Strategies: A Forecast”  
**Theodore F. Sheckels**, Randolph-Macon College

“The Early Campaign of 2012: Does the Rhetoric Ever Change?”

**Judith Trent**, University of Cincinnati

“President Obama and Republican Would-Be Republican Presidents’ Rhetorical Whiplash in the Presidential Race”

**Richard E. Vatz**, Towson University

“Socially Mediated Political Rhetoric: An Analysis of Candidates Communicating ‘directly’ with their Constituents.”

**Paula Youra**, Lynchburg College

In the Fall of 2011, President Barack Obama’s popularity had hit a new low. The possibility of a president’s winning re-election with an unacceptable unemployment rate, historically unlikely, against a non-mainstream Republican or a Republican dragged down by prejudice against his religion, makes possible a most unusual contest. What political rhetoric will this produce? Will political rhetoric effective in primaries be ineffective in the general election? This panel will examine the rhetorical landscape for the 2012 United States presidential election.

---

Friday 12:00-1:15 PM

University B

**Top Panel in Voices of Diversity: Still Getting Ovah? A Conversation Between and With Black Scholars**

Sponsor: Voices of Diversity

Chair: **Ronald L. Jackson**, University of Illinois, Champaign

**Timothy J. Brown**, West Chester University

**Gina Castle Bell**, George Mason University

**Anita Foeman**, West Chester University

**Mark Hopson**, George Mason University

**Ronald L. Jackson**, University of Illinois, Champaign

**Kimberly Moffitt**, University of Maryland, Baltimore County

Works such as Hopson and Jackson’s (2011) *Masculinity in the Black Imagination* continue the rich tradition of African American scholarship that probes, interrogates, and debates the meanings and practices within African American culture. It is of great importance how individuals negotiate these practices and utilize them for daily living. Thus, black scholars will discuss their current research that addresses the communication processes that shape, construct, and provide meaning to practices within African American culture.

---

Friday 12:00-1:15 PM

University C

**The Outsiders: Framing Protesters, Rallying with Humor and Seeking Meaning from Wikileaks**

Sponsor: Media Communication

Chair: **Cindy Lont**, George Mason University

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

“Invasion: Framing Protestors at National Conventions”

**Monica Brasted**, The College at Brockport (SUNY)

“Restoring Sanity and/or Fear: Invitation Rhetoric and Stewart and Colbert’s Rally”

**Thomas McCloskey**, Southwestern Community College

“WikiLeaks and the Changing Face of Journalism”  
**Amanda L. Moore**, Rochester Institute of Technology

---

Friday 1:30-2:45 PM  
**Words and Images: Analyses of Public Discourse**

Grand Ballroom A  
**USC**

Sponsor: Undergraduate Scholars Conference  
Chair: **Thom Gencarrelli**, Manhattan College

“Al Gore’s Nobel Peace Prize Acceptance Speech and the Rhetoric of the Environmental Movement”  
**Nikki Odderstol**, Christopher Newport University

“A Rhetorical Analysis of *Angels and Demons*”  
**Rachael Shearer**, Messiah College

“Rejections of Targeted Advertisements”  
**Collette Spagnolo**, Howard University

“Conventionalized Gender Roles Attempt to Normalize Homosexual Relations in Advertising”  
**Kimberly Showalter**, State University of New York at Geneseo

---

Friday 1:30-2:45 PM  
**Discovering what Works in Advertising Campaigns**

Grand Ballroom B  
**USC**

Sponsor: The Undergraduate Scholars Conference  
Chair/Respondent: **Donald A. Fishman**, Boston College

“A Pro-Social Campaign Against Distracted Driving: ‘Just Get There’”  
**Alexa Carvalho**, University of Delaware

“Young Americans Rejections of Targeted Advertisements”  
**Kendall Gearren**, West Chester University of Pennsylvania

“The Power of Social Media: Credit Cards Companies’ Need for a New Medium of Advertising”  
**Kelly Hart**, Manhattan College

“Persuasion and Auto Insurance: How Processing Routes Affect Advertisement”  
**Christa Jean-Baptiste**, Boston College

---

Friday 1:30-2:45 PM  
**Communicating Through Commercials: An Interactive Workshop**

Skyline A

Sponsor: Argumentation and Forensics  
Chair: **Kathleen J. Turner**, Davidson College

Panelists: **Carl T. Hyden**, Morgan State University  
**Mary Kahl**, SUNY – New Paltz

**Andrea McClanahan**, East Stroudsburg State University  
**Janette Muir**, George Mason University  
**Theodore F. Sheckels**, Randolph-Macon College

Using a highly interactive workshop format, this session will focus on a collection of contemporary commercials. The format: ads will be played for the audience and two or three of the panelists will share their most cogent observations about the rhetorical dimensions of the commercial after which the floor will be opened for audience comments and questions. The ad will be re-played for a brief follow up discussion that leads to the next commercial.

---

Friday 1:30-2:45 PM

Skyline B

**Using University Assessment Programs for Departmental Transition:  
Challenges and Rewards of the Multi-section General Education  
Communication Course Assessment Program**

Sponsor: Communication Administration  
Chair: **Mary M. Eicholtz**, Kutztown University

Panelists: **Ronald P. Grapsy**, Kutztown University  
**Joseph Harasta**, Kutztown University  
**Jay Baglia**, Kutztown University  
**Mary Bock**, Kutztown University  
**Mary M. Eicholtz**, Kutztown University

This panel will discuss the creation, implementation, results and expansion of an assessment program across multi-sections of the basic oral communication general education course.

---

Friday 1:30-2:45 PM

Skyline C

**Transitioning Communication Research through Autoethnography**

Sponsor: Theory and Methodology  
Chair: **James Chesebro**, Ball State University  
Respondent: **Deborah Borisoff**, New York University

“Critical Methodology in the Epoch of Integrative Paradigm: Deconstructing Researcher’s ‘Self’ through Autoethnography”

**Makiko Toge**, Howard University

“Blurred Lines Researcher, Survivor-Advocate: Using the Personal for Academic Argument”

**Annette Madlock Gatison**, Southern Connecticut State University

“Black Queer Identity Matrix: Towards an Integrated Queer of Color Framework”

**Sheena Howard**, Rider University

“Doing and Writing Autoethnography: From a ‘Gaysian’ Perspective”

**Shinsuke Eguchi**, University of Denver

Autoethnography has uncertain possibilities in filling a gap of knowledge in the communication discipline. This panel reconsiders how to utilize researchers’ subjective accounts in the performative processes of research to transition the epistemology of communication. This panel features four perspectives of how autoethnography can indeed serve the communication discipline.

---

Friday 1:30-2:45 PM

Skyline D

### **Top Papers in Voices of Diversity: Negotiating Identities in Interaction**

Sponsor: Voices of Diversity  
Chair: **Celeste Lacroix**, College of Charleston  
Respondent: **Lorin Basden Arnold**, Rowan University

“Exemplar versus Base Rate Information Messages: Effect on African-Americans’ Intentions toward Signing a Donor Card”

**Aisha O’Mally**, The Rochester Institute of Technology

“Ambiguity and Duality in Contemporary Mothering: Exploring Online Perspectives of Child-Rearing Authority”

**Rachel Davidson**, University of Wisconsin-Milwaukee

**Catherine A. Dobris**, Indiana University-Purdue University Indianapolis

**Kim White-Mills**, Indiana University-Purdue University Indianapolis

“The Communicative Effort of Negotiating Unmarried Family Life: Friction & Flexibility”

**Jay Baglia**, Kutztown University

**Elissa Foster**, Lehigh Valley Health Network

“Intercultural (Mis) Communication: Why Would You “Out” Me in Class?”\*

**Sheena C. Howard**, Rider University

This panel features the top four competitive papers from the Voices of Diversity Interest group.

\* Top Paper

---

Friday 1:30-2:45 PM

Skyline E

### **“Whose Body Is This? Ethical Dilemmas in Mandatory Health Initiatives”**

Sponsor: Communication Law and Ethics  
Chair: **Thomas R. Flynn**, Slippery Rock University  
Respondent: **Jean-Marie Higirow**, Western New England University

Panelists: **D.L. Stephenson**, Western Connecticut State University  
**Richard E. Vatz**, Towson University  
**Jay Brower**, Western Connecticut State University  
**Martin Wallenstein**, John Jay College of Criminal Justice

This panel explores the ways in which public policy and private interests have begun to align themselves in ways that challenge long-held legal and ethical principles regarding personal decision-making where health and medicine are concerned. America is in a major transitional phase, as governments, business leaders, employers, and insurance companies begin to make decisions that were once expected to be made autonomously by individuals. Such changes in the social fabric, of course, do not come without public debate and commentary. The purpose of this panel is to consider the ethical and legal dilemmas raised by these changes, which are increasingly defining the public and common good with a language of health and wellness.

---

Friday 1:30-2:45 PM

Riverfront

### **Working at Play: Analyzing “Minecraft”**

Sponsor: Media Ecology Association  
Chair: **Ian Reyes**, University of Rhode Island

“On the Meaning of Mining: Regarding the Value of In-Game Labor.”  
**Ian Reyes**, University of Rhode Island

“Breaking Rocks Part-Time.”  
**Samuel Tobin**, Fitchburg State University

“Reframing Virtual Worlds, Or, Everything I Ever Needed to Know About the First Draft of Being and Time, I Learned from Playing Minecraft.”  
**Catherine E. Morrison**, University of Rhode Island

“Minecraft: A Case of (and for) Digital Declamation”  
**Stephen M. Llano**, St. John’s University

This panel uses a popular, independently produced computer game, Minecraft, as a touchstone for reconsidering issues of social theory, media studies, and rhetorical criticism in light of the unique qualities of persistent, open, and social computer game environments. Problems of space and time are the central issue for panelists presenting research on the ways meanings are constructed through working as well as playing across the thresholds of game worlds and non-game worlds.

---

Friday 1:30-2:45 PM

Somerset

### **Students in Transition: High Impact Teaching Practices in Action Environments**

Sponsor: Community College  
Chair: **Lisa Heller Boragine**, Cape Cod Community College

“Transitioning Learning Communities and Capstones to have Higher Impact on Target Populations”  
**Nadine Cichy**, Sinclair Community College

“Employing Cross-Disciplinary Common Intellectual Experiences for Students in Transition”  
**Denise Gilmer-Knudson**, College of Southern Maryland

“Transitioning from “Yours,” “Mine,” to “Ours” through Collaborative Assignments”  
**Marilyn Lemerand**, Delta College

“Transforming the Classroom: How Faculty Can Help Students Transition to a Course with Service-Learning”  
**Sarah E. Merranko**, College of Southern Maryland

“Cultural Transitions in the Intercultural Communication Classroom”  
**Michelle Simpson**, College of Southern Maryland

Studies show that community colleges enroll a disproportionate number of students who are poor, minority, first-generation, employed either part-time or full-time, have little academic experience and are at a crossroads in their lives. As a result, these students often experience critical transition periods while learning in our classrooms. Studies show that high impact educational practices are especially beneficial for students from various backgrounds. This panel will discuss how they successfully facilitated a variety of high impact practices inside and outside the

communication classroom. Panelists will share how they utilized service learning, a capstone course, diversity learning, and integrative learning assignments in an attempt to meet the unique needs of this diverse population.

---

Friday 1:30-2:45 PM  
**2013 Program Planners Meeting II**

Charles A

Presiding: **Danette Ifert Johnson**, Ithaca College  
First Vice President-Elect

This planning meeting for the 2013 Annual Convention in Pittsburgh is being held for those unable to attend the Thursday afternoon meeting.

---

Friday 1:30-2:45 PM  
**What Went Around Comes Back: A Critical Analysis of the Stereotypical Images and Old Ideologies of African American Faith, Love, Life and Struggle in the Media Productions of Tyler Perry**

Charles B

Sponsor: Media Communication  
Chair/Respondent: **Ronald L. Jackson II**, University of Illinois at Urbana-Champaign

“Religiosity, Spirituality, and the Rhetoric of Public Health Messages in the Work of Tyler Perry”  
**Annette Madlock Gatison**, Southern Connecticut State University

“Examining Race, Class, and Gender Constructions in ‘The Family that Preys’”  
**Cerise L. Glenn**, University of North Carolina at Greensboro

“Maintaining Hegemonic Values in Perry’s ‘Why Did I Get Married?’ Series”  
**Nicole Files-Thompson**, Emerson College

Tyler Perry has achieved media success and criticism for advancing stereotypical images of African Americans in his various media productions. The presenters on this roundtable panel will critically examine the cultural messages and narratives involving issues of race, class, gender, and public health depicted through Tyler Perry’s work, from stage plays to his popular TV sitcoms to his controversial box office films.

---

Friday 1:30-2:45 PM  
**Issues and Perspectives in Applied Communication Research**

Parkview

Sponsor: Applied Communication  
Chair: **Nancy Wiencek**, Georgian Court University  
Respondent: **Linda Sampson**, Southern Connecticut State University

“Facilitating Learning in the Aftermath of a Campus Shooting: An Exploration of the Effects Gender and Placement Strategy on Crisis Knowledge”

**Kenneth A. Lachlan**, University of Massachusetts Boston  
**Amanda K. Goddard**, Western Michigan University  
**Patric R. Spence**, Western Michigan University  
**J. J. McIntyre**, University of Central Arkansas

“What Students Make of International Travel Classes: Using Social Construction to Frame Experiences and Negotiate Stories of Stability and Change”

**Trudy Milburn**, Independent Researcher

**John Chetro-Szivos**, Fitchburg State University

“The Praxis of Universalism: ‘Accompaniment’ in Human Rights Discourse”

**Kathleen Glenister Roberts**, Duquesne University

“Bonhoeffer’s Grace: The Cost for Community”

**Kristen Jenkins**, Duquesne University

---

Friday 1:30-2:45 PM

University B

**Short Course – Fundamentals of Community-Based Academic Service-learning in Public Relations**

Presenters: **Jonathan R. Slater**, SUNY Plattsburgh  
**Kirsten Isgro**, SUNY Plattsburgh

This short course is intended for communication educators contemplating the inclusion of community-based, academic service-learning in their classes. This course is designed to help public relations and other communication educators understand some common and generally accepted practices of academic community-based service-learning and addresses the question of whether these are, in fact, best practices.

---

Friday 1:30-2:45 PM

University C

**Transitioning between Communication Educator and Health Promoter: Challenging and Supporting Student Health Practices in the Communication Classroom**

Sponsor: Health Communication Interest Group  
Chair: **Tamra Portalla**, Ohio University  
Respondent: **Tamra Portalla**, Ohio University

“Let’s (Not) Talk about Sex, Baby: Linking Self-Disclosure to Sexual Communication”  
**Sarah Heiss**, University of Vermont

“To Share or Not to Share: Exploring Germs and Cultural Orientations in the College Setting”  
**Megan Dowd**, Hamilton College

“Transitioning Communication Concepts into Health Literacy in the Basic Course”  
**Dante Morelli**, Suffolk County Community College

“Challenging Identity in Doctor-Patient Communication”  
**Heather Stassen-Ferrara**, Western New England University

The basic course is where these communication instructors challenge students to consider health issues. Panelists will offer a foundation for presenting health issues in introductory courses and discuss issues related to transitioning between the role of educator and health promoter.

---

Friday 2:30-3:30 PM  
**Competitive Undergraduate Poster Session I**

Grand Ballroom Foyer  
**USC**

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

“A Look at Listening, Local Culture and Health Care”

**Jose Aguellez, Jr.**, University of Texas at El Paso

“A Picture’s Worth a 1,000 Wrong Words”

**Brittany Barb**, Manhattan College

“Media Portrayal Of Muslims”

**Alicia Cagle**, Mercyhurst College

“The Return: A Look at Listening, Local Culture and Health Care”

**Emily Cipa**, Kutztown University

“Differences in Nonverbal Communication between Cultures: Haptics and Proxemics in United States and Latin America”

**Corey Donahoe**, Stonehill College

“Connecting Through Family Stories: A Review of Literature”

**Alcia Guercio**, Canisius College

“Audience Consumption of Masculinity in TWILIGHT Fan Fiction”

**Asa Hilmersson**, Ramapo College

“Social Movement Rhetoric”

**Jenna King**, Shippensburg University

“Sibling Conflict: The Effects of Jealousy and Rivalry in a Sibling Relationship”

**Ethan Kline**, Bloomsburg University

“Great American Condom Campaign: An analysis of the Effectiveness of the Messages on College Students”

**Ally Landis**, West Chester University

“Absurdity in Advertising”

**Lisa McKeegan**, The College of New Jersey

“Brand Effectiveness”

**Anna Katharine Mieke**, Ramapo College

---

Friday 3:00-4:15 PM  
**Transformation and Transition: The Businessperson, the Reality Star and the Gamer**

Grand Ballroom A

**USC**

Sponsor: Undergraduate Scholars Conference

Chair: **Rod Carveth**, Western New England University

“Fat, Lazy, Aggressive and Anti-Social: The Mainstream Public’s View on Gamers.”

**Kenzlie Bourassa**, Gloucester College

“Stardom: Transformation and Consumption.”

**Ishara Bullock**, Glouster College

“Consumption Driven Stardom: Dominant Ideologies in Reality Television”

**Alex Coffey**, Glouster College

“The Creation of Tila: Modern Stardom as a Phenomenon of Consumption”

**Leah Greenberg**, Glouster College

“The Global Business Communication Web.”

**Alex Kovacs**, Glouster College

---

Friday 3:00-4:15 PM

**Selected Papers on the Power of Media Images**

Grand Ballroom B

**USC**

Sponsor: The Undergraduate Scholars Conference

Chair/Respondent: **Joy Cypher**, Rowan University

“Simpler Times: A Study of Nostalgia, Power Rangers, and Fondly Remembering the Past”

**Chuck Daly**, Manhattan College

“You Want To Be A What? Perceptions of Women Sportscasters Among College Students”

**Tiffany Fischer**, Ramapo College of New Jersey

“The Illusions of Sex on TV: The Secret Life of the American Teenager”

**Allie Foster**, Abilene Christian University

“The Doctor’s Prescription: A Rhetorical Analysis of Dr. Who”

**Krystal Fogle**, Abilene Christian University

---

Friday 3:00-4:15 PM

**National Communication Association Information Panel**

Skyline A

Panelists: **Richard West**, NCA President, Emerson College  
**Steven Beebe**, NCA First Vice President, Texas State University-San Marcos  
**Kathleen J. Turner**, NCA Second Vice President, Davidson College  
**Brad Mello**, NCA Associate Director for Academic and Professional Affairs

This session is designed for those wanting to join NCA as well as for current NCA members wishing to learn more about NCA member resources. Members of NCA’s elected leadership and national office staff will provide an overview of The National Communication Association’s history, the Strategic Plan for 2010-2015, leadership opportunities available for members and 2014 Centennial Celebration plans. Resources created by NCA to support professional activity such as the Chairs’ Corner, Data about the Discipline, Funding 101, Publishing Primer and the Virtual Faculty Lounge will be discussed.

---

Friday 3:00-4:15 PM

**Traits and Predispositions in the Process of Communication:  
Reflection of Research in Five Areas of Communication Studies**

Skyline B

Sponsor: Communication Traits  
Chair: **Yang Lin**, The University of Akron

“Trait Research in Health Communication: Then and Now”  
**Carolyn M. Anderson**, The University of Akron

“Reflections of Communication Trait Research in Organizational Communication”  
**Theodore A. Avtgis**, Ashland University

“Reflections of Communication Trait Research in Interpersonal Communication”  
**Rachel L. DiCioccio**, University of Rhode Island

“Reflections of Communication Trait Research in Intercultural Communication”  
**Yang Lin**, The University of Akron

“Reflections of Communication Trait Research in Family Communication”  
**Sally Vogl-Bauer**, University of Wisconsin-Whitewater

Communication traits and predispositions represent one of the most prolific areas of research in the past four decades. The accumulated knowledge of the relationship between communication traits and behavior has enhanced the understanding of the communication process. This panel focuses on communication trait research in five areas of communication study: health, organizational, interpersonal, intercultural, and family communication. Five panelists will provide summaries and reflections of recent studies in the respective areas and discuss directions for future research in those areas.

---

Friday 3:00-4:15 PM  
**Critical Transitions and Burkeian Criticism**

Skyline C

Sponsor: Kenneth Burke  
Chair: **Katerina Tsetsura**, University of Oklahoma

“Hexadic Explanations: Using a Burkeian Frame of Attitudes to Explain President Pierce’s Veto Message to Congress”  
**Michael Tumolo**, Duquesne University

“Civic Education: Drooping as Critical Praxis”  
**Corey Anton**, Grand Valley State University

“Camping Out with KB: A Burkeian Analysis of the Occupying Wall Street Movement”  
**Erik Garrett**, Duquesne University

“Ecology, the Humane Science: A Burkeian Critique of the Science-Fiction/Fantasy Snow Queen Trilogy by Joan Vinge”  
**Richard Thames**, Duquesne University

These four panelists each apply a different aspect of the Burkeian corpus to critical engagements with a text of transition. The first presenter will look at Burke via Franklin Pierce’s presidential veto “transitioning” the nation away from a popularly supported public hospital for the insane. The second speaker will use Burke’s Symbolic Motives to talk about the transition of education. The third paper will place Burke in conversation with the transitions signified by the Occupy Wall Street movement. The final presentation will use Burke to analyze the text of a science fiction trilogy to discuss ecological transitions.

---

Friday 3:00-4:15 PM  
**Teaching Fellows Meeting**

Skyline D

---

Friday 3:00-4:15 PM  
**Transitioning Toward the Future: The Future of Nonverbal Communication**

Skyline E

Sponsor: Nonverbal Communication  
Chair: **James M. Durbin**, The University of Akron  
  
Panelists: **James C. McCroskey**, University of Alabama Birmingham  
**Virginia Peck Richmond**, University of Alabama Birmingham  
**Mark Hickson**, University of Alabama Birmingham

This panel will address the future directions of research in the area of Nonverbal Communication.

---

Friday 3:00-4:15 PM  
**TRY TO KEEP THIS SPOT OPEN**

Riverfront

---

Friday 3:00-4:15 PM  
**The i's Have It: iPads, iPods, and iPhones Transform Communication Classrooms**

Somerset

Sponsor: Community College  
Chair: **Michelle Simpson**, College of Southern Maryland  
Respondent: **Nadine Cichy**, Sinclair Community College

“Yes, There is an App for That: Using Apps in the Public Speaking Classroom”  
**Susan M. Ward**, Delaware County Community College

“iPad: A Simple Solution for Capturing and Sharing Student Speeches”  
**Tom Jewell**, Bergen County Community College

“Apps Turn iPads into Production Tools for Public Relations Students”  
**Tom Donlan**, Montgomery County Community College

Are you noticing more of your students using iPads, iPods and iPhones? Ever wonder how you can use this technology in your classroom? In this panel, three Communication professors, with proven track records of integrating new technology in the classroom, will share their experiences using iPads, iPods and iPhones in public speaking and public relations courses. Information will be shared about apps that helped the professors adapt the technology to the courses.

---

Friday 3:00-4:15 PM

Charles A

**Transitions & Journeys: Celebrating the Career and Future Contributions of James W. Chesebro**

Sponsor: First Vice-President  
Chair: **Deborah J. Borisoff**, New York University  
**David T. McMahan**, Missouri Western State University

Panelists: **Dale A. Bertelsen**, Bloomsburg University  
**Deborah J. Borisoff**, New York University  
**James C. McCroskey**, University of Alabama – Birmingham  
**David T. McMahan**, Missouri Western State University  
**Judy C. Pearson**, North Dakota State University  
**Judith S. Trent**, University of Cincinnati

James W. Chesebro has been a driving force within the discipline of communication throughout his entire career. In recognition of his retirement from the classroom, his extraordinary impact on the discipline as a teacher, scholar, and leader will be examined and celebrated. Friends, students, and colleagues will gather to share personal memories, discuss his profound influence on the discipline, and contemplate his future contributions.

---

Friday 3:00-4:15 PM

Charles B

**Fixing the Image, Recalling the Brand: Examinations of Image Restoration, Recall and Recognition**

Sponsor: Media Communication  
Chair: **Lisa Perks**, Nazareth College  
Respondent: **Jack Ciak**, Seton Hill University

“Burson-Marsteller’s Use of Image Restoration Discourse Strategies During the Facebook Smear Campaign Scandal”

**Rod Carveth**, Goodwin College

“Conceptualizing Image Repair as a Morality Play: Rebuilding Executive Credibility in the Wake of the 2008 Financial Crisis”

**Stan Polit**, George Mason University

**Andrew Pyle**, George Mason University

“Testing Television Advertising over Personally Relevant and Irrelevant News Crawls: How does Relevance of a Crawl Affect Brand Recall and Recognition?”

**Thomas L. Meade**, University of Alabama

---

Friday 3:00-4:15 PM

Parkview

**Transitioning from the Popular to the Political and Back Again: Reading the Relationship between Popular Culture and Politics**

Sponsor: Political Communication  
Chair: **J. Kanan Sawyer**, West Chester University of PA

“The First Black President and the White Man’s Tears: Race and Masculinity from Barack Obama to Glenn Beck”

**Brenton J. Malin**, University of Pittsburgh

“Al Gore Comes to South Park: Global Warming and the Politics of Celebrity”

**Jade Olson**, University of Maryland

“What Would David Palmer Do?: The Ambivalent Presidentialism of Fox’s 24”

**Trevor Parry-Giles**, National Communication Association

“From the Comedy of Politics to the Politics of Comedy: Defining a Rhetorical Genre”

**Don Waisanen**, Baruch College, City University of New York

Are young people using Saturday Night Live as their primary news source? Are our perceptions of what a president ‘should be’ driven by actor portrayals? Can we differentiate between popular culture and political context? Is this necessary? This panel answers the questions that cannot be ignored in a modern political landscape.

---

Friday 3:00-4:15 PM

University B

**Short Course – Communication Centers: Starting Up, Continuing Strong**

Presenters: **Theodore F. Sheckels**, Randolph-Macon College  
**Kathleen J. Turner**, Davidson College

This short course is a reduced version of one offered almost perennially at NCA. It is designed to lead a new or prospective directors of a communication center (i.e., a site whose primary purpose is to provide students with assistance or tutoring in oral communication activities) through the process of conceiving, planning, and initially operating such a center. The advice is designed to be broadly applicable to different institutional situations. Existing directors have found the short course a valuable review of the many strategic choices a center’s director must make.

---

Friday 3:00-4:15 PM

University C

**Transition in a Time of Budgetary Crisis: University Presidential Rhetoric that Changes the Organization – A Roundtable Discussion**

Sponsor: Rhetoric and Public Address  
Chair: **Mary M. Eicholtz**, Kutztown University

Panelists: **Kara Laskowski**, Shippensburg University  
**Andrea M. McClanahan**, East Stroudsburg University  
**Andrea Mitnick**, Kutztown University

This panel will discuss how university presidents have framed the current budget crisis using rhetorical structures that can either encourage or discourage their stakeholders. These rhetorical frames transform campuses and often determine the faculties’ views of the budget situation. Representatives from the same state system of higher education, all experiencing the same state cuts, will rhetorically analyze universities across the same system and compare and contrast strategies their presidents used during the crisis in their public discourse. Attendees are encouraged to add their voices.

---

Friday 4:30-5:45 PM

**Epideictic Rhetoric: The Good, the Bad, and the Transformative**

Grand Ballroom A

**USC**

Sponsor: Undergraduate Scholars Conference  
Chair: **Barbara F. Sims**, Alderson-Broaddus College

“The Rhetoric of Senseless Loss: President George W. Bush and Professor Nikki Giovanni Forge Meaning and Direction for the Grieving and the Broken at Virginia Tech”  
**Shannon Kate Crawford**, The College of William & Mary

“Leading with Discourse: How Executive Epideictic Speech Functions to Position Event Narratives and Shift Organizational Stories”  
**Thomas F. Flaherty V**, The College of William & Mary

“Themes of Unity in Ronald Reagan’s Presidential Radio Addresses”  
**Alexander E. Hopkins**, The College of William & Mary

“Senator A. Willis Robertson and the Celebration of Segregation to Impede Civil Rights”  
**Brianna E. May**, The College of William & Mary

---

Friday 4:30-5:45 PM

**Communication in the Public Sphere**

Grand Ballroom B

**USC**

Sponsor: The Undergraduate Scholars Conference  
Chair/Respondent: **Susan Tomasovic**, George Mason University

“School-Funded Student Newspapers: School-funded means school censored”  
**Mary Kate Boylan**, Manhattan College

“Plugged In: The Influence of Smart-phones on Personal Space in Interpersonal” Communication  
**James Casey**, Howard University

“Is It Friendship or Fiction? An Investigation of Parasocial Interaction in the Digital Age”  
**Julia Cowell**, George Mason University

---

Friday 4:30-5:45 PM

**Legislation in the Public Sphere: Case Studies of Identity, Power, and Greed**

Skyline A

Sponsor: Communication Law and Ethics  
Chair: **Erik Garrett**, Duquesne University

“The Role of Cultural Identity in French, German, and U.S. Legislation on the Muslim Headscarf”  
**Jennifer Biedendorf**, Duquesne University

“Madness in the Message: Exploring Mass Media Ethics”  
**Ron Placone**, Duquesne University

“For ‘Ever’ Green: Marketing Communication and the Pharmaceutical Industry’s Fight for Intellectual Monopoly Privileges”

**Michael Tumolo**, Duquesne University

Public scholarship is taken to indicate a commitment to addressing timely and relevant issues that require scholarly intervention to see and act on in ways that are not clouded by the fog of immediacy. Public scholarship also indicates an opportunity for raising questions about lesser known legislation that, nonetheless, indicates issues salient to contemporary life.

---

Friday 4:30-5:45 PM

Skyline B

### **Conflict, Abuse, and Crisis in the Organizational Context**

Sponsor: Organizational Communication  
Chair: **Michael Sollitto**, West Virginia University  
Respondent: **Paul E. Madlock**, Texas A & M International University

“Analysis of Proposition Four of the Employee Abusive Organization Theory”

**Martha Gerlach**, SUNY New Paltz

**Melissa Nolan**, SUNY New Paltz

**Kiara Daniello**, SUNY New Paltz

**Jason S. Wrench**, SUNY New Paltz

“Addressing the Root of the Problem: The Hindsight Bias and Conflict Resolution”

**Paula Hopeck**, Purdue University

“The Impact of Crisis Communication on Organizational Reputation”

**Eileen Krar**, University of Hartford

**Aimee E. Miller-Ott**, University of Hartford

This session features research on problematic organizational communication processes and situations.

---

Friday 4:30-5:45 PM

Skyline C

### **Mediated Intercultural Communication**

Sponsor: Intercultural Communication  
Chair: **Joan O'Mara**, University of Hartford  
Respondent: **Celeste Lacroix**, College of Charleston

“Communicating (Muting) Abuse: A Co-Cultural Theoretical Analysis of Communication Factors Related to Digital Dating Abuse”

**Melinda R. Weathers**, George Mason University

**Mollie Rose Canzona**, George Mason University

**Wan-Lin Chang**, George Mason University

“Perceptions of Audience Members to Aspects and Genres of Nollywood Movies”

**Uchenna Onuzulike**, Howard University

“Stereotyping of Chinese Americans: Effects of Perceived Media Portrayals and Intercultural Competence”

**Jenna Nolan**, Fairfield University\*

“Understanding Privacy and Disclosure in Indian Matrimonial Websites Using the Framework of Communication Privacy Management Theory: A Cross-Cultural Study”

**Sreashi Das**, University of Maryland

This panel consists of competitive papers that discuss topics in Intercultural Communication related to media and technology.

\*Debut paper

---

Friday 4:30-5:45 PM

Skyline D

**“The First Generation Student Experience: Transitioning through Composition and Communication Together”**

**USC**

Sponsor: Undergraduate Scholars Conference

Faculty moderator: **Sarah Kercsmar**, University of Kentucky

Panelists: **Roxanna McFarlan**, University of Kentucky  
**Christen Pendelton**, University of Kentucky  
**Rebecca Saylor**, University of Kentucky  
**Taylor Watson**, University of Kentucky

Stepping on to campus for the first time is a new experience for all students, perhaps especially overwhelming for First Generation college students. “Composition and Communication,” a two-course sequence required of all freshman, now has several sections designed to make the transition from high school to college easier for First Generation students. The first course in the sequence addresses self-perception and perception of others with the second course exploring persuasion in community issues. The panel will give an opportunity for students to share their transition experiences through discussion and through communication products they’ve created.

---

Friday 4:30-5:45 PM

Skyline E

**Rhetoric and Economic Transitions**

Sponsor: American Society for the History of Rhetoric

Respondent: **Richard Thames**, Duquesne University

“Wealth, Wisdom and the Spirit of Capitalism”  
**Jeff Lohr**, Duquesne University

“Micro and Macro Economies in Transition”  
**Garrett Crane**, The Ohio State University

“The Rhetoric of the Marketplace in Early 19th Century Great Britain”  
**Kathleen Burk**, Duquesne University

“The Rhetoric of Interfaces”  
**David Deluliis**, Duquesne University

To fully understand the rhetoric of the marketplace is to understand its historical and economic influences. The papers of this panel will consider the marketplace as historically situated and rhetorically constructed and maintained. It employs a variety of perspectives on how the marketplace has been rhetorically interpreted, explained and justified from the fall of the Second Temple in 67 C.E. to a modern moment characterized by alteration, change, and transition.

---

Friday 4:30-5:45 PM  
**The Miscegenations Project**

Riverfront

Sponsor: Interpretation and Performance Studies  
Chairs: **Andrée E. C. Betancourt**, Independent Scholar  
**Michelle Millard**, Wayne State University  
**Elizabeth Whitney**, Independent Scholar  
**Lea Robinson**, Columbia University

The Miscegenations Project is a new media/performance project that explores intersections of identity. The project is inspired by Lea Robinson's and Elizabeth Whitney's lived experiences as a queer, interracial couple. This project will facilitate dialogue about intersections of identity, with specific focus on race, sexuality, and gender identity.

---

Friday 4:30-5:45 PM  
**Communication Technology and its Impact on Students**

Somerset

Sponsor: Communication and Technology  
Chair: **James Patsalides**, Albertus Magnus College  
Respondent: **David Westerman**, West Virginia University

"A Comparative Study on the Relationship between Internet Development and Internet Addiction: Based on Korean and Chinese College Students"

**Ting Yang**, Konkuk University  
**Sangho Seo**, Konkuk University

"The iPad Goes to College: The Seton Hill Experience"  
**Jack Ciak**, Seton Hall University

"The Effect of an Educational Computer Game on Simple Acquisition of Concepts"  
**Luis Almeida**, Indiana University of Pennsylvania

This panel features competitively selected papers examining the effects of communication technology on students.

---

Friday 4:30-5:45 PM  
**Transitions & Journeys: "The Challenge to Communication Programs by Academically Adrift: How should Communication Departments Respond?"**

Charles A

Sponsor: First Vice-President  
Chair: **Mary Kahl**, SUNY, New Paltz  
Panelists: **Don M. Boileau**, George Mason University  
**Don Fishman**, Boston College  
**Sara Weintraub**, Regis College

Academically Adrift: Limited Learning on College Campuses provides a devastating critique of American higher education. The study is praised for its thoroughness and sophisticated methodology. By separating out "communications" as distinct from the humanities/social sciences and math/science, our field is shown as

undemanding and our students viewed as less successful in complex reasoning, critical thinking, and writing on the CLA test. Three former ECA presidents representing three different types of institutions will give short summaries of the book including its conclusions, methodology, and implications for communication departments. The audience will then be invited into the discussion to focus on what strategies, if any, we should be engaging in to change some of these results, how members of the discipline can respond to an administration who might use this study as an attack on departments, and how our research can challenge these results.

---

Friday 4:30-5:45 PM

Charles B

### **Relational Aspects of Instructor-Student Communication**

Sponsor: Instructional Communication  
Chair: **Katie Neary Dunleavy**, La Salle University  
Respondent: **Mary Toale**, Baldwin-Wallace College

“Student Perceptions of Instructor Resistance Behaviors: A Qualitative Approach”

**Christopher J. Claus**, West Virginia University

**Sara LaBelle**, West Virginia University

**Kelly G. Odenweller**, West Virginia University

**Maria Brann**, West Virginia University

“The Relationships of Perceived Instructor Immediacy and Student Learning Styles and Student Affective Learning and Intent to Persist”

**Meagan C. Bryand**, West Virginia University

“Combating Homophobia in the Classroom: Homonegativity and the Student-Teacher Relationship”

**Austen Adair**, Texas State University-San Marcos

**Jonathan Stansbury**, Texas State University-San Marcos

**Marian L. Houser**, Texas State University-San Marcos

“Perceived Instructor Credibility in the On-Line Classroom”

**Angel A. Decierdo**, West Virginia University

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

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

---

Friday 4:30-5:45 PM

Parkview

### **Applied Communication: Perspectives on Safety, Usability, and Social Support**

Sponsor: Applied Communication  
Chair: **Helen Meldrum**, Bentley University  
Respondent: **Hans C. Schmidt**, Penn State University Brandywine

“Whose Voice is Louder? The Relationship among Media Coverage, MSHA Coal Mining Fatality Reports, and Legislative Action on Miner Safety”

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

**Robert O. Rupp**, West Virginia Wesleyan College

**Danette I. Johnson**, Ithaca College

“Describing Messages of Social Support in a Running Community”

**Amy J. Sullivan**, George Mason University \*

“Integrating Information Literacy and Usability Assessment: Developing User Skillfulness in Web Search”  
**Tatyana Dumova**, Point Park University

\* Student Debut

---

Friday 4:30-5:45 PM

University B

**Short Course – Philosophy of Communication: The Carrier of Meaning**

Presenters: **Ronald C. Arnett**, Duquesne University  
**Annette M. Holba**, Plymouth State University

The general goal of this short course is to help participants think about how they would teach a course on Philosophy of Communication in a way that is meaningful. We will provide instruction in relation to the following goals: 1) provide a starting place for participants who have not taught a philosophy of communication course in the past by including a bibliography of philosophy of communication resources; 2) provide definitions of specific concepts related to philosophy of communication; 3) provide an overview of the field of philosophy of communication through various theoretical lenses; 4) provide sample syllabi, assignments, and rubrics for teaching philosophy of communication consistent with the format of the book, *Philosophy of Communication: The Carrier of Meaning*, by Ronald C. Arnett and Annette M. Holba.

---

Friday 4:30-5:45 PM

University C

**Discourses of Health Communication: Conversational, Print, Visual, and Virtual Messages**

Sponsor: Health Communication Interest Group  
Chair: **Jay Baglia**, Kutztown University

“‘Learning to Live Inside’ vs. ‘Taking Back My Life’: Exploring Discourses in Transitioning between Health and Illness”

**Inci Ozum Ucok-Sayrak**, Duquesne University

“Telling of the Old Hag: Sleep Paralysis Accounts and Uncertainty Management”

**Heather Stassen-Ferrara**, Western New England University

**Eric Benvenuti**, Hamilton College

“Pregnancy Issues in Print: An Analysis of *Essence* and *Ebony* Magazines from 2004-2010”

**DaKysha Moore**, Johnson C. Smith University

**Elijah Onsomu**, Winston Salem State University

**Renata Ferdinand**, State University of New York at Canton

**Bentu Abuya**, Education Research Program African Population and Health Research Center (Kenya)

“Communicating Identity: Parenting a Parent”

**Tracy Frederick**, Southwestern College

A diverse array of health-related contexts and theories are explored using primarily qualitative methodologies.

---

Friday 6:00-6:50 PM

**Group Business Meetings**

Community College	Skyline C
Communication and Technology	Somerset
Communication Traits	Skyline B
Health Communication	University C
New York State Communication Association	University B
Nonverbal Communication	Skyline E
Organizational Communication	Skyline A
Rhetoric and Public Address	Charles A

---

Friday 8:00-9:00 PM

**12 Step Group Meeting**

Skyline E

---

**SATURDAY, APRIL 28, 2012**

---

SATURDAY 7:30 AM-3:00 PM

**CONVENTION REGISTRATION**

**Grand Ballroom Foyer**

---

Saturday 8:00-8:50 AM

**Group Business Meetings**

Applied Communication	Parkview
Argumentation and Forensics	Skyline E
Communication Law and Ethics	Skyline A
Instructional Communication	Charles B
Intercultural Communication	Skyline C
Kenneth Burke Society	Skyline D
Maryland Communication Association	Skyline B
Media Communication	University C
Theory and Methodology	University B

---

Saturday 9:00-10:15 AM

**From Real Applications to Reel Considerations**

Grand Ballroom A

**USC**

Sponsor: Undergraduate Scholars Conference  
Chair: **Mary Ann Allison**, Hofstra University

“Communication and Malaria Eradication”  
**Michael Maskin**, Tufts University

“Diploma for Sale: How Universities Use Branding to Communicate with Potential Students”  
**Julie Williams**, State University of New York at Geneseo

“Pure Mythology”  
**Kathryn McGuire**, State University of New York at Geneseo

“Genre Cycling in Mainstream Hollywood Cinema”  
**Nicholas Messina**, Ramapo College

---

Saturday 9:00-10:15 AM

Grand Ballroom B

**“It’s Not That Easy Being Green” – Public Discussions of Environmental Issues**

**USC**

Sponsor: The Undergraduate Scholars Conference  
Chair/Respondent: **Lisa Heller Boragine**, Cape Cod Community College

“A Content Analysis Portrayal of Fracking in the Pittsburgh, Pennsylvania Regional Media”  
**Pricilla Chavez, Daniela Carcamo, Maria Jose Cesar**, Mercyhurst College

“The Power of Gendered Environmental Language in Affecting Social Attitudes Surrounding Environmentalism: A Discourse Analysis of the of Environmental Discourse in Response to a Temporary Environmental Art Display at Denison University”  
**Giana Gregga**, Denison University

“The Significance of Organizational Culture in Establishing Environmentally Supportive Values and Assumptions: A Textual and Linguistic Critical Discourse Analysis of Administration and Student Discourse in Response to Sustainability Initiatives at Denison University”  
**Tanner Hoover**, Denison University

---

Saturday 9:00-10:15 AM

Skyline A

**Ethical Issues in Criminal Trial Communication**

Sponsor: Communication Law and Ethics  
Chair: **Donald Fishman**, Boston College

“The Mediated Bench”  
**Susan Drucker**, Hofstra University

“Advocating for Justice: Ethical Dilemmas in Prosecuting Criminal Cases”  
**Martin Wallenstein**, John Jay College of Criminal Justice, CUNY

“Public Perception and Defense Attorney Practice Regarding Ethical Communication”  
**Keith Semler**, John Jay College

“All Murders are not Reported Equally: The Symbolic Representation of Victimhood”  
**D.L. Stephenson**, Western Connecticut State University

The rigors of the adversarial process in criminal trials have long posed ethical issues for prosecutors, defense attorneys, judges, and for the reporters and media that cover these events. Our era of instant media coverage and online communication in its various forms has compounded these problems. This panel explores ethical issues, old and new, that must be faced by attorneys, judges, and the media in their various roles in the criminal trial process.

---

Saturday 9:00-10:15 AM

Skyline B

### **Assessing and Improving Organizational Influence Messages**

Sponsor: Organizational Communication  
Chair: **Zachary Johnson**, West Virginia University  
Respondent: **Jason S. Wrench**, State University of New York at New Paltz

“Assessing Organizational Image Through the College Open House”

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

**Andrea Vadaro Tucker**, La Salle University

“Affective Organizational Commitment as a Predictor of Military Enlistment Discussion and Recommendation”

**Mark D. Cistulli**, University of Hartford

**Jason L. Snyder**, Central Connecticut State University

**Randy Jacobs**, University of Hartford

“Persuasive Fundraising: The Theory of Planned Behavior and its Impact on the LETS Educational Foundation”

**Alice O’Brien**, La Salle University

This session features empirical research examining organizations’ persuasive communication practices.

---

Saturday 9:00-10:15 AM

Skyline C

### **Research in Transnational Voices**

Co-Sponsors: Intercultural Communication and Voices of Diversity  
Chair: **Annette Madlock Gatison**, Southern Connecticut State University  
Respondent: **Joe DeCrosta**, Duquesne University

“Culture, Cosmopolitanism, and Communication: Democratic Practice for Disaggregated Citizens”

**Tracey Quigley Holden**, University of Delaware

**Sandra L. French**, Radford University,

**Kendra Modzelewski**, University of Delaware

**Kayla Steele**, University of Delaware

“Symbolic Justice Across Borders: Cities of Asylum as Models of Cosmopolitan Hospitality”

**Fadoua Loudiy**, Independent Scholar

“Intercultural Communication, Global Transitions and the U.S. Non-immigrant Visa Interview Process: Tensions of Sovereignty, Hospitality and Human Rights”

**Julie A. Cramer Hunsberger**, Duquesne University

“The Role of NAFTA in Spanish Language Shift Reversal and Code-Switching”

**Jeremy Langett**, Lynchburg College

Amidst our transition to an increasingly interconnected global reality, questions about tensions between cosmopolitan hospitality and sovereignty become more pressing for Intercultural Communication research. Such tensions are demonstrated when considering the movement of peoples across sovereign borders for purposes of sojourn, residency and asylum. This panel examines instances and dimensions of cross-border movement to consider how conceptions of culture and the ethics of hospitality and human rights might inform Intercultural Communication practices and theories.

---

Saturday 9:00-10:15 AM

Skyline D

### **Philosophical Foundations for Meeting Crisis as Transition Moment**

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

“Enlarged Mentality in Leadership: A Reach for Contemplative Space”  
**Amanda McKendree**, University of Notre Dame

“Articulating Corporate Identity in Crisis (Transition) Moments”  
**Susan Malcolm**, Duquesne University

“Events Bearing Voices: Propaganda and Dialogic Meeting of Crisis as Phronesis”  
**John H. Prellwitz**, University of Pittsburgh, at Johnstown

“*Tending* to Philosophical Leisure: Responding to Crises Constructively”

This panel considers “crisis” as a “transitional moment” opening us to new ways of thinking that can be enacted in the global community. By engaging crisis through the philosophical lenses of Aristotle, Immanuel Kant, Emmanuel Levinas, Hans-Georg Gadamer, Hannah Arendt, Friedrich Nietzsche, Mikhail Bakhtin, Martin Buber, and Peter Wessel Kapffe, the panelists move beyond conventional and procedural approaches to crisis response and explore the contemplative space necessary for a “philosophy-in-action” in the contexts of corporate leadership, public relations, and corporate identity.

---

Saturday 9:00-10:15 AM

Skyline E

### **Nonverbal Communication Within The Online Setting and Current Methods**

Sponsor: Nonverbal Communication  
Chair: **Stephanie Shimotsu**, West Virginia University

“Verbal and Nonverbal Predispositions in the Development of Face-To-Face and On-Line Relationships”  
**Jerry L. Allen**, University of New Haven  
**Eun-A Park**, University of New Haven  
**Joan O’Mara**, University of Hartford

“Avatars & Nonverbal Deception: The Intentional and Unintentional Misleading of Others Through Avatar Representation and Construction”  
**Joseph Lybarger**, The University of Akron  
**Nicholas S. Smith**, Northern Kentucky University

“A Consideration of Nonverbal Communication Methodology Today”

**Michael James Miller**, University of Connecticut  
**Kate Szer Kurtin**, University of Connecticut

This panel will address nonverbal communication within the on-line setting and methodology used for nonverbal communication currently.

---

Saturday 9:00-10:15 AM

Riverfront

## **Bridging the Gap: Internet and Participation in the Developing World**

Sponsor: Communication and Technology  
Chair: **Dianne Milette**, University of Miami

“The Arab Spring 2.0”  
**Dana M. Janbek**, Lasell College

“Mexico Internet Use: A Unique Case in the Developing World”  
**Luis Lopez-Preciado**, University of Texas-Arlington

“Favela e Roca Online: Digital Inclusion of Marginalized Urban and Rural Areas of Brazil”  
**Paola Prado**, Roger Williams University

The democratizing promise of the Internet is only now being achieved in some parts of the world, 15 years after the Internet became available to the public at large. This panel examines how the Internet is playing a role in transitions in the political participation process in Brazil, Mexico, and in the Arab World. Over the last few years, these countries have experienced significant political and social transitions facilitated by this ongoing digital revolution.

---

Saturday 9:00-10:15 AM

Somerset

## **Curriculum Transitions: Moving Communication Courses to Online Environments**

Sponsor: Community College  
Chair: **Tom Donlan**, Montgomery County Community College

“Fostering Student Success: Organizing the Online Classroom”  
**Susan M. Ward**, Delaware County Community College

“Handling Hybrid Courses: Combating Perceptual Issues by Powering the Engine with Form, Content, and Conversation”  
**Danamarie Every**, Delaware County Community College

“Teaching the Basic Course Online: Ten Years Later”  
**Michelle Simpson**, College of Southern Maryland

“Interpersonal Communication Online: Good Practice or Oxymoron?”  
**Nadine Cichy**, Sinclair Community College

Curricular decisions are challenging and require a great deal of trial and error. This panel of faculty members will address the ways they have found to be effective in transitioning the traditional, face to face, curriculum to teaching communication online. In the online environment, the pedagogy is different, so the curriculum also must be adapted.

The panelists will cover a variety of online environments including online-only as well as hybrid delivery; and a variety of courses, including the basic course and interpersonal communication.

---

Saturday 9:00-10:15 AM

Charles A

### **Exploring Applied Communication in Family and Health Contexts**

Sponsor: Applied Communication  
Chair: **Sarah Ryan**, University of Texas El Paso  
Respondent: **Nancy Wiencek**, Georgian Court University

“Investigating the Connection between Family Communication Style and Treatment Foster Care Parent Satisfaction”

**Sarah E. James**, La Salle University \*

“A Grounded Theory of Control over Communication among Ghanaians Living with HIV/AIDS” \*\*

**Cyril Latzoo**, Duquesne University

“Bystander Intervention to Sexual Assault Training: Targeting the Elusive Male Audience”

**Amber Koeckritz**, Northern Virginia Community College

**Scott D. Koeckritz**, George Mason University \*

**Emily B. Peterson**, George Mason University

“Are We Dying to Be Pretty? Applying the Theory of Planned Behavior to Analyze Indoor Tanning Beliefs”

**Jessica L. Hall**, George Mason University

**Wan-Lin Chang**, George Mason University \*

**Mollie Rose Canzona**, George Mason University

\* Student Debut

\*\* Top Paper in Applied Communication

---

Saturday 9:00-10:15 AM

Charles B

### **Transitioning the Curriculum to Include Service-Learning**

Sponsor: Instructional Communication Interest Group  
Chair: **Jayson Baker**, Regis College

Panelists: **Candice Thomas-Maddox**, Ohio University-Lancaster  
**Sara C. Weintraub**, Regis College  
**Toni S. Whitfield**, James Madison University  
**Jayson Baker**, Regis College

Service-learning has been successfully incorporated into a wide range of communication courses over the last several years. The goal of this panel is to assist educators in making the transition to incorporate service-learning into their communication courses. The panelists will present a step by step approach to service-learning including making connections with community partners, developing successful projects, helping students to reflect on their experiences and helping all stakeholders to assess the service-learning experience

---

Saturday 9:00-10:15 AM

Parkview

## **Views on Engagement through Political Ads and New Technology**

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

“Facebook Revolutions: Transitions in the Arab World, Transitions in Media Coverage? A Comparative Analysis of CNN and Al Jazeera English’s Online Coverage of the Tunisian and Egyptian Revolutions”

**Maha Bashri**, Bradley University

**Sara Netzley**, Bradley University

**Amy Greiner**, Bradley University

“Campaign Chatter: How Political Communicators View Emergent Communication Technology in Campaigns”

**Kristin N. English**, Georgia College & State University

“Mash-Ups, Persona and the ‘1984’ Ad in the 2008 Democratic Primary”

**Grant C. Cos**, Rochester Institute of Technology

**R. Pierre Rodgers**, George Mason University

Capturing the attention of the average voter in today’s day is more difficult than ever – especially since the means by which we reach voter’s and the voters themselves are rapidly and continually changing. This panel gives attention to the means by which we are capturing attention – from Facebook in a new democracy to the creation of political personas to the role of emergent technology. Each presentation gives attention to the means by which we may captivate the modern potential voter.

---

Saturday 9:00-10:15 AM

University B

## **Short Course – Transitioning to the Case Method for Introductory Organizational Communication Courses**

Presenters: **Jason S. Wrench**, State University of New York New Paltz

This short course is going to help participants transition to the case method and implement the case method in introductory to organizational communication courses. All participants will receive a copy of the new case study book, *Casing Organizational Communication* (Edited by Jason Wrench) published by Kendall Hunt.

---

Saturday 9:00-10:15 AM

University C

## **Risk, Safety, and Sex Research: Employing Survey Methodologies in Health Communication**

Sponsor: Health Communication Interest Group  
Chair: **Annette Madlock Gatison**, Southern Connecticut State University

“Understanding Unhealthy Life Transitions: Relationships between Perceived Bullying and Tobacco Use, Binge Drinking, and Marijuana Use”

**Nicole Blau**, Ohio University, Lancaster

**Christina Anderson**, Coastal Carolina University

“Paving the Road: Recommendations to Disseminate Safety and Health Information to Truck Drivers”

**Sara LaBelle**, West Virginia University

**Tiffany Berkebile**, West Virginia University  
**Maria Brann**, West Virginia University

“Comparative Perceptions of Risk in the Pandemic Influenza A (H1N1) 2009 Virus”  
**Vinita Agarwal**, Salisbury University

“Communication about Sex Research: Methodological Challenges”  
**Carey Noland**, Northeastern University

Through the employment of survey instruments, this quartet of papers examines perceptions of risk in a variety of health-related contexts.

---

Saturday 10:00-11:00 AM  
**Competitive Undergraduate Poster Session II**

Grand Ballroom Foyer  
**USC**

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

“ICTD in a New Light”  
**Shea Malloy**, Hofstra University

“Communication Pathways Transitions”  
**Alli Schmoker**, Regis College

“Frames of Police: Examining the Frames of Police Officers in a Current Event”  
**Rochelle Smith**, Howard University

“The Progression of Street Art From Grassroots Beginnings to Commoditization Today  
At What Point Do Street Artists Sell Out?”  
**Charlotte Spatz**, Marist College

“Feminist Perspective in Glee Unintentionally Reinforcing Gender Roles and Masculine Hegemony”  
**Lisa Spitko**, Bloomsburg University

“Perceived Benefits of Oral Participation in the Classroom”  
**Annie Srsen**, Miami University

“Teaching An Old Dog New Tricks”  
**Solomon Steinke**, SUNY Geneseo

“Understanding Modern Activism in Film”  
**Matthew Teleha**, Mercyhurst College

“You are not the father: Images on the Maury Povich Show Season Five”  
**Langston Vincent**, Johnson C. Smith University

“Toyota’s Use of Image Restoration Discourse Strategies in During its 2010 Vehicle Recall”  
**Brian DesLauriers**, **Hilary Scott**, **Monika Rutana**, **Javier Velasco**, **Michael O’Donnell**, Western New England University

“NBA Lockout and Image Restoration”  
**Billy Mason**, Western New England State College

“With Clear Eyes and a Full Heart: A Hero’s Journey Through Dillon, Texas”

Elyse Toribio, Ramapo College of New Jersey

---

Saturday 10:00-11:00 AM  
**Coffee Café III**

Grand Ballroom Foyer

---

Saturday 11:00AM-12:15 PM  
**Modes of Meaning: How It Happens**

Grand Ballroom A  
**USC**

Sponsor: Undergraduate Scholars Conference  
Chair: **Cheryl Casey**, Hamilton College

“When people stop being polite and start getting real”: A thematic analysis of *Real World Season One* images of race and sexuality”

**Otha Darden**, Johnson C. Smith University

“It is not enough to “LIKE” me: A look at motivation and ownership effects for nonprofit organizations using Facebook”

**Meagan Germain**, The College of New Jersey

“Lies in the Big Bang Theory”

**Caroline Hoffman**, Messiah College

“An Analysis of Commencement Addresses Delivered by US Presidents 1914-2010”

**Alexander Hopkins**, College of William & Mary

---

Saturday 11:00 AM-12:15 PM  
**Keeping it Real: How Family and Relationships Matter**

Grand Ballroom B  
**USC**

Sponsor: The Undergraduate Scholars Conference  
Chair/Respondent: **Pamela Lannutti**, Boston College

“A Lifetime of Communication: An Examination of Relational Maintenance Behaviors that Satisfy the Sibling Relationship”

**Liza Charnack**, James Madison University

“Self-Disclosing Trauma and Comforting Response Messages: Perceived Support in Romantic Relationships”

**Brittany Diaz**, James Madison University

“Substance Abuse: An Examination of Positive Family Communication and Continuous Recovery”

**Colleen Gill**, Bloomsburg University of Pennsylvania

“Television Media Effects on Romantic Relationship Perceptions and Expectations”

**Kelly Gorman**, James Madison University

---

Saturday 11:00 AM-12:15 PM

Skyline A

### **Arguing the Issues in Campaign 2012: A Public Debate**

Sponsor: Argumentation and Forensics  
Chair: **Carl T. Hyden**, Morgan State University  
Respondent: **Sean Luechtefeld**, University of Maryland College Park

Panelists: **Fran Mindel**, Morgan State University  
**Jade Olson**, University of Maryland College Park  
**Theodore F. Sheckels**, Randolph-Macon College  
**Yvonne Slosarski**, University of Maryland College Park

As public discourse about the candidates in the 2012 presidential elections increases in intensity, the participants in this session will engage in a public debate centered on the following proposition: "Resolved: That the 2012 presidential campaigns have thus far raised arguments American voters should explore and have raised these arguments well." Following a 40-minute debate, audience members will be invited to ask questions and engage panelists on the argumentative strategies of the candidates.

---

Saturday 11:00 AM-12:15 PM

Skyline B

### **Transitions in Media: Everything New is Old Again?**

Sponsor: Theory and Method  
Chair: **Dave Westerman**, West Virginia University

"Relational Maintenance through Expressed Affect on Facebook"  
**Jenny Thoma**, West Virginia University  
**David Westerman**, West Virginia University

No Longer Private: Social Media Changes Privacy of Intimate Relational Information  
**Samantha Delp**, West Chester University  
**Mary E. Braz**, West Chester University

"Say it to my 'Face', not on Facebook: An Examination of the Effects of Channel Selection on Message Meaning"  
**C.J. Claus**, West Virginia University  
**David Westerman**, West Virginia University

"Transgender Resource Center: Creating a Community of Social Support in Second Life"  
**Sara Green-Hamann**, University of Maine

"New Technologies Affect how Persons with Disabilities Seek Employment"  
**Emily Frey**, West Chester University  
**Mary E. Braz**, West Chester University

---

Saturday 11:00 AM-12:15 PM

Skyline C

### **Transitions: Using Communication Theories and Concepts to Aid in the Transition from Faculty to Administration**

Sponsor: Communication Administration  
Chair: **Kelly Rocca**, St. John's University

Panelists: **Ann Frymier**, Miami University  
**Mary Toale**, Baldwin-Wallace College  
**Timothy Mottet**, Texas State University-San Marcos  
**Kelly Rocca**, St. John's University

Panelists will discuss how they use specific communication theories and concepts as they have transitioned from faculty to administrators, including affinity seeking, listening, and cross cultural adaptation.

---

Saturday 11:00 AM-12:15 PM

Skyline D

### **Rhetorical Negotiations of Race, Gender, and Sexual Orientation**

Sponsor: Voices of Diversity  
Chair: **Anastacia Kurylo**, Marymount Manhattan College  
Respondent: **Joy M. Cypher**, Rowan University

“The Role of Discursivity in Feminist Standpoint Theory”  
**Tiffany Lewis**, University of Maryland, College Park

“Scripting Hate Crimes: Victim, Space, & Perpetrator Defining Hate”  
**Andrew R. Spieldenner**, Latino Commission on AIDS  
**Chizoba Udeorji**, Kingsborough Community College  
**Miriam Y. Vega**, Latino Commission on AIDS

“Negotiating the Color-Line: Reflecting Upon Lessons Learned While Teaching a Black Communication and Identity Course in Mixed Company”  
**Gina Castle Bell**, George Mason University  
**Mark C. Hopson**, George Mason University

“Young Men of Color: Counter-Spaces and Counter-Narratives”  
**Joni Schwartz**, The City University of New York, LaGuardia Community College

This panel features four papers that address the complex process of negotiating meanings and understandings of race, sex/gender, and sexual orientation in various settings.

---

Saturday 11:00 AM-12:15 PM

Skyline E

### **Top Papers in Media Ecology**

Sponsor: Media Ecology Association  
Chair: **Susan Jasko**, California University of Pennsylvania  
Respondent: **Thom Gencarelli**, Manhattan College

“All I Want out of Life is a 30 Share and a 20 Rating: Using *Network* to Teach Television Programming”  
**Gregory Adamo**, Morgan State University

“Ritual Transitions: Religious Ritual and the Structuring of Sacred Time in Cyberspace”  
**Cheryl A. Casey**, Hamilton College

“Considering the Virtual Vote: Electronic Voting Machines and Digital Transitions in Democratic Culture”  
**Josue David Cisneros**, Northeastern University

“Voices from the Underground: The Role of Subcultural Media Productions in Baltimore’s Drug Trade”  
**Katie Kavanagh O’Neill**, University of Pittsburgh

This panel presents the top four competitively-selected papers submitted to the Media Ecology Association, an affiliate organization of the Eastern Communication Association, for this conference.

---

Saturday 11:00 AM-12:15 PM

Riverfront

**Viewing Transitions: Women, Religion, Distance and Voice**

Sponsor: Rhetoric and Public Address  
Chair: **Valerie Schrader**, Penn State Schuylkill  
Respondent: **Benjamin Bates**, Ohio University

“City Sisters: Gender, Charity, and Publicity at Angelus Temple”  
**Kristy Maddux**, University of Maryland

“The Devil is in Your Diet: The Ideology of Christian Fitness Websites”  
**Kate Simcox**, Messiah College

“Talking About Religion in Public: Creating Critical Distance”  
**Michael J. Hostetler**, St. John’s University

“Feminizing the Pulpit: Feminine Style and the Religious Rhetoric of Joyce Meyer”  
**Tracy Hasley Frederick**, Southwestern College

---

Saturday 11:00 AM-12:15 PM

Somerset

**Interpersonal Communication about Sex**

Sponsor: Interpersonal Communication  
Chair: **Alexandra Frisbie**, University of Hartford  
Respondent: **Mary Braz**, West Chester University of Pennsylvania

“People Plan to Have Babies, They Don’t Plan to Have Adults: An Analysis of Adult Donor Conceived Offspring’s Discursive Meaning Making”  
**Meredith Marko Harrigan**, SUNY Geneseo  
**Sarah Dieter**, SUNY Geneseo  
**Jenna Leinwohl**, SUNY Geneseo  
**Laura Marrin**, SUNY Geneseo

“Infertility Communication in Marital Relationships: An Extensive Review of Recent Literature in Infertility Studies”  
**Songyi Park**, Northwestern University  
**Michael E. Roloff**, Northwestern University

“Understanding Sexual Communication between Romantic Partners: A Qualitative Analysis”  
**Alicia Linder**, University of Hartford  
**Aimee E. Miller-Ott**, University of Hartford

Through qualitative analyses and extensive investigation of existing research, the papers on this panel explore interpersonal communication about sex-related issues. Panelists will discuss how adult donor conceived offspring, spouses, and romantic partners engage in sense making about their experiences and struggles.

---

Saturday 11:00 AM-12:15 PM

Charles A

### **Autoethnography--Generating Unique and Useful Communication Knowledge**

Sponsor: ECA Past Officers' Club  
Chair: **Deborah Borisoff**, New York University.  
Respondent: **Linda Lederman**, Arizona State University.

“Collaborative Autoethnography: Oxymoron?”

**Heewon Chang**, Eastern University

**Kathy-Ann Hernandez**, Eastern University

**Faith Ngunjiri**, Eastern University

“Power of Autoethnography: New Epistemology to Fill a Gap of GLBTQ Communication Studies.”

**Shinsuke Eguchi**, University of Denver

“NCA Presidential Autobiographies as Autoethnographies: Constructing Professional Identities within Changing Universities and Professional Systems”

**James W. Chesebro**, Ball State University

The discipline of communication has typically employed quantitative, qualitative, critical, applied, and action research when characterizing, interpreting, and evaluating human communication. Autoethnography is gaining independence as a unique and significant way to explore certain types and kinds of communication actions. This panel explores the ways in which and the conditions under which communication scholars can treat certain unique, singular, and personal statements and unique experiences as forms of knowledge, which is the essence of autoethnography.

---

Saturday 11:00 AM-12:15 PM

Charles B

### **Keeping Up With Reality: An Examination of Prevalent Ideologies in Reality Television**

Sponsor: Media Communication  
Chair: **Nancy Bressler**, Bowling Green State University  
Respondent: **Lori Bindig**, Sacred Heart University

“Looking Through the Lens: The Impact of the Guidos, the Dolls, and the Housewives on Young Adults”

**Alexis Levy**, University of Hartford

“‘Say Yes to the Dress’: Informing Bridal Consumer Convention One ‘Dream Dress’ at a Time”

**Ashley Beman**, University of Hartford

“Will You Accept this Rose?: Does Reality Television Portray Conventional Stereotypes of Femininity?”

**Nancy Bressler**, Bowling Green State University

“How Real Are *The Real Housewives*?: The Role of TV’s Housewife and the Representation of Women”

**Hannah Goodall**, University of Hartford

This panel will examine dominant ideologies on current reality television shows, a genre that has become increasingly popular in the last decade. Papers investigate the representations of femininity, class, and consumerism. The authors conduct qualitative content analyses of popular reality television shows that examine whether the images are really innovative, or if there is a consistent representation of conventional ideas and stereotypes reproduced as “reality.”

---

Saturday 11:00 AM-12:15 PM

Parkview

---

Saturday 11:00 AM-12:15 PM

University B

**Short Course – Communication and Transitions in College Writing –  
Focus on Critical Thinking**

Presenters: **Christine Courtade Hirsch**, SUNY Oswego  
**Anne L. Heintzman**, Western Kentucky University

Students enter college with mixed skills and often communication courses are mandated to teach critical thinking. Frequently this goal is accomplished by adding writing components to communication courses. We will focus on two different pedagogical approaches to incorporating writing as a means of assessing critical thinking across the communication curriculum: the five-paragraph essay and experiential writing. Experienced faculty members who have successfully worked with students using each approach will offer concrete tools to enable teachers to make the best possible use of writing to transition students into competent critical thinkers.

---

Saturday 11:00 AM-12:15 PM

University C

**Natural, Cultural and Interdisciplinary Boundaries: Finding Our  
Way into Liminal Space through Salamanders, Researchers, and  
Chinese Hot Pot**

Sponsor: Interpretation and Performance Studies  
Chair: **Kristin M. Langellier**, University of Maine  
Respondent: **Valerie Lynn Schrader**, Penn State Schuylkill

“Salamanders and Selves: Boundaries between Nature and Culture in a Liminal Season and Ritual Event”  
**Bridie McGreavy**, University of Maine

“I am a Researcher: Exploring the Narrative Boundaries of University Research”  
**Hollie Smith**, University of Maine

“Food as Boundary Marker: Chinese Sojourning Students’ Place-making in Maine Through Performing Hot Pot”  
**Hui Qian**, University of Maine

This program focuses on cultural, natural, and interdisciplinary boundaries and our embodied transitions into liminal space. While diverse, our panel brings themes to a shared space to describe a ritual performance of helping salamanders cross roads on a wet spring night; personal narratives of interdisciplinary researchers at institutions of higher education; and performance ethnography of hot pot, a symbolic Chinese dish. Together we transition to make and re-make self and place.

---

Saturday 12:30-1:45 PM  
**Undergraduate Studies in Communication**

Grand Ballroom A  
**USC**

Sponsor: The Undergraduate Scholars Conference  
Chair/Respondent: **Gary Eckles**, Thomas Nelson Community College

“Agenda-Setting Theory and Antoine Dodson Viral Video”  
**Ashley Gardner**, Pennsylvania State University

“Dissent in the College Classroom”  
**Lauren Jensen, Avery Maracek, Kristen Gray**, SUNY New Paltz

“THX-1138: A Cinematic Reflection of the Role of Social Deviance in Cultural Transition”  
**John Arthur**, Pennsylvania State University

“Once Upon An American Dream: Mythic Criticism Analysis”  
**Sarah Brunges**, Shippensburg University

---

Saturday 12:30-1:45 PM  
**Celebrating the Career of Dr. Bonnie Jefferson**

Skyline A

Sponsor: Communication Law and Ethics  
Chair: **Dale Herbeck**, Boston College  
Respondent: **Bonnie Jefferson**, Boston College

**Sara Mehlretter Drury**, Wabash College  
**Cooley Horner**, University of New Hampshire School of Law  
**Brady Littlefield**, Rubenstein Communications  
**Colleen C. Malachowski**, West Virginia University  
**Alicia Parmentier**, Northeastern University School of Law  
**Emily Berg Paup**, University of Minnesota  
**Michael Tuntevski**, MWW Group  
**Kimberly Walsh**, University of Massachusetts

This panel honors Dr. Bonnie Jefferson, a long-time faculty member at Boston College who is retiring at the end of the 2011-2012 academic year. A former winner of the Donald Ecroyd & Caroline Drummond Ecroyd Teaching Excellent Award (2006) and an ECA Teaching Fellow, Dr. Jefferson is a renowned educator. To honor her many contributions, former students will join in a celebration of her work as a classroom teacher, a mentor, and a thesis adviser.

---

Saturday 12:30-1:45 PM  
**Lambda Pi Eta**

Skyline B  
**USC**

Sponsor: Lambda Pi Eta  
Chair: **Leeanne M. Bell McManus**, Stevenson University

Panelists: **Jennifer Braisted**, Florida Atlantic University  
**Jennifer Fuller**, Salem State University

**Alexandra Nalepa**, Stevenson University  
**Amanda Stark**, Stevenson University  
**Sydney Stoner**, Stevenson University  
**Erin Tieman**, Stevenson University  
**Ashleigh Wagner**, Stevenson University

This panel features discussion about the communication honors organization.

---

Saturday 12:30-1:45 PM

Skyline C

**Kenneth Burke: Top Critical Papers**

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

“Qing Agonistes: Material Motive, Tragic Realism, and Revolutionary Responsibility in a Textbook Dispute Over China’s Openness to the West”

**Per Fjelstad**, University of New Hampshire

“Terministic Screens in the Food Rhetoric of Michael Pollan: A Cluster Critique”\*

**Martin C. Hansen**, Keene State College

“Roethlisberger’s Guilt: A Quarterback’s Redemption”\*

**Brandon A. Spence**, The College at Brockport: State University of New York

“Has Economic Crisis Killed Corporate Social Responsibility? Revisiting Application of the Burkean Guilt-Redemption Cycle in Corporate Advocacy”

**Katerina Tsetsura**, University of Oklahoma

\*Debut paper

---

Saturday 12:30-1:45 PM

Skyline D

**Getting Comfortable with Assessment: Creating Positive Attitudes and Assessment-Friendly Assignments**

Sponsor: Communication Administration  
Chair: **Jennifer Knapp**, SUNY Oswego  
  
Panelists: **Sally Vogl-Bauer**, University of Wisconsin, Whitewater  
**Kelly Rocca**, St. John’s University  
**Katherine Thweatt**, West Virginia Wesleyan College  
**Timothy Mottet**, Dean, Texas State University-San Marcos  
**Jennifer Knapp**, SUNY Oswego

To aid in countering negative reactions, the participants of this panel will discuss how to create a positive assessment climate on varying campuses, as well as how to seamlessly integrate assessment into courses.

---

Saturday 12:30-1:45 PM

Skyline E

## **Children in Transition: The Role of Media Literacy Education in Children's Development**

Sponsor: Media Ecology Association  
Chair: **Lewis Freeman**, Fordham University

Participants: **Renee Cherow-O'Leary**, Education for the 21st Century  
**Mary L. Rothschild**, Healthy Media Choices  
**Jennifer Lavalle**, Harvard Graduate School of Education  
**Lauren Rubenzahl**, Center on Media and Child Health  
**Michael Rich**, Center on Media and Child Health

Children's cognitive, physical, emotional, and social development requires that they make healthy, developmentally appropriate choices about the types of media they use, the content of those media, and how they use both media platforms and what they learn from media content. This panel of scholars and practitioners will explore ways that children can learn to transition in their choices and use of media as they mature.

---

Saturday 12:30-1:45 PM

Riverfront

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

Sponsor: Community College  
Chair: **Nadine Cichy**, Sinclair Community College

"Transitioning From Essay Writing to Speechwriting: Using Post-it Notes for Invention"  
**Susan M. Ward**, Delaware County Community College

"Everyone Can Communicate: Transitioning Students' Thinking of Communication Competence"  
**Kerry Byrnes**, Collin College

"Media's Cultural Effect"  
**Jenny Warren**, Collin College

"Transitions and Journeys Into New Worlds: Understanding Self-Presentation, Perception, and Interpersonal Communication in a Virtual Community"  
**C. Leigh Nelson**, James Madison University  
**Eric Fife**, James Madison University

"Transitions in Perceptions: An Activity to Explore Generalizations and Stereotypes"  
**Anita Foeman**, West Chester University

"*'What Do You Mean We Can't Use Google?'* The Research Mini-Speech Activity"  
**Jennifer Babcock**, Bridgewater College

"Digging up Research': Scavenging for Diverse Sources"  
**Yvonne Sacripant Bland**, Robert Morris University

"My Name"  
**Danamarie Every**, Delaware County 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 range from activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skill, or learning objective.

---

Saturday 12:30-1:45 PM

Somerset

## **Families in Flux: Interpersonal Implications of Social Change for the “Modern Family”**

Sponsor: Interpersonal Communication  
Chair: **Angela Hosek**, Emerson College  
Respondent: **Meredith Marko Harrigan**, SUNY Geneseo

“Parent-Child Relationships in Post-Divorce Families”  
**Alexandra Frisbie**, University of Hartford

“We’re Not a Family but We Play One on TV: The Effects of Television Families on Perceptions of the ‘Ideal Family’”  
**Fran Mindel**, Morgan State University

“How Death Affects Romantic and Familial Relationships”  
**Emily Wagner**, University of Hartford

“90% of Being a Dad is Just Showing Up: Are Modern Fathers More Nurturing and Supportive of Their Children?”  
**Nancy Bressler**, Bowling Green State University

The structure of “modern families” has undergone some dramatic shifts in the last 60 years. The implications of these transitions are far reaching for interpersonal interactions in families. This panel asks: what do “modern families” look like, and what communication challenges do they face? How are families coping with and communicating about issues such as death, divorce, fertility, and finances? The research and perspectives in this panel address these questions to present a fuller picture of the “modern family.”

---

Saturday 12:30-1:45 PM

Charles A

## **Transitions & Journeys: Navigating the Academic Life in the 21st Century**

Sponsor: First Vice-President  
Chair: **Trevor Parry-Giles**, National Communication Association  
Discussants: **Theresa A. Donofrio**, University of Maryland  
**Kaylea Livingston**, Ohio University

Graduate Study for the 21st Century: Transitioning to Graduate School in Contemporary Higher Education  
Gregory Colón Semenza, University of Connecticut

Gregory Colón Semenza is an associate professor and Director of Graduate Studies in the Department of English at the University of Connecticut. He is also the author of *Graduate Study for the 21st Century: How to Build an Academic Career in the Humanities*, now in its second edition (Palgrave-Macmillan, 2010). Semenza confronts the complex realities of graduate study in the 21st century, offering a frank and clear-eyed vision of graduate school as an important moment of professionalization for the future academic. This panel brings Semenza to ECA for his straightforward identification of the obstacles and opportunities confronting graduate students and the faculty who teach and mentor them. The panel also features the 2011 ECA Centennial Scholarship recipients who will discuss their specific graduate school transitions and challenges.

---

Saturday 12:30-1:45 PM

Charles B

**Communication Theory Instruction: Issues of Transition**

Sponsor: Instructional Communication  
Chair: **Brian Furio**, York College of Pennsylvania

Panelists: **Brian Furio**, York College of Pennsylvania  
**Joy M. Cypher**, Rowan University  
**Deborah Geisler**, Suffolk University  
**David Levasseur**, West Chester University

Using research data gathered during the Fall, 2010 semester, this panel will discuss relevant issues of Communication Theory instruction including effective instructional approaches, appropriate theoretical content (broad exposure versus context-specific), assessment of theory instruction, and the role of theory instruction in our discipline.

---

Saturday 12:30-1:45 PM

Parkview

**Past Officer's Club Luncheon**

---

Saturday 12:30-1:45 PM

University B

**Short Course – Large Lecture, New Technology, and Theory:  
Developing The “New” Business Communication Course**

Presenters: **Pamela Marshall**, Rowan University  
**J. Kanan Sawyer**, West Chester University

This is a requested follow-up to the ECA 2011 Business Communication session to explore further emerging issues such as strategies to teach curriculum across disciplines, specific methods for creating a large lecture/ lab class format and syllabi, classroom assignment resources (e.g., theoretically based communication strategies for résumés, cover letters, email, and business documents), step-by-step strategies for using the latest business technologies, along with strategies for web-based learning or hybrid courses, and a new review of recent publications.

---

Saturday 12:30-1:45 PM

University C

**Serving a Menu for Social Change: A Roundtable on Cabbages and  
Condoms Restaurant as a Vehicle for Communicating HIV  
Awareness and Prevention**

Sponsor: Health Communication Interest Group  
Moderator: **L. Meghan Peirce**, West Chester University of Pennsylvania

Panelists: **Benjamin Bates**, Ohio University  
**Sawitree Cheevasart**, Rajamangala University of Technology (Thailand)  
**Benya Lertsuwan**, Payap University (Thailand)  
**Srinuan Limvarakul**, Dhurakij Pundit University (Thailand)  
**Nantida Otakum**, Suan Sunandha Rajabhat University (Thailand)  
**Usa Silraungwilai**, Boonchu Productions (Thailand)  
**Wuttichai Phaovanich**, Independent Researcher (Thailand)

This roundtable examines a unique communication and practical intervention for social change in Thailand: *the Cabbages and Condoms Restaurant project*. Cabbages and Condoms is a significant source of funding for HIV/AIDS education and prevention projects, including mobile health clinics, empowerment programs, and rural development. This program features Thai communication scholars and practitioners *in a discussion of the opportunities and challenges presented by Cabbages and Condoms as a vehicle for promoting social change*.

---

Saturday 2:00-3:45 PM  
**USC Awards Luncheon**

Grand Ballroom B  
**USC**

Students attending the Second Annual McCrosky~Richmond Undergraduate Scholars Conference gather to celebrate their achievements.

---

Saturday 2:00-3:15 PM  
**WikiLeaks: Issues of Ethics and Law in the Digital Age**

Skyline A

Sponsor: Communication Law & Ethics  
Chair: **Michael E. Balmert**, Carlow University

“Julian Assange: Crusader or Charlatan”  
**John W. Gareis**, University of Pittsburgh

“WikiLeaks: Prior restraint and the First Amendment”  
**Valerie Goff Whitecap**, Carlow University & University of Pittsburgh

“WikiLeaks and transparency: When corporations lose their way”  
**Ann Jabro**, Robert Morris University

“WikiLeaks: Wrestling with ethical issues in a culture of secrecy”  
**Michael E. Balmert**, Carlow University

In 2010, WikiLeaks released the largest unauthorized cache of classified military documents in U.S. history. It set off a firestorm of controversy and debate over the potential good vs. harm it created. Panelists examine various ethical and legal issues associated with the release of these “sensitive” documents. Issues include: national security, safety, transparency, prior restraint laws, the role of journalists, and the lessons it provides corporations about crisis planning and ethical training for employees.

---

Saturday 2:00-3:15 PM  
**Top Competitive Papers in Organizational Communication**

Skyline B

Sponsor: Organizational Communication  
Chair: **Rebecca M. Chory**, West Virginia University  
Respondent: **Andrea M. Pampaloni**, La Salle University

“The Influence of Leadership, Conflict Management, and Communication in the Realm of Telecommuting”  
**Paul E. Madlock**, Texas A&M International University

“An Exploration of Responses and Communication Following Gossip in the Workplace”

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

“Psychological Reactance and Verbal Defensiveness in the Workplace: The Effects of Perceived Face Threat and Interactional Justice in Supervisor Requests”

**Qin Zhang**, Fairfield University

**Donald E. Gibson**, Fairfield University

This session features the top three competitive papers from the Organizational Communication Interest Group.

---

Saturday 2:00-3:15 PM

Skyline C

### **Intercultural Transitions: Articulating Philosophies of Communication for the Student Abroad**

Sponsor: Intercultural Communication

Chair: **Erik Garrett**, Duquesne University

“Ecology and Empathy: Reconsidering Cosmopolitanism and Capital in Study Abroad”

**Cory Williams**, Concord University

“Michel Foucault’s Discourse-Mediated Identity: Making the Unseen More Appreciable”

**Steve Urbanski**, West Virginia University

“Toward an Existential Philosophy of Cross-cultural Communicative Praxis”

**Fadoua Loudiy**, Independent Scholar

“Building Citizen Diplomacy through Intercultural Leadership Development Opportunities: Eastern Approaches”

**Elesha L. Ruminski**, Frostburg State University

“Burkean Bridges: Using a New Pentad to Interpret Various Cultural Voices Before and During Study Abroad”

**Kelley Crowley**, Shenandoah University

Study abroad has become a common college occurrence, compelling educators to reflect on the pedagogical basis and learning outcomes of this transformative experience of transition from one national culture into another...and back. How can philosophies of communication guide and enhance students’ experiences of intercultural transitions? Informed by cultural theory, poststructuralism, Burke’s pentad, existentialism and Eastern philosophies among others, this panel seeks to contribute to the conversation on the communicative struggles and joys of studying abroad.

---

Saturday 2:00-3:15 PM

Skyline D

### **Dialogic Communication: Transition from Me to We**

Sponsor: Philosophy of Communication

Chair: **Rebecca Matthews**, West Chester University

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

“Dialogue and Sentiment in Intimate Interpersonal Relationships”

**Celeste Grayson**, Duquesne University

“Covenant Dialogue: The Triadic Architectonic in Bakhtin’s Dialogism”

**Joel Ward**, Duquesne University

“Counter Narratives as Counter Possibilities: A Heideggerian Perspective on Community Building”  
**Kristen Lynn Majocha**, University of Pittsburgh, at Johnstown

“The Regret of “Mismeeting.” An Exploration of Martin Buber’s *Vergegnung* for Communication Studies”  
**David B. Stern**, Frostburg State University

This panel explores four distinct philosophical approaches to dialogue. Each of these approaches demonstrates how dialogue may serve as a means for individuals to form and join communities, as well as the contingency that dialogue may fail to take hold in relationships. Communities of various sizes are examined, from the interpersonal micro-community to broader narrative communities.

---

Saturday 2:00-3:15 PM

Skyline E

### **Navigating Digital Playgrounds: Facilitating Children’s Engagement with Personal and Social Media through Media Literacy Education**

Co-Sponsors: Media Ecology  
Chair: **Jennifer Lavalle**, Harvard Graduate School of Education  
Participants: **Joshua Meyrowitz**, University of New Hampshire  
**Frank Gallagher**, Cable in the Classroom  
**Karen Schrier Shaenfield**, Marist College  
**Lance A. Strate**, Fordham University  
**Lewis Freeman**, Fordham University

We live in a time of great change. Children want, need, and are expected to learn how to navigate across multiple platforms for education, entertainment, and social activities. This panel of scholars and practitioners in media literacy education and media ecology will explore children’s engagement with media as they prepare for life in a culture of continuous change.

---

Saturday 2:00-3:15 PM

Riverfront

### **Communities in Transition: Voices and Identities Changing Through New Media**

Sponsor: Communication and Technology Interest Group  
Chair: **Barna William Donovan**, St. Peter’s College

“From Angry Asian Man to Our Chinatown: How New Media is Giving Voice to Asian American Communities”  
**Ernabel Demillo**, St. Peter’s College

“New Jersey Italian-American Identity: Challenging the ‘Situation’ with Social Media”  
**Gina Marcello Persson**, The College of St. Elizabeth

“Voices of the Gulf on YouTube in the Aftermath of the BP Spill”  
**Kathleen C. Haspel**, Fairleigh Dickinson University

“Forty-Five Years of ‘The Man From U.N.C.L.E.’: How the Ever-Changing Media Sustained and Shaped a Special Interest Community”  
**Cynthia W. Walker**, St. Peter’s College

“The Vast Social Network of Conspiracies”

**Barna William Donovan**, St. Peter's College

This panel features a series of presentations about how community identities and activities have been altered through the skillful use of new media technologies. From the definition of group identities and the challenging of stereotypes to activism, nothing has had as strong an impact on the evolution of community identities as new media and social media.

---

Saturday 2:00-3:15 PM

Somerset

**Communication Curriculum and the Community: Strategies to Transition Service Learning Into Your Course**

Sponsor: Community College  
Chair: **Jessica Papajcik**, Stark State College

“Reaching Out: Incorporating Service Learning in Your Classroom”  
**Sarah E. Merranko**, College of Southern Maryland

“Service Learning Projects with Non-Profit Organizations: Essential Components for Public Relations Courses”  
**Tom Donlan**, Montgomery Community College

“A Promise Kept: Incorporating Service Learning and Social Justice Principles Into the Small Group Communication Course”  
**Danamarie Every**, Delaware County Community College

“Service Learning in the Small Group Communication Course: The Pay-It-Forward Project”  
**Karen Padrutt**, Stark State College

Given the interdependence between the Community College and the “community,” it is no surprise that more and more faculty engage their students through Service Learning. While educators across our nation acknowledge the scholastic value that Service Learning offers, many feel overwhelmed with the thought of modifying their curriculum to include Service Learning. This panel provides insight into the administrative aspect of Service Learning along with a snap shot of three Service Learning projects that have been successfully integrated in communication curriculum.

---

Saturday 2:00-3:15 PM

Charles A

**Nominating Committee**

Presiding: Janie Harden Fritz, Immediate Past President

---

Saturday 2:00-3:15 PM

Charles B

**Transitions in Communication Centers**

Sponsor: Instructional Communication Interest Group  
Chair: **Chandler Harris**, Abilene Christian University  
Respondent: **Lauren Lemley**, Abilene Christian University

Panelists: **Theodore F. Sheckels**, Randolph-Macon College  
**Kathleen J. Turner**, Davidson College

**Cameron Basquiat**, College of Southern Nevada  
**Emily Adams**, Abilene Christian University  
**Randy Woods**, Abilene Christian University  
**Emily Bushnell**, Abilene Christian University  
**Cassey Owens**, Abilene Christian University  
**Stephanie J. Coopman**, San Jose State University  
**Dana Morella-Pozzi**, San Jose State University  
**Brandon Gainer**, San Jose State University  
**Roxanne Cnudde**, San Jose State University

The number of communication centers on campuses across the country has grown significantly over the past decade, increasing the need for directors and consultants to develop innovative transitions that address the evolving needs of their institutions and students. This panel discusses four such transitions: the movement toward professionalism, the call to extend communication instruction “across the curriculum,” the trend for campuses to create collaborative learning spaces, and the desire to increase technology use in education.

---

Saturday 2:00-3:15 PM

Parkview

**Constructing Reality? Terrorism Economic Tidings, Family Values,  
and Broadcasting Military Policy**

Sponsor: Political Communication  
Chair: **Ann Atkinson**, Keene State University  
Respondent: **John Kares Smith**, Oswego State University of New York

“But are you really better off? Renewal, resurrection, and the rhetoric of Ronald Reagan” (TOP PAPER)  
**Sean Luechtefeld**, University of Maryland

“Staging War Theater on the Home Front: The Family Drama of Deployment in Public Broadcasting”  
**Christina M. Knopf**, SUNY Potsdam

“Terrorism as a Communicative Act”  
**Ashley Farkas**, Drexel University  
**Tyson Mitman**, Drexel University  
**Douglas V. Porpora**, Drexel University

“Responding to the Diversity in Family Life: The Rhetoric of Family Values in the 1996-2006 Same-Sex Marriage Debates”  
**Jill M. Weber**, Hollins University

This panel will provide a revealing look at how rhetorical construction of the economy, military policy, and terrorism determine political reality. The collection of papers presented here pull together elements from communication, journalism, politics, and sociology.

---

Saturday 2:00-3:15 PM

University B

**Short Course – Promoting Student Interaction in the Basic Course  
through Blended Course Delivery**

Presenters: **Laura K. Davis**, Harrisburg Area Community College  
**Judith R. Dutill**, Harrisburg Area Community College, York

As institutions continue to embrace online learning instructors who are accustomed to face-to-face course delivery are often challenged by the notion of student interaction in the online classroom. Though, the task may seem daunting at first, fruitful interaction is possible between students even in virtual space. This short course will offer attendees practical methods on getting students to speak up and interact in the online classroom.

---

Saturday 2:00-3:15 PM

University C

### **Humor Communication: A Survey of Theory and Research**

Co-Sponsors: Interpersonal Communication/Health Communication  
Chair: **Rachel L. DiCioccio**, University of Rhode Island

“Contemporary Theories of Humor”

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

**Elizabeth E. Graham**, University of Akron

“Humor and Laughter as Medicine: Anatomy, Physiology, and in Disease States

**E. Phillips Polack**, West Virginia University

“Humor in Healthcare”

**Theodore A. Avtgis**, Ashland University

“Humor and Families”

**Sandra M. Ketrow**, University of Rhode Island

“Humor in Intercultural Interactions: Challenges and Pitfalls”

**Nathan Miczo**, Western Illinois University

**Lisa Miczo**, Western Illinois University

“Cross-Cultural Humor”

**Yang Lin**, University of Akron

**Patricia S. Hill**, University of Akron

This panel highlights the multifunctional importance of the study of humor communication. These papers reflect the wide-ranging perspectives and contextual explorations of humor. Papers examine the theoretical underpinnings of humorous communication, the physiological responses to the experience of humor, and its influence in the contexts of cross-cultural, intercultural, healthcare, and family communication.

---

Saturday 3:30-4:45 PM

Skyline A

### **Transitions in Debate: An Overview of Old and New Debate Formats**

Sponsor: Argumentation and Forensics  
Chair: **Cole Franklin**, East Texas Baptist University

“No Debate: The Use of Policy Debate to Advance Non-Resolutional Controversies”

**Edward Panetta**, University of Georgia

“Parliamentary Debate in North America: CUSID, APDA, NPDA

**Theodore F. Sheckels**, Randolph-Macon College

“Picking LD: The Benefits and Challenges of Choosing to Compete in NFA’s Lincoln-Douglas Debate:

**Amy Schumacher**, Marshall University

“IPDA: An Innovative Format for Regular Folks”

**Cole Franklin**, East Texas Baptist University

“World Schools Debating Championships: Transitioning to a Global Stage”

**Allison Hahn**, University of Pittsburgh

Over the years, the formats for academic debate have evolved, changed, and transitioned into new formats. While the old are still practiced in some regions, in other parts of the country, newer formats have take seed and grown. This panel will explore various formats of academic debate. Panelists will address a specific format, discuss advantages and disadvantages, and discuss why they have chosen to engage in that specific format.

---

Saturday 3:30-4:45 PM

Skyline B

### **Measurement and Study of Communication and Personality Traits: Update on Some Popular Traits**

Sponsor: Communication Traits

Chair: **Charles J. Wigley III**, Canisius College

“Friend me, Foe me, Follow me on Twitter: Investigating Attraction and Homophily in Social Media Communication Contexts”

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

“Etic vs. Emic Distinctions in Communication Trait Research, esp., Intercultural Studies”

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

“Humor Orientation & Humor Assessment: Growth & Limitations”

**Rachel L. DiCioccio**, University of Rhode Island

“From the Inside Out: Breakthroughs in Verbal Aggressiveness Measurement and Theory (esp., EEG, FMRI, & Cortical Measures)”

**Theodore A. Avtgis**, Ashland University

“Measuring Trait Argumentativeness: Controversies, Concerns, and Recommendations”

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

Recent developments in the measurement of various communication traits, as well as the use of scales in some novel and interesting contexts, will be explored. Handouts from panelists will provide attendees with references to contemporary research involving these developments.

---

Saturday 3:30-4:45 PM

Skyline C

### **Intercultural Communication: Theories and Contexts**

Sponsor: Intercultural Communication

Chair: **Joel S. Ward**, Duquesne University

Respondent: **Shinsuke Eguchi**, University of Denver

“‘What They See as Acceptable’: A Co-Cultural Theoretical Analysis of Black Male Expression at a Predominantly White Institution”

**Cerise L. Glenn**, University of North Carolina at Greensboro  
**Dante L. Johnson**, University of North Carolina at Greensboro

“Communication and Work Alienation: A Comparison between U.S and Mexico”

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

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

“Framing a Dialogic Learning in Intercultural Communication”

**Cyril Latzoo**, Duquesne University

“Review of Literature and Proposal for a Study into the Use of Narrative by Refugees and Asylees to Establish and Negotiate Identities”

**Seif Sekalala**, Kean University

This panel features competitive papers that address, develop, or build on theories in both the humanities and social sciences for Intercultural Communication.

---

Saturday 3:30-4:45 PM

Skyline D

### **From Legacy Media to Social Media: Analyses of Media in Transition**

Sponsor: Applied Communication

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

Respondent: **Sarah Ryan**, University of Texas El Paso

“Analysis of Sources and Frames in New York Times Reporting on the 2010 Gulf of Mexico Oil Spill”

**Heather Hanson**, Point Park University \*

“Evaluating the Role of Parasocial Interaction in the Microblog Marketing Campaigns of World Wrestling Entertainment”

**Ivan Moore**, Point Park University \*

“A Closer Look at Social Media in the National Collegiate Athletic Association: The Pros and Cons of Tweeting”

**Deborah Hilton**, Point Park University \*

“Engaging with Social Media in Everyday Life: Perceptions of Young Adults on Online Privacy”

**Adam Cagle**, Point Park University \*

Digital technologies are challenging and invigorating to both legacy and emerging media. This panel focuses on how media in transition are responding to the challenges of the digital age by analyzing specific examples of media practices in outlets ranging from print to microblogging to online social networks.

\* Student Debut

---

Saturday 3:30-4:45 PM

Skyline E

### **Rhetorical Transitions in Ecology: Food, Framing and Overpopulation**

Sponsor: Rhetoric and Public Address

Chair: **Kristy Maddux**, University of Maryland

Respondent: **Valerie Schrader**, Penn State Schuylkill

“Shifts in Rish Rhetoric: The Corn Refiner Association’s Opportunistic Representation of High Fructose Corn Syrup”

**Sarah N. Heiss**, University of Vermont

**Benjamin R. Bates**, Ohio University

“Moral Framing for Movement Maturity: Lessons from the Food Justice Movement”

**Abigail Seiler**, University of Maryland, College Park

“Hype, Hate, and Hope: Recovering the Population Controversy from the Abyss”

**Matthew P. Brigham**, James Madison University

---

Saturday 3:30-4:45 PM

Riverfront

### **Participatory Media Technologies and Educational Practice**

Sponsor: Communication and Technology

Chair: **Maria Simone**, Rowan University

“Disseminating Course Information, Collecting, and Assessing Assignments On-Line”

**Rebecca Curnalia**, Youngstown State University

“Using participatory media to support communities of practice in the classroom”

**Maria A. Simone**, Rowan University

“Employing Blogs as a Teaching Tool in the Business and Communication Courses”

**Rod Carveth**, Goodwin College

Participatory media technologies can aid instructors in their efforts to foster collective intelligence and build communities of practice. Based on classroom tested methods, this panel will examine the ways in which technologies, Twitter and wiki software, Google groups and blogs might be useful to develop community, expand classroom participation, and create a shared forum for the development of collective intelligence.

---

Saturday 3:30-4:45 PM

Somerset

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

Sponsor: Interpersonal Communication

Chair: **Aimee E. Miller-Ott**, University of Hartford

Respondent: **Meredith Marko Harrigan**, SUNY Geneseo

“Information-Management Behaviors as a Result of Deception in Close Relationships: An Application of the Revised Theory of Motivated Information Management” \*

**Lori Vela**, West Virginia University

**Jenny Thoma**, West Virginia University

**Megan Dillow**, West Virginia University

**Michelle Saint Aubin**, West Virginia University

**Henry Fletcher**, West Virginia University

“Humor in High Stress Relationships: Understanding Communication in Police Officers’ Romantic Relationships”

**Sean M. Horan**, DePaul University  
**Jaime Bochantin**, DePaul University  
**Melanie Booth-Butterfield**, West Virginia University

“Toward an Understanding of the Relationships among Deceptive Affection, Deceptive Beliefs, and Relational Qualities”

**Hailey Gillen**, West Virginia University \*\*

**Sean M. Horan**, DePaul University

This panel features the top three competitive papers from the Interpersonal Communication Interest Group.

\*Top Paper

\*\*Debut paper

---

Saturday 3:30-4:45 PM

Charles A

### **Transitions & Journeys: Anticipating Retirement: From Professor to Nirvana**

Sponsor: First Vice-President  
Chair: **Judith Trent**, University of Cincinnati

Panelists: **Judy Pearson**, North Dakota State University  
**Paul Nelson**, North Dakota State University  
**James W. Chesebro**, Ball State University

Respondent: **Isa Engleberg**, Prince George's Community College.

One of the most significant transitions within the academic world occurs when a faculty member – after a prolonged period of time in that role--retires from the relatively unique, isolated, and protected enclave of the academic world. There is little preparation for this transition, and guidelines for a successful transition are not readily available. This panel of professors will address some of the issues involved when phasing into retirement. Should you quit cold turkey or fade out over time? Will you lose your identity when you no longer teach, write, or do research? What has happened to those professors who have retired in recent years? Some panelists have retired; others are on the way. Here is your opportunity to look at the possibilities for your own future.

---

Saturday 3:30-4:45 PM

Charles B

### **Instructor and Student Communication Behaviors Inside and Outside of the Classroom**

Sponsor: Instructional Communication  
Chair: **Nicole Blau**, Ohio University, Lancaster  
Respondent: **Candice E. Thomas-Maddox**, Ohio University, Lancaster

“Student In-Class Texting Behavior: Associations with Instructor Behaviors and Classroom Relationships”  
**Danette Ifert Johnson**, Ithaca College

“The Effects on In-Class and Out-of-Class Quizzes on Speech Performance, Public Speaking Anxiety, and Cognitive Learning in Public Speaking Classes”

**Melissa A. Broeckelman-Post**, California State University, Los Angeles

**Sarah J. Black**, California State University, Los Angeles

“Assessing the Transition of Student Public Speaking Competence”

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

**Marian L. Houser**, Texas State University-San Marcos

**Crystal Wotipka**, University of Iowa

“The Difficult Transition? Teaching, Research, Service: Examining the Preparedness of Communication Faculty Entering the Academe”

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

**Corey Hickerson**, James Madison University

---

Saturday 3:30-4:45 PM

Parkview

### **Teaching in Transitions: Applying Communication Praxis to the Personal, Professional, and Civic**

Sponsor: Applied Communication

Chair: **Amanda G. McKendree**, University of Notre Dame

“Incorporating Narrative Literacy into the Discipline of Communication for Civic Life”

**Leeanne M. Bell-McManus**, Stevenson University

“The Bumpy Road to Success: Developing a Learning Environment for At-Risk Students using Universal Design for Learning”

**Jennifer Biedendorf**, Duquesne University

“Service Learning as Pedagogical Praxis for Transitioning Students Towards Maturity”

**Erik Garrett**, Duquesne University

“Pedagogy and the Preservation of Soul in Professional Communication Courses”

**Michael Tumolo**, Duquesne University

This panel will look at the University as a transition and transformative site for the development of students. The presentations will concentrate on different moments where opportunities present themselves to help students transition through the University and into adulthood. In particular, the authors will focus on narrative literacy, the at-risk classroom, service learning, and professional communication as moments that tap into the potential for creative development of students.

---

Saturday 3:30-4:45 PM

University B

### **From Archie Bunker to the “Archie Bunker Effect”: Transitions and Representations in “Parenthood”, “Modern Family”, and “Squidbillies”**

Sponsor: Media Communication

Chair: **Marsha Ducey**, The College at Brockport, SUNY

Respondent: **Leigh Nelson**, James Madison University

“‘Modern’ Family?: An Examination of Social Issues Portrayed on ‘Modern Family’”

**Nancy Bressler**, Bowling Green State University

“Liberating or Stereotypical Representations?: Exploring Images of Black Men and Black Women as presented on NBC’s ‘Parenthood’”

**Gina Castle Bell**, George Mason University

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

“Squid or Chalkie? The role of self-identify and selective perception in processing tendentious humor”\*

**Nicholas Bowman**, West Virginia University

\*Debut paper

---

Saturday 3:30-4:45 PM

University C

**Narrative Transitions: Forming and Performing Stories and Selves**

Sponsor: Interpretation and Performance Studies

Chair: **Christi Renzi**, University of Maine

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

“Getting Beyond ‘Getting over it’: Resistance and Closure in Homicide Victim Survivors’ Narratives”

**Susan Buzzell**, University of Maine

“Everything Is Fine?: Re/performing Identity in an Intimate Relationship with an Addict as Transitional Process”

**Candice Rios**, University of Maine

“Refugee Stories, Command Performances, and Somalis in Maine”

**Kristin M. Langellier**, University of Maine

This program features narrative transitions: how storytelling forms and performs stories and selves. The transitions explored are diverse – the aftermath of the murder of a loved one, the unraveling of a relationship with an addict, the journey from Somali refugee to U.S. citizen – but each presentation examines the power of storytelling to both transform and conform identities. Narrative transitions are moving stories: emotional, in motion, and on the move for storytellers and audiences.

---

Saturday 3:30-4:45 PM

ArtBar Private Dining Room

**Resolutions Committee**

---

Saturday 5:00-6:15 PM

Grand Ballroom A

**General Business Meeting**

---

Saturday 6:30-8:30 PM

Grand Ballroom B

**ECA President’s Reception**

*Overlooking the beautiful Boston skyline, we gather to enjoy delicious food, wonderful music, and to celebrate the accomplishments and contributions of President Cindy Lont!*

---

Saturday 8:00-9:00 PM  
**12 Step Group Meeting**

Skyline E

---

**SUNDAY, APRIL 29, 2012**

---

Sunday, 9:00-9:45 AM  
**Finance Committee Meeting II**  
Presiding, **Nancy Willets**, Cape Cod Community College

Somerset

---

Sunday, 9:00-10:15 AM  
**Transform Your ECA Experience into Professional Capital**  
Facilitator: **Isa Engleberg**, Professor Emerita, Prince George's Community College

Charles A

This interactive session will engage the collective wisdom of participants and the advice of veteran ECA members to help you make the most out of your convention experience. We will address questions such as: How can you benefit from what you've learned at this convention? What can you use in the classroom and/or in your research? How can you capitalize on the contacts you've made? What's the best way to become more involved and visible professionally?

---

Sunday, 9:00-10:15 AM  
**From Papers to Submissions: How to Grade Everything Online**  
Presenters: **Pamela Marshall**, Rowan University  
**J. Kanan Sawyer**, West Chester University

Charles B

Have you ever carried home hundreds of pages of student papers? Have you ever had a student swear that the assignment was "slipped under your door" or "put in your mailbox" but cannot verify this? Have you ever wondered just how many trees your classes alone are using in paper output? These valid concerns and the pressure to move to online resources open an opportunity to convert academic evaluations to an online form. This session will guide you through techniques, free online grading programs, using your institution's or existing software, and even answer security and legal questions so that we can become more efficient and more green.

---

Sunday 10:00 AM-12:00 PM  
**Executive Council II**  
Presiding, **Nancy Willets**, Cape Cod Community College

Parkview

---

Sunday, 10:30-11:45 AM

Charles A

**The Greatest \*\*Free\*\* Technology Online and How to Use It**

Presenter: **Jason Wrench**, SUNY New Paltz

---

Sunday, 10:30-11:45 AM

Charles B

**PowerPoint vs. Prezi.**

Presenter: **Susan Ward**, Delaware County Community College

This session will focus on comparing and contrasting Prezi a non-linear presentation tool, with PowerPoint. A brief overview of each media will be presented followed by an interactive discussion about the theoretical and practical implications of using the media in a digital age. Some questions that will be addressed include: How might a non-linear presentation format be a useful instructional tool? Is PowerPoint dead? Is Prezi just another presentational tool fad?

---