Praxis: Balancing the Basic Course

Wednesday, April 24, 2013

As the Basic Course becomes more central to college and university curricula, and as legislative attention makes higher education reform a priority, faculty must balance demands from multiple internal and external stakeholders. Panels will address defining core competencies of the basic course, delivering the basic course across campuses, exploring attitudes about and the centrality of the basic course and modernizing the basic course through open source content and technology. The keynote address, delivered by Joshua Compton of Dartmouth College, is entitled "Defining (*v*.) Talk, Defining (*adj*.) Talk, and the Basic Course".

8:45-9:15am ***Registration/Sign-in and Continental Breakfast*** Conference Foyer

9:00-9:10am ***Basic Course Conference Welcome*** Conference A

Danamarie Every Gallagher, Delaware County Community College

Wednesday 9:15 – 10: 30am Conference A

Core Communication Competencies for Basic Courses: A Meeting of the Minds

Sponsor: Basic Course Conference

Presenters: **Isa Engleberg**, Prince George Community College
Scott A. Myers, West Virginia University
Susan M. Ward, Delaware County Community College

The most critical question facing those who direct and teach introductory communication courses is **not:** *Which course should we offer or require?* Rather, the most critical question is: *What core competencies should form the basis for introductory communication courses, regardless of context?* This first part of this program has three goals: (1) to present a rationale for answering the latter question, (2) to share competency-development criteria based on the NCA-approved definition of communication, and (3) to offer a draft set of competencies based on the results of an ongoing core competencies research project. The second half of the program—a Meeting of the Minds—will comprise a facilitated activity in which attendees participate in a consensus-seeking process that identifies their level of support and additional recommendations for core communication competencies that apply across various communication contexts.

Wednesday 10:40-11:55am Conference A

The Basic Communication Course at a Multi-Campus Public University

Sponsor: Basic Course Conference
Chair: **David DeIuliis**, Duquesne University
Respondent: **Timothy P. Mottet**, Texas State University-San Marcos

Presenters: **Shauna Vey**, New York City College of Technology, City University of New York
Hollis F. Glaser, Borough of Manhattan Community College, City University of New York
Suzanne Epstein, Bernard L. Schwartz Communication Institute at Baruch College, City University of New York

This study investigates the basic communication course across a multi-campus public university. Through direct observation, institutional research, and on-site interviews at the undergraduate colleges of the City University of New York, the investigators construct a comprehensive dataset and draw conclusions regarding the following fields of inquiry: (1) departmental characteristics and the university community, (2) faculty characteristics and faculty training (3) standardization across campuses and assessment methods (4) student diversity and its influence on the basic course (5) discipline council and advocacy at the university level. The data is compared to two national studies and suggestions are made for other public universities to similarly study their own campuses.

12:00-1:15pm Conference B

Basic Course Conference Luncheon and Keynote Speaker

Sponsor: Basic Course Conference

"Defining (*v*.) Talk, Defining (*adj*.) Talk, and the Basic Course"

Joshua Compton, Dartmouth College

Basic Course Conference participants are invited to a buffet luncheon and keynote presentation. Joshua Compton (Ph.D., Oklahoma, 2004) is a senior lecturer in speech at Dartmouth's Institute for Writing and Rhetoric.

Wednesday 1:25-2:40pm Conference A

The Confluence of Technology and Open Content to Modernize the Basic Course

Sponsor: Basic Course Conference
Presenters: **Jason S. Wrench**, SUNY New Paltz
Sharon Koch, Flat World Knowledge

The rising cost of technology, academic journals, and textbooks is a growing concern for many faculty members who teach the basic course. Furthermore, these rising costs have a stifling effect on a diversity of voices in higher education because publishers seek out content that is "competitive" and not necessarily groundbreaking. The Free and Open Source Software (FOSS) along with the Open Educational Resources (OER) movement have set out to put freely distributed software and academic literature (both journals and textbooks) in the hands of students and

teachers. In essence, the FOSS and OER movements are helping to change the "accepted" practices of content delivery in favor of new ways of providing college students information.

Wednesday 2:45-4:00pm Conference A

Why It Matters: Exploring Attitudes About and the Centrality of the Basic Course

Sponsor: Basic Course Conference
Chair: **Barbara Sims**, Alderson-Broaddus College
Respondent: **Don Boileau**, George Mason University

"Why the Basic Course is Central to the College and University Curricula"
Georgia M. Bedford, Duquesne University
Kristin Roeschenthaler Wolfe, Duquesne University

"Developing a Measure of Students' Attitudes towards Communication"
Timothy Ball, James Madison University

The need for the basic course continues to expand in an atmosphere altered by the continued shift toward practical, achievement oriented approaches guided by legislative mandates and standardized testing, while adapting to the integration of technology in the teaching and learning experience. Colleges and universities must balance these challenges along with understanding how students perceive communication as a course of study.

Wednesday 4:00-4:30pm Conference A

Basic Course Conference Wrap up and Closing

Danamarie Every Gallagher, Delaware County Community College

Wednesday 3:00-4:00pm Oliver

ECA Publications Committee Meeting

Wednesday 4:00-5:00pm Oliver

ECA Finance Committee Meeting

Wednesday, 5:00-6:00pm Oliver

ECA Site Selection Committee Meeting

Thursday 7:30-5:00pm Conference Foyer

ECA Conference Registration

Thursday 8:30-11:30am Anchor

ECA Executive Council Meeting I

Thursday 10:00-11:15am Phipps

Visual Rhetoric, World Youth Day, and Baseball: Intersections of Rhetorical Inquiry

Sponsor: Rhetoric & Public Address
Chair: **Timothy Barney**, University of Richmond

"Visual Rhetoric and Anthropocentrism in *Whale Wars"*
Collin Syfert, University of Rhode Island

World Youth Day and Shared Fantasies: The Rhetorical Power of Pope John Paul II and Pope Benedict XVI
Emma Frances Bloomfield, University of Southern California

"Constructing the Sublime: Classical Rhetoric, George W. Bush, and the National Pastime"
John Koch, Wayne State University

These competitively selected papers explore various approaches to rhetorical inquiry.

Thursday 10:00-11:15am Oakmont

Issues in Applied Communication Research: Impression Management, Nonprofit Branding, and Agency in the Sex-Tourism Industry

Sponsor: Applied Communication
Chair: **Nancy A. Wiencek**, Rider University
Respondent: **Todd Kelshaw**, Montclair State University

"'All that Glitters is not Gold': The Role of Impression Management in Data Breach Notification"
Alexander Jenkins, Drexel University
Murugan Anandarajan, Drexel University
Rob D'Ovidio, Drexel University

"Charity Brand Personality: Can Smaller Charitable Organizations Leverage their Brand's Personality to Influence Giving?"
Elizabeth Stebbins,Canisius College*
Rosanne L. Hartman, Canisius College

"Sex tourism: Exploitation or free choice?"
Christine M. Willingham, Florida State University

*Debut

This panel of papers explores issues within organizational, nonprofit, and sex-tourism industry settings. Discussion focuses on positive organizational outcomes as a result of impression management techniques, how the concept of branding is an important strategy for nonprofit practitioners, and issues related to agency in the sex industry.

Thursday 10:00-11:15am Conference C

The Transformation of Communication by Social Networks

Sponsor: Communication and Technology
Chair: **Tatyana Dumova,** Point Park University
Respondent: **Rod Carveth,** Morgan State University

"Social Networking Sites: Maintaining Relationships and Constructing Identities Online"
David T. McMahan, Missouri Western State University
James W. Chesebro, Ball State University
Preston C. Russett, Ball State University

"Communication Roles and Gratifications Attained on Social Network Sites"
Eric Langstedt, Mount Saint Mary College

"Communication Privacy Management Theory and Message Perception: Exploring the Role of Public and Private Spheres on Facebook"
Zachary W. Goldman, West Virginia University
David K. Westerman, West Virginia University
Nicholas D. Bowman, West Virginia University
Gregory A. Cranmer, West Virginia University

Social networking sites have transformed human communication in many ways. This panel explores the purpose of social networking sites and associated effects on relationships, identities, roles and gratification, interpersonal disclosure and privacy management.

Thursday 10:00-11:15am Oliver

Contributed Papers in Argumentation & Forensics

Sponsor: Argumentation & Forensics
Chair: **Sean Luechtefeld,** University of Maryland
Respondent: **James F. Klumpp,** University of Maryland

"The Rivera Controversy at Rockefeller Center: Staging Contingency"

Caitlin Bruce, Northwestern University

"An Assessment of SB1070 as a Controversy: Arizona v. The United States
Vincent Cuellar, Christopher Newport University (Debut Paper)

"Topic vs. Resolution: Reframing Policy Debate Education Through Burke's Pentad"
Taylor Hahn, University of Pittsburgh

Argumentation and Forensics, as a subfield of the Communication discipline, features a wide variety of scholarly interests, spanning different research areas, methodologies and theoretical frameworks. This panel will explore the confluence of these areas by examining the range of research taking place throughout the sub-discipline.

Thursday 10:00-11:15am Vandergrift

Environment, Science, Politics and Media

Sponsor: Media Communication
Chair: **Nicholas Smith,** Northern Kentucky University
Respondent: **Bistra Nikiforova,** University of New England

"Proactive Environmental Risk Communication: Science Reporters' Evaluation of For-profit Corporations' Sustainability Communication"
Sun-A Park, Robert Morris University
Glen T. Cameron, University of Missouri

"Influencing Sea-Level Rise Policy: The Role of Informational Bias and Opinion Pieces in Regional Coverage of a Climate-Change Issue"
Susan Opt, James Madison University

"Source Diversity is Greater in Print than Radio and TV News Stories in the Coverage of a Controversial Environmental Debate"
Richard Watts, University of Vermont
Jonathan Maddison, Cornell Cooperative Extension of Tompkins County

"Science Speaks Out: Discussions of Science and Technology on America's Town Meeting of the Air"
Nicholas R. Maradin, University of Pittsburgh

Thursday 10:00-11:15am Conference A

Advances in Methodological Approaches for Studying Communication

Sponsor: Theory & Methodology
Chair: **L. Meghan Mahoney**, West Chester University

"Accounts across the Borders of Scholarship: The Importance of Audience and Opportunity"
Kelly E. Tenzek, Bloomsburg University

"'Attached' to a limiting perspective: A proposal to consider attachment styles as a predictor in dialectical contradiction management"
Dacey L. McGinty, University of Delaware

"Defining Cultural Theories Through Modified Positivist Assessment Criteria: Stuart Hall's Encoding/Decoding Examined"
Evan L. Kropp, University of Georgia

"A Methodology of Experience: A Defense of Oral History within the Field of Communication"
Sarah Bishop, University of Pittsburgh

"'Penn State Nittany Lyin': A Discussion, Comparison and Application of the Symptoms of Groupthink"
Chris Grouzes, West Chester University

"Can Bloggers Accurately Report their Self-disclosure Behaviors? Comparing Self-report and Content Analysis Data of Blogger Self-disclosure"
Erin. E. Hollenbaugh, Kent State University at Stark
Marcia K. Everett, Malone University

Papers explore new and redefine old approaches to analyzing messages, message designers, and audiences

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Thursday 10:00-11:15am Shadyside

Affectionate Communication across Contexts

Sponsor: Interpersonal Communication
Chair: **Lori Vela,** West Virginia University
Respondent: **Megan M. Dowd,** Hamilton College

"Further Understanding Affectionate Communication as Maintenance"
Sean M. Horan, DePaul University

"College Students' Mental Health and Their Received Affection from Their Grandparents"
Daniel H. Mansson, Penn State Hazleton

"Affectionate Communication as Predictors of Relational Characteristics in the Grandparent-Grandchild Relationship"
Daniel H. Mansson, Penn State Hazleton

Thursday 10:00-11:15am Parkview East

Ideology, Gender & Language: Confluences of Diversity & Words

Sponsor: Voices of Diversity
Chair: **Kesha Morant Willams,** Penn State Berks
Respondent: **Nicole Files-Thompson,** Howard University

"She's Hot: Examining the Perceptions of Black Students on Sexual Harassment"
Shirley Crawley, Western Connecticut State University

"The Ideology of the Third Wave: Too Complex and Contradictory to Spark a Movement?"

Melissa Kaminski, Virginia Tech

"Examining The Millennial Generation's Perception of Politics in Church Settings"*
Ying Ling Liu, Abilene Christian University
Anthony Tipton, Abilene Christian University
Belinda Harmon, Abilene Christian University
Chris Stephenson, Abilene Christian University

"Rethinking Gender Myths in Religious Creation Stories: Furthering a Gender Diversity Perspective"
Kristen Ann Hungerford, University of Memphis

*Debut Paper

Language reveals societal perceptions and value on identity. Context is a critical frame for understanding the meaning presented within words. Ideologies around religion, gender and sex are explored in these papers. In particular, each paper explores how paradigms of difference are experienced, practiced and perceived across a range of issues.

Thursday 11:30-12:45pm Parkview West

Degrees, Tracks, and Certificates: Building a Communication Degree Program

Sponsor: Community College
Chair: **Laura Davis**, Harrisburg Area Community College

Panelists: **Jessica Papajcik**, Stark State College
Rebecca Townsend, Manchester Community College
Tom Donlan, Montgomery County Community College
Michelle Simpson, College of Southern Maryland
Nadine Cichy, Sinclair Community College

Creating an Associate of Arts or Associate of Science program in the field of Communication is a rewarding, yet daunting, task. Participants in this roundtable will offer unique perspectives on their experiences and roles in building Communication degree programs. Attendees can expect to gain insight into how seasoned faculty members have navigated the process – from program conception and implementation, to expansion and assessment.

Thursday 11:30-12:45pm Vandergrift

Out of the Starting Gate: Research Perspectives on Candidate and Media Messaging in Campaign 2012

Sponsor: Political Communication
Chair: **John Kares Smith,** State University of New York - Oswego

"Values, Policy, and the Environment in the 2012 Presidential Election"
Emma Frances Bloomfield, University of Southern California

"Using Projective Techniques to Examine College Students' Perceptions of the Candidates' Brand Identities"
James Collier, Radford University
Scott W. Dunn, Radford University

"Pictures and Words: Assessing Civility and Clash in Campaign 2012 Debate Photojournalism"
Janis L. Edwards, University of Alabama

"Election Coverage in a "Post-Truth" Media Era"
Kelley Crowley, Shenandoah University

Like all elections, the latest race for the presidency of the United States provides scholars with a multitude of opportunities to strengthen our understanding of the confluence of communication and the political process. This panel represents some of the first research to examine how candidate and media messages shaped political identities and perceptions during the election.

Thursday 11:30-12:45pm Oliver

Confluence of PR Pedagogy and Practice: Public Relations Student Society of America

Sponsor: First Vice President
Chair: **Katrina J. Quinn,** Slippery Rock University

"Seeking Confluence: Where the Classroom Leaves Off…and the Firm Steps in"
Leah Kennedy, Slippery Rock University

"Sink or Swim: Teamwork, Planning, and Pitfalls at the Helm of a Student-Run PR Firm
Rachel Edman, Slippery Rock University

"Branding, Social Media, and the Web: PR for the PR Firm"
Courtney Moats, Slippery Rock University.

"Project and Client Management: How a Student Learns to Say 'No' to the Dean"
Kyle Dempster, Slippery Rock University

This panel explores the challenges and rewards of establishing a student-run public relations firm in conjunction with a university's PR curriculum. It presents a case study, Slippery Rock University's student-run firm Rock PRoductions, and provides a roadmap for other programs seeking to begin the process.

Thursday 11:30-12:45pm Conference C

Philosophers and Communication

Sponsor: Philosophy of Communication
Chair: **Celeste Seymour,** Western Governor's University
Respondent: **Kristen Majocha,** University of Pittsburgh at Johnstown

Applying Newman's Theory to IMC
Jennifer Brunner, Duquesne University

Jean Francois Lyotard: "Dialogic Communicative Agony"

Cyril Latzoo, Duquesne University

Encountering *Being* at a Confluence of Traditions: Faith and Science in Ellul's Philosophy of Communication
Marianne R. Pabis, Duquesne University

The Confluence of Authority and Personality in M. M. Bakhtin's "Author and Hero in Aesthetic Activity"
Joel S. Ward, Bethel University

This panel connects various philosophers to the field of communication.

Thursday 11:30-12:45pm Phipps

The Confluence of Communication and Climate in the Workplace

Sponsor: Organizational Communication
Chair: **Mary Eicholtz**, Kutztown University
Respondent: **Todd S. Kelshaw**, Montclair State University

"Message Design Logic and Career Success"
Andrew B. Quagliata, Rochester Institute of Technology
Lance R. Rintamaki, University at Buffalo

"Employee Happiness and Compliance with Supervisor Requests: The Effects of Supervisor Caring and Interactional Justice"
Qin Zhang, Fairfield University

"Why Are You Dating Him? Contemporary Motives for Workplace Romances"
Renee L. Cowan, University of Texas at San Antonio
Sean M. Horan, DePaul University

As communication in the workplace is often influenced or affected by other variables, these papers address the confluence of message design, logic, supervisor caring and interactional justice, and workplace romance motives.

Thursday 11:30-12:45pm Parkview East

An Examination of the Role of Nonverbal Communication in Computer Mediated Communication (CMC)

Sponsor: Nonverbal Communication
Chair: **Zachary D. Johnson,** West Virginia University
Respondent: **David Westerman,** West Virginia University

"Why Did You Not Answer Me?: Response Latency in Computer Mediated Communication"
Jenesa A. Stonko, West Virginia University
Helana Pennington, West Virginia University
Kayla A. Kisner, West Virginia University
Hailey Fleming, West Virginia University
Daniel P. Taschereau, West Virginia University
Nicholas A. Raffa, West Virginia University

"Emoticons as Nonverbal Substitutes in Computer Mediated Communication"

Katherine A. Dussan, West Virginia University
Hillary D. Foster, West Virginia University
Raven H. Cupp, West Virginia University
Vita P. Kurdelchuk, West Virginia University
Dale T. Pritts, West Virginia University
Jennefer L. Kulik, West Virginia University

"Professionalism and CMC: Perceptions of Emoticon Usage in the Workplace"
Matthew R. Payne, West Virginia University
Luke A. Holding, West Virginia University
Jennifer J. Abel, West Virginia University
Kevin M. Crowe, West Virginia University
Nicole D. Smith, West Virginia University

"Turn-Taking in Texted Interactions"
Andrew Feather, West Virginia University
Alexander Folio, West Virginia University
Andrew Gardiner, West Virginia University
Tyler Heath, West Virginia University
Philip Henry, West Virginia University
Samantha Szymanski, West Virginia University
Aira Whiteman, West Virginia University

This panel features the papers examining how nonverbal communication is used and interpreted within computer mediated communication.

Thursday 11:30-12:45pm Conference B

Top Papers in Media Ecology

Sponsor: Media Ecology Association
Chair: **Susan Jasko**, California University of Pennsylvania

"Graffiti and Resistance: An Exploration of Everyday Acts of Subversion"
Oliver M. Brass, James Madison University
April L. Roth, James Madison University

"The Media Ecology of *WALL-E*"
Cheryl Casey, Hamilton College

"The Media Ecology of C. S. Lewis"
Nick Pertler, Duquesne University

"Touch Hyperjournalism: A Proposal for a Confluence of the New Media Ecology"
Denis Renó, University of Rosario

This panel features the top four competitive papers from the Media Ecology Association, an Affiliated Association of the ECA, for this year.

Thursday 11:30-12:45pm Bob & Delores Hope

Illness Narratives

Sponsor: Health Communication
Chair: **Khristen Flennoy,** Southern Connecticut State University

"I Survivied: The Content and Forms of Trauma Narrative"
Johanne I. Laboy, North Carolina State University
Kama A. Kosenko, North Carolina State University

"Metamorphosis: Lupus, Identity & African American Women"
Kesha Morant Williams, Penn State University

"What a Loser That Guy Was: Norm MacDonald's Humorous Critique of the Romantic/Warrior Narrative"
Nicholas T. Iannarino, University of Kentucky

"Having Cancer is Hard: Social Support among Adolescent and Young Adult Cancer Survivors"
Sarah Zaitchik, University of Texas at Austin
Leah LeFebvre, University of Texas at Austin
Laura E. Brown, University of Texas at Austin
Erin Donovan-Kicken, University of Texas at Austin

Thursday 11:30-12:45pm Oakmont

Humor Theory and the Big Bang Theory

Sponsors: Applied Communication & Media Communication
Chair: **Susan McManimon**, Rider University
Respondent: **Nurhaya Muchtar**, Indiana University of Pennsylvania

"Humor's Relief theory and the Big Bang's sitcom approach to uncomfortable situations"
Laura Wilson, Indiana University of Pennsylvania

"Creating Humor by Juxtaposing IQ and EQ in the Big Bang Theory"
Amber Peplow, University of Cincinnati – Blue Ash

"The Incongruity of the Big Bang Theory"
Susan McManimon, Rider University

Humor receives less attention than many communication activities despite its continued importance in culture and arts. It can provide an interesting vantage point to learn about a wide range of human interactions. Numerous theories of humor are found in present-day academic literature with three theories of humor appearing recurrently. Relief theory, superiority theory, and incongruity theory will be presented to examine the continued popularity of the Emmy award winning show the Big Bang Theory.

Thursday 11:30-12:45pm Lawrence Welk

Pedagogical Tools for the Communication Classroom

Sponsor: Instructional Communication
Chair: **Jessalyn I. Vallade,** West Virginia University
Respondent: **Amber Peplow,** University of Cincinnati, Blue Ash

"Student Transcription as a Pedagogical Tool for Improving Speech Construction and Delivery Skills"

Elizabeth Reeves O'Connor, Rochester Institute of Technology
Keri Barone, Rochester Institute of Technology

"Untethering Education: Creating a Hybrid Class to Enhance Learning in Intercultural Communication "
Bessie Lee Lawton, West Chester University
Anita Foeman, West Chester University
Philip Thompsen, West Chester University

"Teaching Communication Research Methods: Student Perceptions of Topic Understanding, Topic Difficulty, and Their Relationship with Math Anxiety"
Andrew S. Rancer, University of Akron
James M. Durbin, University of Akron
Yang Lin, University of Akron

Thursday 11:30-12:45pm Conference A

How Many Comedians Does it Take to Affect a Democracy? The Confluence of Humor and Politics

Sponsor: Rhetoric & Public Address
Chair: **Ron Von Burg**, Wake Forest University

"Frasier and Seinfeld Walk into a Bar...:When Sitcoms Wax Political"
Kevin Taylor Anderson, University of Massachusetts-Amherst

"A Funny Thing Happened on the Way to the FEC Hearing"
Marcus Paroske, University of Michigan-Flint

"What Happens When You Cross a Conservative With a Comedian?: Comedy and Marginality"
Paul E. Johnson, University of Pittsburgh

"What's the deal with liberals? The discursive construction of liberal political identity in conservative political humor"
Ron Von Burg, Wake Forest University
Kai Heidemann, Christopher Newport University

This panel brings together scholars from various disciplines to explore the confluence of humor and political discourse. These essays examine how the tropological dimensions of contemporary conservative and liberal comedy construct political identities that expand the rhetorical horizons of political discourse.

Thursday 12:00-1:00pm Carnegie III

ECA Teaching Fellows Meeting

Thursday 12:00-1:00pm Anchor

American Society for History of Rhetoric Business Meeting

Thursday 1:00-2:00pm Carnegie III

ECA Research Fellows Meeting

Thursday 1:00-2:15pm Anchor

Short Course #1: Planning, Establishing, and Operating a Speech Communication Center

Instructors: **Cheryl Guy,** Gannon University
Brent C. Sleasman, Gannon University

The establishment of a new Speech Communication Center provides both students and faculty with helpful resources for the classroom. Using the Gannon University Speech Communication Center as an example, practical concerns such as developing a proposal, preparing a budget, and working with campus administrators will be explored in an effort to assist those interested in creating such a Center. For those campuses that already have a Communication Center, this short course will provide a unique perspective on the supervision of day-to-day activities.

Thursday 1:00-2:15pm Phipps

The Confluence of Self Image and Sexual Discourse

Sponsor: Rhetoric & Public Address
Chair: **Ron Von Burg**, Wake Forest University

"Making the Erotic Life Speak: Sexual Consent and the Limits of the Speaking Subject"
Larissa A. Brian, University of Pittsburgh

"'Only Get it for the Articles:' Hugh Hefner Endeavors to Define 'American'"
M. Elizabeth Thorpe, The College at Brockport, SUNY

"Care of the self and regulation of childhood obesity: A Foucauldian reading of Michelle Obama's *Let's Move* address"
Benjamin R. Bates, Ohio University

Through a diversity of perspectives, each paper in this panel provides an interpretation of various rhetorical acts exploring self-image and sexual discourse.

Thursday 1:00-2:15pm Oliver

Contributed Papers in Political Communication

Sponsor: Political Communication
Chair: **Sean Luechtefeld**, University of Maryland
Respondent: **Rod Carveth**, Morgan State University

"The Confluence of Causes, Crises, and Communication Strategies in Establishing the Peace Corps, 1961"

Gerard Moylneaux, LaSalle University

"What Would Ronald Reagan Do?: Memoro-Politics, The Ronald Reagan Presidential Museum and Docile Citizenship"
John Koch, Wayne State University

"Wait, How Can You See Those Pictures?" An Exploration of Online Privacy and Self-Disclosure"
Amanda Carlson, University of Delaware

"Hyperbolic Horror in Santorum for President's "Obamaville"
Jessica Lu, University of Maryland

This panel represents a mixture of submissions contributed to the political communication division this year. Topics include presidential campaign discourse, online privacy, and rhetorical history.

Thursday 1:00-2:15pm Oakmont

Confluent Selves: Burkean Journeys toward Identity

Sponsor: Kenneth Burke
Chair: **Annie Laurie Nichols**, University of Maryland
Respondent: **Celeste Grayson Seymour**, Western Governor's University

"Public Memory: Burkean Analysis of Past in Present"
Susan Carr, Duquesne University

"Used by the Force: Burke Looks at Star Wars"
Matt Mancino, Roberts Wesleyan College

"Beyond the Election: Shaping the American Socio-Economic Identity"
Robin Kanak, Villanova University

"I Am My Gamertag: Burkean Division and Transcendence"
Steven Zwier, Duquesne University

We live at the intersection of individual experience and collective identity; past identities and current challenges combine to construct today's personal and communal self. This panel explores individual, popular-culture, and political identity through the "medium" of Kenneth Burke, whose ideas are invaluable in understanding the confluent construction of identity. From technology and media to politics and memory, a Burkean framework can help us discover who we are today.

Thursday 1:00-2:15pm Conference B

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

Sponsor: Community College
Chair: **Danamarie Every Gallagher**, Delaware County Community College

"Is He or She My Best Potential Partner?: A Social Exchange Theory Exercise for the Interpersonal Unit"
Eric Fife and C. Leigh Nelson, James Madison University

"SLAP!"
Thomas McCloskey, University of Maryland

"Six-word Cultural Identity Memoirs: Using Storytelling to Increase Cultural Identity Awareness"
Nathaniel Simmons, Ohio University

"Using Newsmap to Teach Critical Thinking Skills"
Chip Rouse, Stevenson University

"Paper Airplanes: In Flight to an Effective Speech"
Emily Bushnell, Abilene Christian University

"Seussically Speaking"
Stephanie Kelly, North Carolina A&T State University

"The Confluence of Small Group Roles: How Task, Social, and Individual Roles Converge"
Nancy Bressler, Bowling Green State University

"Your Life in 100 Words or Less: A PowerPoint Activity for the Basic Course"
Tim Rumbough, Bloomsburg University

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

Thursday 1:00-2:15pm Conference C

(Pop) Culture as Performance: Exploring Identities through Religion, Spatial Interaction and Vanity Plates

Sponsor: Interpretation and Performance Studies
Chair: **Mary Mino**, Penn State DuBois
Respondent: **Valerie Lynn Schrader**, Penn State Schuylkill

"Driving Identity: Vanity Plates as Identity Performance"
Megan M. Dowd, Hamilton College
Heather Ferrara, Cazenovia College

"The Death of a Pop-Star Pope: An Analysis of John Paul II's Funeral as Media Event"*
Mary Catherine Kennedy, Ohio University

"Underneath the Concrete of the Street, the Sea of the Beach: Poststructuralist Performance and Everyday Spatial Subjectivity"
Hunter H. Fine, Bloomburg University

Thursday 1:00-2:15pm Vandergrift

New Media Philosophies: Pleasure and Sense Making in the Digital Age

Sponsor: Media Communication
Chair: **Brenton Malin**, University of Pittsburgh

"The Low-End Touch: Contact Sensuousity in the Digital Age"
Gordon Coonfield, Villanova University

"The Problem of Presence: Deleuze and the New Media"
Hugh Curnutt, Montclair State University

"What is it Like to be a Bat Watching Television? Media Physicalism and the Promise and Peril of New Technology"
Brenton Malin, University of Pittsburgh

"Will Work for Play: Laboring in Video Games"
Ian Reyes, University of Rhode Island

Thursday 1:00-2:15pm Lawrence Welk

Rhetoric and Rationality from Bacon to Neuroscience

Sponsor: American Society for the History of Rhetoric
Chair: **David C. Hoffman**, Baruch College, CUNY
Respondent: **David C. Hoffman**, Baruch College, CUNY

"Instrumental Rhetoric and the Language of Modern Science"
Piper W. Corp, University of Pittsburgh

"Enlightenment's Prejudice against Prejudice"
Cyril Latzoo, Duquesne University

"Perelman and the Intergenerational Audience: A Confluence of the Philosophy of Rhetoric and Environmental Communication"
Brandon Inabinet, Furman University
Jessica Prody, St. Lawrence University

"Neuroscience as Perspective: The Epistemological Grounds for a Humanistic Neurorhetoric"
Michelle Gibbons, State University of New York at Delhi

This panel explores the interplay of rhetoric and rationality in a wonderful variety of contexts: Early Modern scientific atlases, Mary Shelly's *Frankenstein*, Chaïm Perelman's conception of the Universal Audience, and the cutting edge of contemporary neuroscience. In general, the authors find that the rhetorical tradition, on the one hand, and scientific and philosophical rationality, on the other, have been mutually enriching in many cases.

Thursday 1:00-2:15pm Carnegie II

The Confluence of Methods and Movements

Sponsor: Theory & Methodology
Chair: **Mary E. Braz**, West Chester University of PA

"Bringing back Agency: Political Economy of Communication and Ethnography of Everyday Life"

Sumanth Inukonda, Bowling Green State University

"Nonduality and Communication"
Lukas Pelliccio, West Chester University of PA

"Revisiting the Concept of Hegemony"
Eun Young Lee, Bowling Green State University

"The Political Economy of the Media: Theoretical Overview & the Future of the Field"
Brett R. Labbe, Bowling Green State University

"Survey-based research and the application of total survey error paradigm: A content analysis of survey articles in *Journalism & Mass Communication Quarterly* 2001-2012"
Alexandra Stana, Bowling Green State University
Xiao Hu, Bowling Green State University

These papers explore survey research, empiricism, and hegemonic structures in the study of communication.

Thursday 1:00-2:15pm Conference A

Communication is Complicated: Parents, Children and Siblings

Sponsor: Interpersonal Communication
Respondent: **Kelly Rocca DelGaizo,** St. John's University
Chair: **Jessalyn I. Vallade**, West Virginia University

"Preventing and Correcting Face Loss in Donor-Conceived Families: The Parent's Perspective"
Meredith Marko Harrigan, SUNY Geneseo
Alexandra Priore, SUNY Geneseo
Emily Wagner, SUNY Geneseo
Katelyn Palka, SUNY Geneseo

"How Divorced Parents Talk about Divorce and Children with Dating Partners"
Aimee E. Miller-Ott, University of Hartford

"Whoever did it will come forward…or the other two will rat him out": Sibling Interactions Portrayed on Modern Family
Nancy Bressler, Bowling Green State University

"What are they Hearing?: The Impact of Parental Communication of Spillover on Youth"
Denise M. Polk, West Chester University
Charles Seese, West Chester University

Thursday 1:00-2:15pm Bob Hope

Expanding the View of Communication in the Classroom

Sponsor: Instructional Communication
Chair: **Qin Zhang,** Fairfield University
Respondent: **Jason S. Wrench,** SUNY New Paltz

"Critical Possibility in the Introductory Course"
Christina E. Saindon, Southern Illinois University - Carbondale

"An Instructional Exploration of Constructionism Through Game Design"
Luis C. Almeida, Indiana University of Pennsylvania

"A Social Constructivist Perspective on Second Life Collaborative Learning Technology"
Zeynep Tanes, Duquesne University

Thursday 1:00-2:15pm Parkview East

The Forensic Burke: A For(u)mative Member of the Parliament

Sponsor: Argumentation & Forensics
Chair: **Raymond Quiel,** Eastern Michigan University

"The Parlors of Peabody: The Parlor Metaphor as a Forensic Society"
Courtney Wright, Bowling Green State University

"Linguistically Centered Poetic Pedagogy: A Burkean Forensic Synthesis"
Raymond Quiel, Eastern Michigan University

"Plotting the Prologue: The Chronographic Cartography in Kenneth Burke's Forensics"
George Denger, Lake Superior State University

Though Kenneth Burke passed away nearly twenty years ago, he continues to trundle much of the unending conversation about speech communication today. In this panel, we illustrate the formative impact of competitive forensics on speech communication's most influential voice. Though Burke has been reviewed, investigated, and researched for over ninety years, Burke's forensic experiences have gone unnoticed. As such, this panel is heuristically provocative.

Thursday 2:30-3:45pm Oliver

So What Have You Done Lately? The Newest ECA Research Fellows Discuss Their Recent Research Directions

Sponsor: ECA Research Fellows
Moderator: **Melanie Booth-Butterfield**, West Virginia University

"Communicating from the Field of Crisis: First Responder Communication"
Theodore A. Avtgis, Ashland University

"%#&!: Theorizing about Swearing"
Danette Ifert Johnson, Ithaca College

"The Gift that Keeps on Giving: Analyzing the Political Rhetoric of Bill Clinton"
Trevor S. Parry Giles, University of Maryland

"Pediatric Trauma Team Communication Effectiveness: Assessing from the Emergency Room
Timothy P. Mottet, Texas State University – San Marcos

Thursday 2:30-3:45pm Parkview West

Top Competitive Papers in Interpretation and Performance Studies

Sponsor: Interpretation and Performance Studies
Chair: **Valerie Lynn Schrader**, Penn State Schuylkill
Respondent: **Rebecca Murphy-Keith**, Independent Scholar

"Performing with Food: Relationships between Food, Women's Performance of 'Good Mother,' and Childhood Health Outcomes"*
Sarah N. Heiss, University of Vermont
Heather J. Carmack, James Madison University

"Marriage Play(z) as Third-Space Consciousness"**
Sydney Pasquinelli, University of Pittsburgh

"Marital Engagement as the Hero's Journey: An Application of Campbell's Monomyth"
Sarah Zaitchik, University of Texas at Austin

This panel features the top three competitive papers from the Interpretation and Performance Studies Interest Group from this year.

*Top Competitive Paper
**Top Student Paper; Debut Paper

Thursday 2:30-3:45pm Lawrence Welk

Public Speaking as Human Connection: A Roundtable Discussion on Breathing Life into Traditional Ways of Teaching Speech

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

Panelists: **Jennifer Babcock**, Bridgewater College
Nyia Lacey, Delaware County Community College
Melanie K. Laliker, Bridgewater College
Patti Vorndran, Delaware County Community College

In her well-received book *Resonate*, Nancy Duarte writes that forming human connections is an art – an art that's missing from most presentations. This panel will discuss ways in which traditional public speaking texts could be revamped to inspire students to create an emotional connection with the audience. Panelists will identify gaps in content areas and share strategies for integrating fresh and innovative ideas into assignments and learning activities. Attendees are encouraged to share their ideas.

Thursday 2:30-3:45pm Conference B

Acoustic Ecology

Sponsor: Media Ecology Association
Chair: **Thom Gencarelli**, Manhattan College

"City Sounds"
Gary Gumpert, Urban Communication Foundation
Susan J. Drucker, Hofstra University

"Music as Environment and Anti-environment"
Thom Gencarelli, Manhattan College

"(Non)-Acoustic Ecology and Public Space on the Internet"
Susan B. Barnes, Rochester Institute of Technology

Along with the facilities and construction of a physical environment, the electronic, auditory, and typographical dissemination of information constitute an overall "communication environment." The auditory environment of public places in particular is changing. The sounds of silence are more difficult to find. Noise level standards and noise abatement requirements are in effect in many cities. The decibel level in restaurants makes conversation difficult; waiting rooms are turned into babble rooms with televisions or piped in music competing with mobile phone conversations. Noise pollution and nuisance are increasingly associated with environments of public communication. Sound amplification systems enhance sound but may be perceived as a form of aggression. One person's music is another person's noise. This panel will explore the diverse technologically-rooted changes in the public soundscape.

Thursday 2:30-3:45pm Conference C

The Senior Capstone/Senior Seminar Course as Confluence of Student Assessment and Student Achievement

Sponsor: Instructional Communication
Chair: **Carl T. Hyden,** Morgan State University

Panelists:
Mark Stine, Wilkes University
Carl T. Hyden, Morgan State University
Andrea McClanahan, East Stroudsburg University
Barbara Sims, Alderson-Broaddus College

How do we know students are learning what we claim we're teaching? Assessment has become important on our campuses. Budgets get tighter. Pressure gets more intense. We're asked to more with less. So we have to find ways to assess our students – especially at graduation. One way has been the senior capstone or seminar as a core requirement. This panel looks at different methods that institutions are using to assess achievement of their students.

Thursday 2:30-3:45pm Phipps

Trash Talk, Jealousy, and Negative Maintenance Behaviors: We are only Human

Sponsor: Interpersonal Communication
Respondent: **Linda Sampson,** Southern Connecticut State University
Chair: **Melody Thomas,** West Virginia University,

"Verbal Aggression in Sports: Examining the Types and Functions of 'Trash Talking'"
Zac Hirschbeck, Canisius College

Melissa Bekelja Wanzer, Canisius College

"Postive and Negative Maintenance Behaviors, Jealousy, and Facebook: Impacts on College Students' Romantic Relationships"
Marianne Dainton, La Salle University
Lauren Berkoski, La Salle University

"Reconceptualizing Romantic Jealousy: Beyond the Cognition Preceding Emotion"
Jennifer S. Owlett, Purdue University

"It's All About Me: Narcissism, Compliance Gaining Strategies and Greek Affiliation"
Brent J. Starling, High Point University

Thursday 2:30-3:45pm Carnegie III

Student Papers from Health Communication

Sponsor: Health Communication
Chair: **Truman R. Keys**, Western Connecticut State University

"SiCKO and the Peripheral Processors: An Analysis of ELM and Michael Moore's Movie on the American Health Care System"
Matthew Corr, Duquesne University

"Online Health Information-Seeking: The "Who" and "Why""
Dacey McGinty, University of Delaware

"Framing Risk: Gain vs. Loss Frames "
***SangHee Park,** Bowling Green State University

"Connecting Health Messages to the Prevalence of MST in the United States Military"
***Heather Cyr**, Southern Connecticut State University

*This panel features three student debut papers.

Thursday 2:30-3:45pm Bob & Delores Hope

Race, Rhetoric, and Law: The Moral and Ethical Bane of a Nation

Sponsor: Communication Law and Ethics
Chair: **D.L. Stephenson,** Western Connecticut State University,

"Race, Rhetoric, and Law: The Development of Racial Identity in the United States."
Erica Cooper, Roanoke College

"School Busing or Equal Educational Opportunities? An Analysis of Nixon's Legal Arguments in his March 24, 1970' Statement about Desegregation of Elementary and Secondary Schools.'"
Maureen C. Minielli, Kingsborough Community College, CUNY

"Does Affirmative Action Find a Manifestation in Obamacare? The Rhetoric and Ethics of the Sandra Fluke Controversy."
Richard E. Vatz, Towson University

"Perpetuating Stereotypes of Diverse Groups through the Legal System."
Anastacia Kurylo, The Communicated Stereotype

Thursday 2:30-3:45pm Conference A

Revisiting Inter/Cultural Communication Studies

Sponsor: Intercultural Communication
Chair: **Andrew R. Spieldenner,** Hofstra University
Respondent: **Shinsuke Eguchi,** University of New Mexico

"The English Language and Work Opportunity: Empowering Refugees, Constraining Human Agency"
Beverly R. Natividad, Bloomsburg University of Pennsylvania

"Critical Intercultural Communication: Toward Expansion of Coculturation Theory"
Uchenna Onuzulike, Howard University

"Confluence of the Power-Distance Cultural Dimensions between the United States, New Zealand, and Germany in Ethical Responses"
Susan M. Fredricks, Penn State Brandywine
Elspeth Tilley, Massey University

"Transitioning from Cross-Cultural Competency to Efficacy: Fostering Intercultural Business Relationships"
Nzinga A. Jones, Trinity Washington University

This panel features the four competitive papers exploring various current issues in inter/cultural communication studies.

Thursday 2:30-3:45pm Oakmont

Communicative Praxis as Confluence in Applied Contexts: Communication, Education, and Marketing

Sponsor: Applied Communication
Chair: **Leeanne M. Bell McManus**, Stevenson University
Respondent: **Ronald C. Arnett**, Duquesne University

"Scenario Based Training as Embodied Communicative Praxis: Confluence of Education and Communication"
Kristen Campbell, Bettis Atomic Power Laboratory
Janie M. Harden Fritz, Duquesne University

"The Role of a University Teaching Center in Advancing a 'Confluence' of Pedagogy and Disciplinary Content: Communicative Praxis of Teaching and Learning"
Amanda McKendree, University of Notre Dame

"Integrated Marketing as 'Confluent' Communicative Praxis"
Paul Lucas, University of Pittsburgh at Johnstown

In an age of diversity and difference, disciplinary identity is important as "ground" on which to stand and from which to engage domains of human experience. Contexts of application invite various disciplines to contribute their distinctive perspectives on particular elements or facets of a given situation, providing opportunities for the horizons of the communication field to meet those of other disciplines within the rubric of "confluence" as communicative praxis.

Thursday 3:00-5:00pm Anchor

ECA 2014 Convention Planning Meeting I

Chair: **Thomas Flynn**, Slippery Rock University

Thursday 3:00-4:00pm Vandergrift

New York State Communication Association Business Meeting

Thursday 3:00-4:00pm Carnegie II

Communication & Technology Business Meeting

Thursday 3:00-4:00pm Parkview East

Maryland State Communication Association Business Meeting

Thursday 4:00-5:00pm Vandergrift

Pennsylvania State Communication Association Business Meeting

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Thursday 4:00-5:00pm Carnegie III

Intercultural Communication Business Meeting

Thursday 4:00-5:15pm Carnegie II

Sports Journalists, Sports Coverage and Identity

Sponsor: Media Communication
Chair: **Cary Horvath,** Youngstown State University
Respondent: **Matthew J. Smith,** Wittenberg University

"The Role of Journalism Schools and Student Newspapers in Training Women to be Sports Journalists"
Hans C. Schmidt, Pennsylvania State University, Brandywine

"Jeremy Lin and "(L)insanity": Constructions of the cultural identities of the first Chinese/Taiwanese American NBA player in three major US newspapers"
Yang Lin, University of Akron
Vaughn L. Myers, University of Akron

"Color-Blind: Race as an Antecedent Condition in Brawn and Brain Framing of Heisman Finalists in Newspaper Coverage"
Gregory A. Cranmer, West Virginia University
Nicholas D. Bowman, West Virginia University
Rebecca M. Chory, West Virginia University
Keith D. Weber, West Virginia University

Thursday 4:00-5:15pm Bob Hope

Short Course #2: Teaching the Course in Business & Professional Communication

Instructors: **Todd Allen**, Geneva College
Matt Fuss, Geneva College
Denise Murphy Gerber, Geneva College

Quite often in the academy, courses in Business and those in Communication are offered in separate departments, with very little interaction between the faculty and students in those respective disciplines. This dichotomy, while part of the academy, is not the reality of the workplace. By offering a course in Business Communication, colleges and universities can better serve their students, while also reflecting the reality of human experience---business and communication are co-partners not competitors. A course in Business & Professional Communication encourages and equips students with an understanding and mastery of the communication skills which are essential for interacting effectively with people in the workplace and in the society at large.

Thursday 4:00-5:15pm Oliver

Technological Confluence with Society

Sponsor: Communication and Technology

Chair: **Catherine Wright,** George Mason University
Respondent: **David Westerman,** West Virginia University

"The Internet's Push Regarding Indonesian Law and Pornography"
Roy Brandon Jones, University of Oklahoma

"Jewdle: Attitudes Toward the Implementation of e-Learning in America's Jewish Religious Schools"
Dana C. Hackley, Indiana University of Pennsylvania
Mary Beth Leidman, Indiana University of Pennsylvania

"The Effects of Modern Technique on the Human Being through the Prism of Ellul's *The Technological Society*"
Dominic M. Ofori, Duquesne University

A variety of technological influences on society are explored in this panel. Topics include e-learning, technique, and how new communication technologies push nations in new directions.

Thursday 4:00-5:15pm Phipps

He's a Star, She's a Star: Celebrities and the Representation of Gender, Race and Economic Class

Sponsor: Voices of Diversity
Chair: **Jack Banks,** University of Hartford
Respondent: **Lara Lengel,** Bowling Green State University

Nancy Bressler, Bowling Green State University
Evan Kropp, University of Georgia
Ashley Beman, University of Hartford
Fang Wang, Bowling Green State University

From sitcom stars to reality stars to athletes, this panel examines media's representation of popular celebrities and the roles they play in entertainment media. Papers investigate how media coverage of celebrities is framed by underlying ideas about gender, ethnicity, and class. By highlighting a specific person represented in more than one media text, panelists take a holistic approach to media images and celebrate the convention theme of "Confluence".

Thursday 4:00-5:15 Conference C

Assessing Core Communication Competencies Across a Variety of Introductory Course Contexts

Sponsor: Community College
Chair: **Susan M. Ward,** Delaware County Community College
Respondent: **Danamarie Every Gallagher**, Delaware County Community College

Panelists: **Isa Engleberg**, Prince George Community College
E. Michele Ramsey, Pennsylvania State University-Berks
Scott A. Myers, West Virginia University

Given the assessment climate in higher education, choices about curriculum content must be guided by competencies with measurable outcomes. Using a set of core competencies applicable to introductory communication courses within and across a variety of contexts, this program explores diverse means for assessing basic competencies using validated instruments and procedures. Panelists address critical questions such as: Are

there validated instruments and methods for assessing competencies across various communication contexts? What criteria and media can help faculty members assess core competencies and student learning in introductory courses? What procedures effectively track the achievement of core competencies?

Thursday 4:00-5:15pm Lawrence Welk

Academic Drift to Confluence: Assessment in the Field of Communication

Sponsor: Communication Administration
Chair: **Joan O'Mara,** University of Hartford
Respondent: **Nicholas Neupauer,** Butler County Community College

Panelists:
Jerry L. Allen, University of New Haven
Mary C. Toale, West Virginia Wesleyan College
Mark Hickson III, University of Alabama, Birmingham
Don Stacks, University of Miami
Virginia P. Richmond, University of Alabama, Birmingham

In an aptly titled book, *Academically Adrift*, Arum and Roksa statistically document a dearth of student learning in critical thinking, complex reasoning and communication. This and other such works have exacerbated the hue and cry of critics calling for making assessment an integral resource in strengthening learning. This panel will discuss the challenges, issues and implications of assessment in the field of communication.

Thursday 4:00-5:15pm Conference B

Thursday 4:00-5:15pm Oakmont

Re-Imagining Instructional Communication in the 21st Century: Managing the Confluence of Pedagogical, Technological and Ethical Issues

Sponsor: Instructional Communication
Chair: **Roberta Kosberg,** Curry College

Panelists:
Kerry Byrnes, Collin College
Adam Earnheardt, Youngstown State University
Sean M. Horan, DePaul University
Bonnie S. Jefferson, Boston College
Candice E. Thomas-Maddox, Ohio University-Lancaster
Sara Weintraub, Regis College

Instructors and students alike are faced with the task of negotiating the confluence of pedagogical, technological and ethical issues introduced at the outset of the 21st century. While administrators focus their energies on maintaining

the economic vitality of higher education, instructors are charged with the responsibility of addressing changes that alter teaching and research classroom communication. This panel will examine a variety of issues that teachers must consider as we continue to research and propose effective practices for enhancing classroom communication.

Thursday 4:00-5:15pm Parkview East

The Rhetoric of Listening & Empathy

Sponsor: Rhetoric & Public Address
Chair: **Benjamin R. Bates**, Ohio University

"Starved for Speech: Hermeneutics of Listening in the Guantanamo Bay Hunger Strike"
Michael Vicaro, The Pennsylvania State University – Greater Allegheny

"Listening for the Material: In the Borderlands of Rhetorical Listening and the *Mestiza* Consciousness"
Chad Nelson, Bowling Green State University

"Televisual Public Address: Strategic Use of Empathy in Morgan Spurlock's 'Straight Man in a Gay World'"
Michael Warren Tumolo, Duquesne University
Jennifer Biedendorf, Duquesne University

In many introductory discussions about human communication, listening and empathy are often part of the same conversation. This panel seeks to move beyond these basic understandings of listening and empathy and consider how each reveals itself in the context of rhetorical inquiry.

Thursday 4:00-5:15pm Conference A

Book Spotlight Session - Ralph Ellison and Kenneth Burke: At the Roots of the Racial Divide by Bryan Crable (University of Virginia Press)

Sponsor: Kenneth Burke
Chair: **Jean Miller**, George Washington University
Respondent: **Bryan Crable**, Villanova University

Panelists: **Elvera Berry**, Roberts Wesleyan College
Erik Garrett, Duquesne University
James F. Klumpp, University of Maryland
Richard Thames, Duquesne University

In *Ralph Ellison and Kenneth Burke* (University of Virginia Press, 2012), Dr. Bryan Crable elegantly documents the over fifty year friendship of two important American twentieth century intellectual giants. As Crable states, "this relationship serves not only as a telling illustration of racial conflict, but as an Ellisonian reminder of the connection that lies beneath our racial divisions." This panel will look at this award-winning book (Kenneth Burke Society, 2011), the KB-Ellison relationship, and a philosophy of contemporary race relations.

Thursday 5:00-6:00pm Monongahela

ECA Newcomer's Reception

Thursday 6:00-7:30pm Monongahela

ECA Welcome Reception

Thursday 8:00-9:00pm Carnegie I

12 Step Group Meeting

Friday 8:00-9:15am Anchor

Taking on a New Role: Department Assessment and Strategic Planning with Lambda Pi Eta

Sponsor: First Vice President
Chair: **Katrina J. Quinn**, Slippery Rock University

"Lambda Leadership in the Communication Department"
Perry Jackson, Slippery Rock University

"Lambda as a Student Advisory Board"
Emily Strickland, Slippery Rock University

Lambda Pi Eta chapters can serve their institutions as Student Advisory Boards in departmental assessment and strategic planning processes. This new role for the National Communication Association's official honor society fosters leadership and personal development beyond the classroom. This panel will allow student leaders to offer their perspectives on leadership development and to discuss the mechanics of assessment and strategic planning from the student point-of-view.

Friday 8:00-9:15am Conference B

Occupations and Movements: Representation, Rhetoric, and Tactics in Occupy

Sponsor: Rhetoric & Public Address
Chair: **Valerie Lynn Schrader**, The Pennsylvania State University - Schuylkill

"Occupy, White Nationalism, and the Challenge of Solidarity"
Amber Kelsie, University of Pittsburgh

"From the Outside In: Rhetorical Inversion in Occupy Wall Street"
William R. Upchurch, University of Pittsburgh

"Moving Glocally: The Connects and Disconnects of Occupy"
Alysen Wade, Indiana University-Purdue University Fort Wayne

"Voice and Exit: Crisis of Democracy, Occupy, and Everyday Life in Srebrenica"
Suzanne Wagner, University of Pittsburgh

This panel seeks to address the novel forms of movement building in the Occupy Movement and its implications for studying the rhetoric of social movements. Panelists with experience with Occupy Pittsburgh, Wall Street, Frankfurt,

and Athens will engage these questions from perspectives of disciplinary practice, methodology, sociology, phenomenology, and ideology.

Friday 8:00-9:15am Conference C

Disaster Response and Crisis Management: Lessons Learned

Sponsor: Applied Communication
Chair: **Janie M. Harden Fritz**, Duquesne University
Respondent: **Nancy A. Wiencek**, Rider University

"A Train, A Cloud, A Lesson Learned: Creating Meaning Around the Train Derailment in Minot, ND"
Nicole Staricek, University of Kentucky
Laura Young, University of Kentucky

"Toward an Ethic of Care in Crisis Communication and Management in Public Relations: Application to the Paula Deen Diabetes Controversy"
Julia Daisy Fraustino, University of Maryland

"Hazard, Outrage, and Responses to Crisis News: Exploring the Ways in Which Message Placement May Influence Risk Perception and Negative Affect"
Kenneth A. Lachlan, University of Massachusetts-Boston
Patric R. Spence, University of Kentucky

The papers on this panel explore current research in crisis communication.

Friday 8:00-9:15am Phipps

The Law and Ethics of Educational, Government, and Corporate Polices: A Critical Discussion about Surveillance, Privacy, and Ownership of Media and Media Content

Sponsor: Communication Law and Ethics
Chair: **Martin Wallenstein**, John Jay City University

"Sutton Hills and the Ethical Dilemmas That Emerge When Professors Become Directors: Managing Conflicting Roles in the Creation of a Student Media Production."
Karen Saunders, Western Connecticut State University

"Go to Our Website for More (of the Same): Reassessing Federal Policy Towards Newspaper Mergers and Cross Media Ownership and the Harm to Localism, Diversity, and Competition."
Jason Zenor, Suny-Oswego

"Anonymity, Confidentiality, Privacy, and Identity: A Look at the Ties That Bind and Break in Qualitative Research."

Alison Novak, Drexel University

Friday 8:00-9:15am Oliver

Women and Health: Messaging Women's Health through Nontraditional Venues of Social Support

Sponsor: Health Communication
Chair: **Melbourne Cummings,** Howard University

"My Sister's Keeper: An Analysis of the Use of Social Media to Communicate Messages of Health and Wellness Amongst African American Women"
Dionne Clemons, Howard University

"Colorectal Cancer: A Contextual Analysis of Social Media Tools as Health Promoters"
Khristen Flennoy, Southern Connecticut State University

"Let's 'Not' Talk About Sex: Breast Cancer, Body Image and Intimate Partner Relationships"
Annette Madlock Gatison, Southern Connecticut State University

"You Have What? Celebrity Influence on Public Awareness about Lupus an Invisible Disease"
Kesha Morant Williams, Penn State University

"Good Morning America": Robin Roberts' Narrative Regarding Celebrity Illness Talks to Us Instead of at Us.
Truman R. Keys, Western Connecticut State University

Women have a higher level of intragroup support systems than others, are resilient with high levels of self-efficacy yet women are at greater risk of death from some of our society's biggest health threats such as heart disease and cancer. This panel explores expressions of social support related to exercise, colon cancer, intimacy and breast cancer, lupus awareness and celebrity illness as advocacy.

Friday 8:00-9:15am Vandergrift

Collaboration, Partnerships and Socialization in Organizations

Sponsor: Organizational Communication
Chair: **Bonnie Farley-Lucas**, Southern Connecticut State University
Respondent: **Corey Liberman**, Marymount Manhattan College

"What's in It for Us? Developing Collaborative Partnerships Between Professional Organizations and Higher Education Institutions" (Debut Paper)
Chris Lentz, La Salle University

"Community Matters: Stakeholder Engagement in the High School Setting" (Debut Paper)
Kathrin S. Gilly, La Salle University

"Dining with 'Mama': Four Newcomer Socialization Experiences Inside a Small-Town Diner"
Nathaniel Simmons, Ohio University

This panel of papers examines the application of organizational theories and practices in three distinct applied settings.

Friday 8:00-9:15am Carnegie III

Competitive Papers Other Interesting Examples of Communication Traits

Sponsor: Communication Traits
Chair: **Theodore A. Avtgis**, Ashland University, Ohio

An Examination of the Propensity to Gossip
Megan M. Dowd, Hamilton College

Communication Traits and Reciprocity in Intimate Intracultural and Intercultural Relationships
Jerry L. Allen, University of New Haven
Eun-A Park, University of New Haven
Joan O'Mara, University of Hartford
Kathleen M. Long, West Virginia Wesleyan College

Toward a Better Understanding of Student-Teacher Conflict: The Confluence of Student Conflict Style and Student Personality
James A. Katt, University of Central Florida
Steven J. Collins, University of Central Florida

Friday 8:00-9:15am Parkview East

Rhetorical Perspectives on Recent History

Sponsor: American Society for the History of Rhetoric
Chair: **Don Waisanen,** Baruch College, CUNY
Respondent: **Don Waisanen,** Baruch College, CUNY

"*Citizens United* and the Rhetoric of Persuasive Precedent: A Study of the Confluence of Rhetoric and Law"
Eric English, University of Pittsburgh

"Southeast European Rhetoric in Transition: 1933, 1990, 2005"
Martin Marinos, University of Pittsburgh

"The Uses of Tropes and Enthymeme as Visual Arguments: Analysis of International Airports' Websites"
Eun Young Lee, Bowling Green State University

This panel investigates several topics from recent history from the perspective of the rhetorical tradition.

Friday 8:00-9:15am Carnegie I

Temporality at the Confluence of Rhetoric & Philosophy of Communication

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

Andreea Deciu Ritivoi, Carnegie Mellon University
John Arthos, Denison University
Calvin L. Troup, Duquesne University

The question of temporality invites journeys into the relationships, distinctions, and ironies of temporality in the human condition where rhetoric and philosophy of communication intersect. Temporality is a commonplace within theories and philosophies of communication—assumed but often unexamined. This panel considers philosophical and theoretical dimensions of temporality in communicative practices, including *chromos, kairos*, narrative, and eternity through studies of formative texts from Chaim Perelman & L. Olbrechts-Tyteca, Paul Ricoeur, and Augustine.

Friday 8:00-9:15am Carnegie II

Effecting Campaign Confluence: Analyses across Obama/Romney 2012

Sponsor: Political Communication

Chair**:** **J. Kanan Sawyer**, West Chester University
Respondent: **J. Kanan Sawyer**, West Chester University

"Love Letters from Barack and Mitt: Informal Email Solicitation – 2012"
Christopher Eisenhart, University of Massachusetts, Dartmouth

"I Care About the American people!": Closely Reading the 2012 Presidential Debates"
Kathleen Torrens, University of Rhode Island

"Holding and Chasing the Electorate: Messaging in 2012 Stump Speeches"
David G. Levasseur, West Chester University

These 3 analyses of campaign 2012 create two points of confluence. First, taken together, the analyses of individual and established campaign communication genres will help to encapsulate a sense of the genre system of the 2012 campaign—the ways that more discrete discursive acts can be seen to constitute whole activity systems. In addition, all three papers discuss ways candidates and voters are constituted in the identification of narrower and broader wholes.

Friday 8:00-9:15am Parkview West

Confluences in Burkean Analysis and Theory

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

"Stephen Colbert's Radically Comic Democracy"*
Matthew R. Meier, Bowling Green State University

"A Burkean Analysis of Homer's *Iliad*"
Jeff Lohr, Duquesne University

"Using Scene to Oppose the LGBTQ Community in Online Spaces: Silencing Free Love and Free Speech"
Emma Frances Bloomfield, University of Southern California

"A Burkean Psychology of Uncertainty Reduction"
Joshua Hill, Duquesne University

This is a panel of submitted papers by students applying Burkean methods of analysis to various confluent themes. The presentations apply Burkean analysis to everything from Homer to Stephen Colbert, and from uncertainty reduction theory to hate speech.

Friday 8:00-9:15am Conference A

Inter/Cultural Communication Studies Concerning Arab, Middle East, and Turkey

Sponsor: Intercultural Communication
Chair: **Radhika Gajjala**, Bowling Green State University
Respondent: **Deborah J. Borisoff,** New York University

"Symbolic Interactionism, Critical Emotional Events, and the Arab Spring"
Victoria Ann Newsom, Olympic College
Lara Lengel, Bowling Green State University

"Confluence, Passages and Journeys Ten Years After 9/11: Understanding the Lived Experience and the Meaning of How Veiled and Un-Veiled Middle-Eastern Muslim Women Develop Relationships in the U. S."
Maha Alshoaibi, Duquesne University

"The Influence of Cultural Expectations on Leadership Styles: Developing a Dialectical perspective of religious identity's influence on leadership styles in the Arabic Middle East and the United States
Timothy E. Martin, Jr., University of Alabama

" 'Please don't be Turk, BE GREEK, BE ARMENIAN': Agency and Deixis across Virtualized 'Turkish' Imagined Community"
Ali E. Erol, Howard University

This panel features the four competitive papers exploring current inter/cultural communication issues concerning Arab, Middle East, and Turkey.

Friday 8:00-9:15am Oakmont

Defining Swag: Explorations of the Concept and its Meanings

Sponsor: Voices of Diversity
Chair: **Kimberly R. Moffitt,** University of Maryland Baltimore County

Katrina Bell-Jordan, Northeastern Illinois University
Tim Brown, West Chester University
Rex L. Crawley, Robert Morris University

Mark Hopson, George Mason University
Mark Orbe, Western Michigan University

"SWAG" as a pop-culture phenomenon has captured the attention of America. It is considered one of the most overused terms among youth (and others) today. However, the simplicity of the miniscule word has also led to its complex interpretations and representations. In fact, many struggle to conclusively define the term and understand its appropriate usage. This panel will explore the multiple dimensions of SWAG by exploring its depth and strength as it relates to how Black men, in particular, navigate their public and private masculinities. Scholars engaged in Black masculinity research will present the most current explorations of the concept as well as consider its relation to Majors and Billson's (1993) "cool pose" framework.

Friday 8:00-9:15am Bob & Delores Hope

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

Sponsor: Community College
Chair: **Danamarie Every Gallagher**, Delaware County Community College

"Delivery Olympics: Utilizing Competition and Humor to Improve Delivery"
Ashley Wheeler, Abilene Christian University

"The Fortune Cookie Speech"
Joy Henderson, Texas Tech University

"Information Literacy in the Public Speaking Classroom"
Brent C. Sleasman, **Jacob Steen**, and **Emmett Lombard**, Gannon University

"Serving as Secretary for the Communication Committee"
Amy Matten, Dean College

"Learning about Teacher Immediacy through Children's Books"
David Harlen Kahl, Pennsylvania State University—Erie

"Tell the Class about One Aspect of Your Culture"
Flora Keshishian, St. John's University

"'PowerPoints with Punch': Death to Academic Karaoke"
Yvonne Sacripant Bland, Robert Morris University

"Not All College Students Are the Same: Teaching Students about Stereotypes Using Multiple Colleges as the Example"
Eric Fife, James Madison University

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

Friday 9:30-10:45am Anchor

Short Course #3: Teaching Integrated Marketing Communication at the Confluence of Theory and Practice: Applied Learning in the IMC Classroom

Instructors: **Jeanne M. Persuit,** University of North Carolina, Wilmington
Jill K. Burk, Pennsylvania State University, Berks
Monica Waugh Benton, Duquesne University

This short course will prepare attendees to teach Integrated Marketing Communication from a praxis (theory-informed action) approach at the undergraduate and master's levels through applied learning projects. Participants will leave the session with a plan to incorporate a specific IMC applied learning experience (i.e., a project for a client or a class blog) in their courses, including a short list of potential clients and projects, a student team-forming strategy, a theoretical ground for working with IMC, and a draft assessment rubric.

Friday 9:30-10:45am Conference B

The Confluence of the Traditional and Professional Approaches to Communication: Profiling Programs That Combine the Best of Both

Sponsor: Communication Administration
Chair: **Rod Troester,** Penn State Univ.- Erie
Respondent: **Molly Wertheimer,** Penn State Univ. -Hazelton

Panelists: **Jason S. Wrench**, SUNY-New Paltz
Kristen Campbell Eichhorn, SUNY-Oswego
Candice E. Thomas-Maddox, Ohio University –Lancaster
J. Kanan Sawyer, West Chester University
Timothy Brown, West Chester University
Don Stacks, University of Miami
Sally Vogl-Bauer, University of Wisconsin-Whitewater
Cindy Lont, George Mason University
Rod Troester, Penn State - Erie

Some communication programs take a traditional speech communication/communication studies approach while others take a more professional journalism/media production/advertising-PR-IMC approach. The "confluence" and/or blending of traditional speech communication with more professionally oriented communication programs present unique opportunities and challenges for administrators, faculty, and students. Eight panelists representing a variety of schools will present brief program profiles and the opportunities and challenges presented by such hybrid programs, and a respondent will lead a discussion of best practices.

Friday 9:30-10:45am Conference C

Contemporary Praxis: Joining the Historical and the Ethical in the Postmodern Era

Sponsor: Applied Communication
Chair: **Linda Sampson**, Southern Connecticut State University
Respondent: **Christina L. Marinchak**, Duquesne University

"Joining Organizational Communication and Public Memory: Exploring Pittsburgh Philanthropy"
Susan Carr, Duquesne University*

"Sympathy and Proximity in a Global Marketplace: Adam Smith's Contribution to Contemporary Business Practices"
Sarah Flinko, Duquesne University*

"Who's Leading Us Next?: Communication in the Social Change Model of Leadership"
Bryan Picciotto, College at Brockport: State University of New York

* Student Debut

This panel offers three communication coordinates—sympathy, public memory, and leadership—as a framework to understand the pragmatic confluence of history, ethics, and public experience. Each presentation will offer a unique perspective of a specific communication coordinate that will be grounded in praxis-oriented understanding of the implications in the post-modern and increasingly global marketplace.

Friday 9:30-10:45am Vandergrift

The Confluence of Communication, Crisis, Conflict and Change

Sponsor: Philosophy of Communication
Chair: **Annette Holba,** Plymouth State University
Respondent: **Janie M. Harden Fritz,** Duquesne University

Attending to the "Confluence" of Opinion in Conflict
Ronald C. Arnett, Duquesne University
Leeanne M. Bell McManus, Stevenson University
Amanda G. McKendree, University of Notre Dame

Social Movement & Social Justice Communication: The scholar's Power to Communicate Change
Versha J. Anderson, Colorado State University

Crisis Communication: A Confluence of Multiple Goods for Multiple Constituents
Susan B. Malcolm, Robert Morris University
Amanda G. McKendree, University of Notre Dame

Prejudice within Intractable Conflict: A Philosophical Application of Hans-Georg Gadamer
Hannah Cherico, Duquesne University

This panel features papers discussing the philosophy of communication behind crisis, conflict, and change.

Friday 9:30-10:45pm Parkview East

College Radio as Learning Environment: Pushing Back Against Retrenchment

Sponsor: Media Ecology Association
Chair: **Gregory Adamo**, Morgan State University
Respondent: **Thom Gencarelli**, Manhattan College

"What Comes After: The Educational Impact of Involvement in College Radio"
Gregory Adamo, Morgan State University

"At the Confluence of Media Pedagogy and Institutional Support: (Re)Building the Student Radio Laboratory on a Zero Budget"
Adam C. Earnheardt, Youngstown State University

"Local Constructions of Identity and Community in Non-commercial Radio"
Kathleen Haspel, Fairleigh Dickinson University

College radio stations operate as unique spaces that allow student learning and leadership opportunities. Student media are also highly relevant as a demonstration of a larger problematic cultural paradigm: that of gutting discourse and opportunities to learn how to do things together for the opposing interest of what a power elite wants. This panel explores some of the theory and practice with respect to how college radio can and should be thought of at a time when many institutions are abandoning this valuable resource.

Friday 9:30-10:45am Phipps

"The Law and Ethics of 'Free' Speech: Can Freedom of Expression and Freedom of Belief Co-exist?"

Sponsor: Communication Law and Ethics
Chair: **Viviane S. Lopuch,** Marist College

"*Communicative Praxis* and Democratic Change."
Julie A Cramer Hunsberger, Duquesne University

"'We're a Culture, Not a Costume': Ethical Analysis of a College Student Led Organization's Anti-Racism Campaign."
Nathaniel Simmons, Ohio University

"Turning 'Cranks into Martyrs': Holocaust Denial, Public Memory, and T/truth after Irving v. Lipstadt."
Bradley A. Serber, Pennsylvania State University

This panel explores the laws and ethics of personal expression in democracies wedded to a philosophy of tolerance for racial and ethnic difference. his panel interrogates the ethical and moral tensions inherent in protecting free speech while, at the same time, protecting the rights of non-majority groups.

Friday 9:30-10:45am Parkview West

Intercultural Convergence on the Navajo Reservation

Sponsor: Community College

Chair: **Donna Acerra**, Northampton Community College

Panelists: **Miranda Haskie**, Diné College
Jason Haller, Pennsylvania State University
Larissa Jimmy, Diné College & Northampton Community College

Looking for a recipe for student engagement that combines experiential learning with meaningful community service? Students and faculty from Northampton Community College in PA and Diné College in AZ will share their experiences with a cultural exchange that combines social networking, travel, and service learning to facilitate an understanding of the influence of culture on communication, and meet a community's need. Learn how this interdisciplinary approach promotes learning beyond course outcomes.

Friday 9:30-10:45am Carnegie III

Investigating the Instructional Beliefs Model

Sponsor: Instructional Communication
Chair: **Kerry Byrnes,** Collin College
Respondent: **Timothy P. Mottet,** Texas State University—San Marcos

"A Test Of The Instructional Beliefs Model Using The Instructor Anger Expression Scale"
Jenny R. Thoma, West Virginia University
Keith Weber, West Virginia University
Matthew M. Martin, West Virginia University

"Testing the Instructional Beliefs Model in the Context of Athletic Coaching"
Hailey G. Gillen, West Virginia University
Matthew M. Martin, West Virginia University

"Applying the Instructional Beliefs Model to Credibility and Instructional Dissent"
Zachary D. Johnson, West Virginia University
Matthew M. Martin, West Virginia University
Keith Weber, West Virginia University

Friday 9:30-10:45am Oliver

Popular Media, Music and Games

Sponsor: Media Communication
Chair: **Jack Ciak,** Seton Hill University
Respondent: **Hans C. Schmidt,** Pennsylvania State University, Brandywine

"Hyping Nerds: Popular Media and Globalization: Exemplified on The Big Bang Theory"*
Nadine Strauss, University of Amsterdam

"Enjoyment of a Counter-Hedonic Serious Digital Game: Determinants and Effects on Learning and Self-Efficacy"
Elizabeth L. Cohen, West Virginia University

"This is Not What Amish People Do": Representations of Amish Crime Victims and Perpetrators in Mainstream News Coverage"*
Michael Clay Carey, Ohio University

"A Story of Empowerment: Music Takes the Lead in The King's Speech"
Carol Babcock, State University of New York, College at Brockport

*Student

Friday 9:30-10:45am Bob & Delores Hope

Top Papers in Communication and Technology

Sponsor: Communication and Technology
Chair: **Nicholas D. Bowman,** West Virginia University
Respondent: **Catherine Wright,** George Mason University

"Social Desirability in Qualitative Data Collection: The Case of ICT-based Impression Management Research"
Gamze Yilmaz, University of Massachusetts Boston

"Enhancing Museum Experiences through Technology: The Louvre's Implementation of the Nintendo 3DS"
Ashley Wheeler *, Abilene Christian University

"Imbricating Space and Place: Strategies for Resistance and Control"
Sanae Elmoudden, St. John's University

*Student Debut

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

Friday 9:30-10:45pm Carnegie I

Oral History: Disciplinary Methods and Practice

Sponsor: Theory & Methodology
Chair: **Sarah Bishop**, University of Pittsburgh
Respondent: **Dacia Charlesworth**, Valdosta State University

"Finding Myself Abroad: Oral Histories of Scottish University Students in the United States"
Sarah Bishop, University of Pittsburgh

"Religion, Rhetoric, and Public Health: Using Oral History to Recover Diasporic Responses to HIV/AIDS"
Christopher A. House, Ithaca College

"Communication Ethics & the Collection of Oral Histories: Putting Community First"
Kristine Warrenburg Rome, Flagler College

"Negotiating Language Difference in Oral History Projects"
William R. Upchurch, University of Pittsburgh

This panel examines oral history methodology and practice from five different perspectives, engaging a wide variety of narrators, contexts, and outcomes. Histories are drawn from Greek protesters, Scottish exchange students, charismatic church leaders across the African diaspora, and residents of a Florida town at the crossroads of nostalgia and change. The presenters address not only their own projects but oral history itself as a vital source of communication scholarship.

Friday 9:30-10:45pm Carnegie II

Friday 9:30-10:45pm Oakmont

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

New Directions in Computer-Mediated Communication

Sponsor: Undergraduate Scholars Conference
Chair: **Kristin Roeschenthaler Wolfe,** Duquesne University
Respondent: **John Feaster,** Rowan University

"Civil Society, the Public Sphere, and the Internet: An Analysis of BRIC Similarities and Differences"
Sean Conner, SUNY Geneseo

"Detecting Deceptive Communication through Computer Mediated Technology: Applying Interpersonal Deception Theory to Texting Behavior"
Megan Wise, Ashland University

"3D Media Tech Research: Technology Implementation into Education"
Amanda Skinner, SUNY Geneseo

The papers on this panel represent three different views of how people are utilizing and understanding communication via the Internet.

Friday 9:30-10:45pm Conference A

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Modernizing Marriage

Sponsor: Undergraduate Scholars Conference
Chair: **Viviane Lopuch,** Marist College
Respondent: **Mary Mino,** Penn State DuBois

"One Small Step Beyond Homophobia or a Giant Leap Backward"
Meaghan Gallagher, Roger Williams University

"Social Trend of Avoiding Young Marriage: Understanding People's Perceptions of Young Marriage in the United States"
Takaki Matsumoto, SUNY Geneseo

"Modern Families: Gender Socialization in Gay, Lesbian, and Single Parent Families"
Abby Schommer, Stonehill College

This panel examines how marriage is portrayed in the television show Modern Family and how young people are perceiving the notion of marriage in a modern context.

Friday 10:45-12:00pm Bob & Delores Hope

ECA Awards Recognition and Reception

Please join us as we announce and recognize recipients of 2013 ECA Awards, followed by light refreshments.

Friday 12:00-1:00pm Anchor

Media Communication Business Meeting

Friday 12:00pm-1:00pm Parkview West

Communication Administration Business Meeting

Friday 12:30-1:30pm Frick

Undergraduate Poster Session I

Sponsor: Undergraduate Scholars Conference

"*Girl* Talk: The Use and Influence of Uncompromising Realism"
Melanie Green, University of Pittsburgh

"The Influence Facebook Activity Has On Romantic Relationships: A Qualitative Research Study"
Alexa Bieber, SUNY Oswego
Cailin Burke, SUNY Oswego
Kristian Fiedler, SUNY Oswego

Kaitlin Kowitski, SUNY Oswego
"Lack of Diversity: Corporations and Radio"
Trevor D. Kurtz e, Wilkes University

"Crisis Mode: Three Pro-Life Organizations' use of Apologia During a Rhetorical Crisis"
Kelsey DeForest, Hollins University

"Through the Eyes of a Child: Persuasive Strategies Used by Food Companies to Market to Children… and How They are Perceived"
Jason Mandragona, West Chester University

"Our Superheroes, Our Super Heroines and the Status Quo"
Sara Antonio, SUNY Brockport

"Leaving the Nest: Negotiating Transitions in the Life of Students Attending a Christian University"
Kyla DeFazio, Penn State Berks
Regina May Goins, Penn State Berks

"Collegiate Athletic Identity and Its Relationship to Food Discourses"
Cailin Kowalewski, SUNY Geneseo

"A Tale of Two Baseball Greats in USA Today: A Textual Analysis of Barry Bonds and Mark McGwire"
Jordan Broome, Johnson C. Smith University

"The Global Laboratory"
Kara Alheim, SUNY Oswego

"Portrayals of Female Politicians in Film and Television: Reinforcement of Negative Gender Stereotypes"
Emily Brawer, Ramapo College of New Jersey

"Competing for Funds: Ethical Guidelines for Nonprofit Organizations"
Ashleigh L. McClelland, University of Pittsburgh-Johnstown

"Taken: An Analytical Look Behind The Film"
Kaylen Runyan, Abilene Christian University

"'Now We're Talking:' An Ethnography of Intercultural Communication in an ESOL Classroom"
Abby Schommer, Stonehill College

"The Effects of Incentive Versus Non Incentive Marketing in Advertising Collegiate Athletic Events"
Amanda Kostolansky, High Point University

"Beef Products, Inc. 'Pink Slime Crisis:' A Crisis Communication Study"
Behtash Bahador, Bridgewater State University

"Social Media and the Common Human Experience: Shifting the Agenda-Setting Paradigm"
Hannah L. Alt, Canisius College

"A Fantasy-Theme Analysis of Black Blogs: Divergent Communication on Race and Racism in America"
Jihan Abdurrafi, SUNY Brockport

"Arguing for 'A More Perfect Union:' Exploring President Obama's Use of Narrative Rationality"
Lance Kyle-Leon Bennett, Delaware County Community College

"The Red Solo Cup As A Cultural Artifact"

Kevin Mejia, SUNY Geneseo

Friday 12:30-1:45pm Parkview East

Research in Progress: Relationships

Sponsor: Interpersonal Communication
Respondent: **Sally Vogl-Bauer,** University of Wisconsin – Whitewater

"Does Love Make Us Color-Blind?: Examining the Racial Attitudes and Discourses of Interracial and Same-Race Romantic Partners"
Erin Brummett, University of Iowa

"A Research Study Concerning Workplace Aggression Due to Marital Status"
Joy Henderson, Texas Tech University
Andrew Potter, Texas Tech University

Research in progress will be addressed within this panel. Panelists will present their work and address specific questions to the audience. The respondent and audience will provide feedback to the panelist to aid in bringing the present research to fruition.

Friday 12:30-1:45pm Phipps

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Rhetoric and Popular Culture

Sponsor: Undergraduate Scholars Conference
Chair: **Dacia Charlesworth,** Valdosta State University
Respondent: **Jean Miller,** The George Washington University

"Do They Hear Our Prayers? Rhetorical Analysis of the 1990 Broadway Musical Once on This Island"
Gerald J. Hickly III, Grove City College

"More than Just a Piece in Their Games: A Rhetorical Analysis of Identification in *The Hunger Games*"
Toni Maisano, Abilene Christian University

"Glee: Spreading Joy and Racialized Discourse? The Invisibility of Asian American Characters in the Media"
Daniel Felleman, Roger Williams University

This panel explores modern conceptualizations of rhetoric in three different forms of popular media: theater, literature/motion pictures, and television.

Friday 12:30-1:45pm Oakmont

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Rhetorically Environmental

Sponsor: Undergraduate Scholars Conference
Chair: **Timothy Barney,** University of Richmond
Respondent: **Joseph Rhodes,** Pennsylvania State University

"It's Not Easy Being Green: An Investigation of Habits and Self-perception in Building Increased, Sustained Environmental Efforts"
Heather Hawkes, The College of New Jersey
Daniel Zane, The College of New Jersey

"A Rhetorical Analysis Of Those Fracking Commercials: How Range Resources is Shaping Environmental Conversations in Western Pennsylvania"
Teresa Iwinski, The Pennsylvania State University, Greater Allegheny Campus

"A New Campaign for Sustainability"
Molly Pekarik, Manhattan College

This panel explores three different approaches to understanding and valuing the rhetorical scholarship of environmentalism.

Friday 12:30-1:45pm Carnegie III

Assessing the Arguments in the 2012 Presidential Debates

Sponsor: Argumentation & Forensics
Chair: **Carl T. Hyden,** Morgan State University

Trevor S. Parry-Giles, National Communication Association
Theodore F. Sheckels, Randolph-Macon College
Sean Luechtefeld, University of Maryland
David G. Levasseur, West Chester University of Pennsylvania

Although scholars disagree on the extent to which presidential debates matter during elections, debates nevertheless provide interesting fodder for scholarly discussion. The 2012 presidential debates were no exception. In this session, panelists will explore which arguments put forth in these debates they found most interesting and provide their insights about what we can learn from these arguments.

Friday 12:30-1:45pm Vandergrift

Lenses: Exploring Identity & Perspective in Contemporary Transnational and Intercultural Discourse

Sponsor: Voices of Diversity
Chair: **Melinda Weathers,** Clemson University
Respondent: **Chizoba Udeorji,** City University of New York Kingsborough

"Humans as Products of Culture: Lessons from Teaching Abroad"
Flora Keshishian, St. John's University

"Bridging Gender and Generation: U.S.-born Mexican Americans' perceptions of depression influence a transitional approach to treatment"
Amanda Martinez, Davidson College

"Stereotypes and ObamaCare"
Anastacia Kurylo, Fortified Communication Consulting

"The Confluence of Two Different Perspectives on Understanding Pop Culture in U.S. and Korea: When American audiences meet the Asian man of *Gangnam Style"*
Jinyoung Kim, University of Wisconsin Milwaukee

This panel revisits themes of culture, gender, identity, and transnationalism from several unique perspectives. Using a variety of paradigmatic approaches, this panel seeks to uncover and exchange transferable ideas that will improve the depth and quality of our work. In doing so, this panel moves beyond paradigmatic thinking towards new ideas in intercultural communication research.

Friday 12:30-1:45pm Oliver

Rhetoric & Public Spaces

Sponsor: Rhetoric & Public Address
Chair: **Michael Vicaro,** Pennsylvania State University – Greater Allegheny

"The Rhetoric of the Heckle: Understanding the Regulation of Appearance and the Politics of Town Hall Meetings"
Robert J. Green, Purdue University

"Rethinking Alien Communication: The 1991 Controversy over Daniel Libeskind's Extension to the Berlin Museum and its Implications for Reticulate Public Spheres"
Brent Allen Saindon, Davis and Elkins College

"Ensuring (In)equality: A Rhetorical Analysis of the April 5, 2011 IOC Press Release "
Amanda Schwertner, Texas Tech University

These papers were competitively selected to be part of the Rhetoric & Public Address program. Each author explores rhetorical acts in public spaces.

Friday 12:30-1:45pm Carnegie II

Turning the Tide: Communication Studies in Digital Waters

Sponsors: Instructional Communication, Communication Administration, and Communication & Technology
Chair: **Amy Matten,** Dean College
Respondent: **Rose Piskapas,** Montgomery College

Panelists:
Linda Di Desidero, Marine Corps University
Alana Fennie, University of Maryland University College
Ady Dewey, University of Maryland University College
Melinda Schwenk-Borrell, University of Maryland University College & Wilson College

This panel addresses both the *interest in* and the *resistance to* online education expressed by communication faculty and administrators in traditional settings by 1) developing a rationale for stronger online higher education; 2) presenting a model of student-centered online course design; and 3) describing the online teaching and learning in three standard courses in a communication studies curriculum: The Basic Course, Communication Theory, and Communication Studies Capstone.

Friday 12:30-1:45pm Riverboat

Top Four Papers in Nonverbal Communication

Sponsor: Nonverbal Communication
Chair: **Jessalyn I. Vallade,** West Virginia University
Respondent: **Jennifer L. Knapp,** SUNY-Oswego

"Pecha Kucha: A Nonverbal Tool in the College Classroom"
Zachary W. Goldman, West Virginia University
Christopher J. Claus, West Virginia University

"The Influence of Cultural Gender Orientation and Latitude on Tactile Behavior"
Michael Miller, University of Connecticut
Peter Andersen, San Diego State University
Kate Kurtin, University of Connecticut

"Nonverbal Immediacy and Attachment Style in Dating: A Comparison Between US American and Chinese College Students"
Huirui Gao, University of Akron
Yang Lin, University of Akron

"Confluences: Counter-Spaces and Young Men of Color"
Joni Schwartz, The City University of New York – LaGuardia Community College

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

Friday 12:30-1:45pm Carnegie I

Communicate Unto Others: Examining Technological Challenges for Ethical Communication across the Discipline

Sponsor: Communication Law and Ethics
Chair: **Rekha Sharma**, Kent State University
Respondent: **Janet Leach,** Kent State University

Margaret Garmon, Kent State University
Carol Savery, Kent State University

Brian Pattie, Kent State University
Phillip R. Reed, Kent State University

To exemplify this year's theme of "Confluence", the panelists hope to bridge various sub-disciplines of communication studies by underscoring a common goal of ethical communication while navigating the turbulence of technological change. The speakers will address the legality and ethics of anonymous sources in journalism in a new media environment, issues of privacy in families and online communication via the Donor Sibling Registry, the organizational parameters of conflict resolution, and the morality of interpersonal forgiveness strategies.

Friday 12:30-1:45pm Conference A

The Confluence of Power, Privilege, and Family in Philadelphia's Italian Market: A Dialogic Performance

Sponsor: Interpretation and Performance Studies
Chair: **Heidi M. Rose**, Villanova University

Panelists: **Minh Cao**, Villanova University
Kavya Chengappa, Villanova University
Adam Cohen, Villanova University
Kevin Gary, Villanova University
Robin Kanak, Villanova University
Colleen Mullen, Villanova University
Marianela Nunez, Villanova University

Using sound, images, and narrative, this program weaves together six individual fieldwork experiences into a co-constructed, dialogic, collective ethnographic performance of South Philadelphia's Italian Market. The work of Dwight Conquergood and Bud Goodall provides the theoretical foundation for understanding self in relation to other, and for uncovering the particularity of a single ethnographic voice in concert with other voices.

Friday 12:30-1:45pm Conference C

Top Competitive Papers in Organizational Communication

Sponsor: Organizational Communication
Chair: **Kathleen M. Long**, West Virginia Wesleyan College
Respondent: **Jason S. Wrench**, SUNY at New Paltz

"An Application of Motivating Language Theory in Mexican Organizations"
Paul E. Madlock, Texas A&M International University
Shaun Sexton, Texas A&M International University

"The Influence of Socialization on Technology in the Workplace"
Paul E. Madlock, Texas A&M International University

"Assessing the Supervisor/Subordinate Relationship Involving Part-Time Employees"
Michael Sollitto, West Virginia University
Matthew M. Martin, West Virginia University
Shelly Dusic, West Virginia University
Kaitlyn E. Gibbons, West Virginia University

Anna Wagenhouser, West Virginia University

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

Friday 12:30-1:45pm Conference B

The Sky is Falling and the Four C's: Communication: Crisis, Community, and Consequences – A Town Hall Discussion

Sponsor: First Vice President
Moderator: **Susan Jasko**, California University of Pennsylvania

Participants: **Gary Gumpert**, Communication Landscapers
Susan J. Drucker, Hofstra University
Bruce Avery, Hofstra University
Christopher Strager, National Weather Service Headquarters
Vankita Brown, NWS OCCWS
Matthew Seeger, Wayne State University
Donald A. Fishman, Boston University
Thomas Mueller, California University of Pennsylvania
John Kelly, NOAA and University of New Hampshire

2012 is a year notable for dramatic events that tested the spirit, capacities and resilience of many communities in the US. Disasters wrought by nature, by humans, and by technology highlight issues at the heart of the definition of community and point sharply to issues of communication. "Superstorm Sandy" illuminated a range of vulnerabilities and dramatically highlighted the complexities of media, meaning, communication, science, government, and disaster management. This panel of interdisciplinary scholars and experts will discuss the parameters of this nexus and pinpoint crucial questions and issues, thus laying the foundation for a critical and urgent dialogue with ECA members about saving lives and communities.

Sandy was a powerful, dramatic and devastating natural event that affected a significant proportion of the ECA membership. In addition, this natural event became a mediated event as it tested communities in its path. From issues of communication and coordination, to information and action nearly demand serious and substantial consideration from a discipline that prides itself on its core and essential relevance to the everyday lives of individuals and the functioning of society.

Many members of the ECA community will have much to share about their experiences, observations, and reflections about living through Sandy and its aftermath. This town house forum will allow both for both expert insight and wide ranging dialogue to transform all attendees into active participants.

Friday 1:00-2:00pm Anchor

Community College Business Meeting

Friday 1:00-2:00pm Sternwheeler

Political Communication Business Meeting

Friday 2:00-3:00pm Parkview West

ECA 2014 Convention Planning Meeting II

Chair: **Thomas Flynn**, Slippery Rock University

Friday 2:00-3:00pm Sternwheeler

Health Communication Business Meeting

Friday 2:00-3:00pm Anchor

Kenneth Burke Business Meeting

Friday 2:00-3:15pm Oakmont

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

The Confluence of Identity

Sponsor: Undergraduate Scholars Conference
Chair: **Flora Keshishian,** St. John's University
Respondent: **Don M. Boileau,** George Mason University

"'Hispanic doesn't mean anything outside of the United States': The Negotiation of Latino Identity at a Majority White University"
Alexandra Pastor, Roger Williams University

"Elitist Eating: The Effect of Food Blogs on Multiculturalism"
Julie Williams, SUNY Geneseo

"The Comic, the Harlot and the Scheming Cop: American Media Stereotypes of the Latina Woman, and the Actors' Use of Twitter to Subvert Them"

Natalie R. Camacci, University of Pittsburgh

This paper examines what it means to have an ethnic identity in a modern world where stereotypes and popular media dictate how people are viewed and view themselves.

Friday 2:00-3:15pm Phipps

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

New Directions in Communication Theory

Sponsor: Undergraduate Scholars Conference
Chair: **Gina Castle Bell,** Texas Tech University
Respondent: **Jennifer L. Knapp,** SUNY Oswego

"Selectively Social Media: Selective Exposure Theory and Social Media during the 2012 US Presidential Election"
Josephine Lukito, SUNY Geneseo

"Bells, Collective Behavior and Structures of Power: An Epistemological and Critical Approach to Campanology and its Implications for Social Media Theory"
Justin Dowdall, Temple University

"The Application of Multistage Communication Theory to the Love Canal Disaster"
Patrick C. Henning, University of Massachusetts Boston

This panel represents three different theoretical perspectives commonly found in the communication literature: selective exposure theory, social media theory, and multistage communication theory. The directions these papers take help revisit and reimagine how these theories are applied in a modern world.

Friday 2:00-3:15pm Carnegie II

Between Horses and Gods: Death and the Power of Epic Eloquence

Sponsor: American Society for the History of Rhetoric
Chair: **Nathan Crick,** Louisiana State University
Respondent: **John Poulakos,** University of Pittsburgh

"Speaking the Immortal Language of the Gods"
Joseph Rhodes, Pennsylvania State University

"How Eloquence Shook Its Mane"
Odile Hobeika, University of Pittsburgh

"To Beg for Death and Brutal Doom"
Nathan Crick, Louisiana State University

Mortal men and women are fated to die. Remarkably, the *Iliad* often depicts death gloriously, even defiantly. And just as mortals are fated to death, every spoken utterance is destined to non-existence. However, Homer's *Iliad* grants immortality to mortals, and continued existence to spoken language. This panel asks: How does epic eloquence make a mortal's life monumental? It investigates how the very nature of human mortality establishes the ground for epic eloquence by situating human beings between beasts and gods.

Friday 2:00-3:15pm Bob & Delores Hope

Sponsor: First Vice President

Friday 2:00-3:15pm Conference A

Communicating with the Other: The Technological Implications of Changing Spaces

Sponsor: Communication and Technology
Chair: **Paul A. Lucas,** University of Pittsburgh at Johnstown
Respondent: **Tatyana Dumova**, Point Park University

"Ethical Concerns for Social Media: Private Issues in Public Spaces"
Monale Alemika, Duquesne University

"Accountability and Restraint in Cyberspace"
Arshia Anwer, Duquesne University

"Habermas's Public Sphere in a Post-Internet Age: Rationality, the Digitized Body, and Forced Participation"
William Aungst*, Duquesne University

"Meeting the Other: The Phenomenological Implications of Changing Spaces"
Chelsea R. Binnie, Duquesne University

*Student Debut

The panel draws from the work of Hannah Arendt, Jürgen Habermas, and Walter J. Ong to explore how technology changes the spaces of communication. The panelists attend to issues of ethics, accountability, restraint, rationality, public and private spaces, and phenomenological implications of communicating with the other in cyberspace rather than the lived world.

Friday 2:00-3:15pm Parkview East

The Rhetoric of Tattoos

Sponsor: Nonverbal Communication
Chair: **Steven Granelli,** SUNY-Oswego
Respondent: **Janie M. Harden Fritz,** Duquesne University

"Affiliating with a Narrative in a Socially Fragmented World: Walter Fisher's Narrative Paradigm Played Out in Tattoos"
Melinda Miller, Grove City College

"The Nonverbal Stand against the Inevitable: Frankl, Meaning, and Tattooing"
Douglas J. Marshall, Slippery Rock University

"Samoan Tatu: Gender, Globalization, and the Collective"
Kathleen Glenister Roberts, Duquesne University

This panel features papers examining how tattoos function as nonverbal communication.

Friday 2:00-3:15pm Conference C

Rhetorical Ethics & Controversy: Conversations about Exploitation, Global Warming and Abortion

Sponsor: Rhetoric & Public Address
Chair: **Christine Courtade Hirsch**, SUNY Oswego

"Ghostwriting and the Fifth Persona: Business as Usual or Unethical Exploitation?"
Abbe S. Depresti, Christopher Newport University
Rebecca Twentey, Christopher Newport University (DEBUT)

"Science, Morality and Global Warming: Visual Representations of Data in *An Inconvenient Truth*"
Jade Olson, University of Maryland – College Park

"Envisioning Anti-Black Abortion Rhetoric: An Analysis of the Radiance Foundation's Billboard Campaign"
Asheley Hall, University of Pittsburgh

Each paper in this panel explores a distinct concern of ethical rhetoric within the public sphere. Working from various theories of rhetorical inquiry, each presenter contributes to the ongoing conversation about ethical communication in a postmodern historical moment.

Friday 2:00-3:15pm Oliver

Top Competitive Papers in Voices of Diversity

Sponsor: Voices of Diversity
Chair: **Andrew R. Spieldenner,** Hofstra University
Respondent: **Joy M. Cypher,** Rowan University

"Talk about race in the undergraduate classroom: Four communication strategies"
Sheryl Goodman, Ursinus College
Sarah Weddle, Ursinus College

"Uncovering a Positional Topos: Redrawing the Rhetorical Map by Bridging Intersectionality and Rhetorical Theory"*
Cory Geraths, Penn State University – University Park

"Muslim Thoughts On Muslim Depiction: Perceptions of Social Identity on 'American Muslim'"*
Christopher Keppler, University of Akron

"'What...it's going to kill you to look like a girl for one afternoon?': Gender Roles and Child Socialization on Modern Family"
Nancy Ellen Bressler, Bowling Green State University

*Debut Paper

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

Friday 2:00-3:45pm Vandergrift

Confluences of Philosophy of Communication, Communicology and Contemporary Human Science: Reflections on Research Methods, Group Cultures and Selfhood, and Mental Health Communication

Sponsor: Philosophy of Communication
Chair: **Deborah Eicher-Catt,** Pennsylvania State University-York

Richard L. Lanigan, Southern Illinois University-Carbondale
Frank J. Macke, Mercer University
Isaac E. Catt, Duquesne University

Communicology is contemporary philosophy of communication in the human science tradition of Europe and American pragmatism. These papers speak to that confluence of theoretical and applied research by addressing comparative human science methodology, followed by the use of semiotic phenomenology to critique the modernity-postmodernity debate in the context of group communication, then the applied realm of mental health communication.

Friday 2:00-3:15pm Carnegie I

Confluence in the Mediated Classroom: The Necessary Convergence of Media Literacy, Instructional Technology, and Communication Ethics

Sponsor: Media Communication
Chair: **Paul A. Lucas,** University of Pittsburgh at Johnstown
Respondent: **David G. Levasseur,** West Chester University

"Media Literacy: A Foundation for Instructional Technology"
Hans C. Schmidt, Penn State University, Brandywine

"From Google.docs to GIMP: Evaluating the Communicative Value of Individual Instructional Technologies"
J. Kanan Sawyer, West Chester University of PA

"The Confluence of Media & Ethics: Postman, Ellul, and the Ecology of the Classroom"
Brent C. Sleasman, Gannon University

Friday 3:00-4:00pm Anchor

Interpretation & Performance Studies Business Meeting

Friday 3:30-4:45pm Oakmont

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

From a Zombie Apocalypse to the AIDS Plague

Sponsor: Undergraduate Scholars Conference
Chair: **Aarti Arora,** Ohio University
Respondent: **Kristen Eichhorn,** SUNY Oswego

"Examining the Zombie Phenomenon and Perceptions of a Zombie Apocalypse"
Esi Efissima Yamoah, SUNY New Paltz
Austin Schatz, SUNY New Paltz
Robert Revello, SUNY New Paltz
Francesca Rogo, SUNY New Paltz
Jenna Harris, SUNY New Paltz
Alexandra Sofen, SUNY New Paltz
Alexandra Harvazinski, SUNY New Paltz

"Community Risk and Social Exclusion: A Comparative Analysis of HIV/AIDS Treatment in New York City and Lagos"
Shama Ams, St. John's University

"The Guise of Health: A Study of Mediated Discourse of a Healthy Body"
Jennifer Heller, Roger Williams University

"Dr. Law Becomes a Patient"
Carrie Law, University of Pittsburgh at Johnstown

This panel represents four very different perspectives on health communication. Whether examining a factious zombie apocalypse or how real patients interact and discuss their illnesses in the real world, this panel sets out to explore new ground in health communication.

Friday 3:30-4:45pm Phipps

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Interpersonal Communication: Past and Present

Sponsor: Undergraduate Scholars Conference
Chair: **Jennifer L. Knapp,** SUNY Oswego
Respondent: **Candice E. Thomas-Maddox,** Ohio University-Lancaster

"Sibling Self-Disclosure and Receivers' Perceptions of Relationship Closeness"

Brittany N. Swope, West Virginia University

"Theory of Interpersonal Communication Motives: A Review of Literature"
Christina A. Miadich, Ashland University

"Enabling Patterns in Adult Children of Alcoholics"
Marisol Custodio, LaSalle University

Revisiting interpersonal communication theory and how it is applied in modern interpersonal relationships.

Friday 3:30-4:45pm Vandergrift

Coming Together: Healthcare Providers, Organizations, and Community

Sponsor: Health Communication
Chair: **Jay Baglia,** DePaul University

"Managing the Dilemmas of Community Partnerships"
Virginia M. McDermott, High Point University

"God, Norms, Self-Efficacy and Church Health Kiosks"
***Nathaniel J. Warshay,** Wayne State University

"The Relationships among Healthcare Providers' Use of Humor, Patient Satisfaction and Compliance"
Abbey Saxby, Canisius College
Melissa Bekelja Wanzer, Canisius College

"The Longitudinal Efficacy of Communication Instruction in a Surgical Residency Program: Preliminary Data"
Theodore A. Avtgis, Ashland University
Edward P. Polack, West Virginia University
Thomas Caranasos, West Virginia University
Cynthia Graves, West Virginia University
Jennifer Knight, West Virginia University
Linda Shaffer, West Virginia University

*This panel features a student debut paper from the Health Communication Interest Group.

Friday 3:30-4:45pm Oliver

Roundtable on Future Confluence in Burkean Analysis

Sponsor: Kenneth Burke Interest Group
Chair: **Ronald C. Arnett**, Duquesne University

James W. Chesebro, Ball State University
Erik Garrett, Duquesne University

David McMahon, Missouri Western University
Paul E. Nelson, North Dakota State University

This roundtable takes up the ECA conference theme of "confluence" by looking at the future of Burkeian analysis by pushing Burke into unconventional areas. For example, questions about what Burkeian analysis can contribute to *emerging digital media*, *globalization*, changing conceptualizations of *human interaction*, *feminism*, *intercultural communication*, and *organizational theory* will be examined. The participants in this roundtable invite audience members to join us in the dialogue of extending Burke into new terrain within the discipline.

Friday 3:30-4:45pm Carnegie II

Research in Progress: Health Communication

Sponsor: Interpersonal Communication
Respondent: **Katherine S. Thweatt,** West Virginia Wesleyan College

"Locus, Stability, and Controllability: Parent-child Attributions and Communication about Weight"
Sarah Zaitchik, University of Texas at Austin,
Charee Mooney Thompson, University of Texas at Austin

"Can Unsophisticated Comforting be Better?: Message Design Logics and How Young Adults with Cancer Communicate about Death"
Sarah Zaitchik, University of Texas at Austin
Jessica Knapp, University of Texas at Austin

Research in progress will be addressed within this panel. Panelists will present their work and address specific questions to the audience. The respondent and audience will provide feedback to the panelist to aid in bringing the present research to fruition.

Friday 3:30-4:45pm Conference C

Friday 3:30-4:45pm Conference A

Presidential Campaign Political Rhetoric and the 2012 Election

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

"President Bill Clinton's Nominating Speech, 2012: the One-Man Debate Team"
Kathleen Kendall, University of Maryland

"The Centrist Turn in the 2012 Presidential Debates: The Rhetoric of Political Reconciliation and Reintegration"
Mary L. Kahl, Indiana State University

"Endgame Ads in a Toss-Up State"
Theodore F. Sheckels, Randolph-Macon College

"The Rhetorical Difficulties of the Incumbent and the Challenger in the 2012 Presidential Campaign"
Judith Trent, University of Cincinnati

"Presidential Debate as Rhetorical Game-Changer"
Richard E. Vatz, Towson University

"The Impact of Socially Mediated Political Rhetoric on Audiences of Presidential Political Debate
Paula Youra, Lynchburg College

Up until election day the presidential election appeared very close. Most national polls had President Barack Obama barely beating Governor Mitt Romney or Governor Romney had a small lead. The presidential debates had a significant part in making this election quite close. This panel will examine the persuasive effects of the presidential debates and personality and issue salience and interpretation.

Friday 3:30-4:45pm Carnegie I

Transfer and Articulation: The Confluence of Two-year and Four-year Institutions

Sponsor: Community College
Chair: **Jessica Papajcik**, Stark State College

Panelists: **Tom Donlan**, Montgomery County Community College
Susan M. Ward, Delaware County Community College
Rita Rosenthal, Boston College
Roberta Kosberg, Curry College

While community colleges have multiple missions, one of particular note is the necessity of paying careful attention to course transferability. This mission includes working closely with four-year institutions to establish articulation agreements that ensure students a smooth transition from the two-year institution to the four-year institution. Attendees can expect to gain insight about how transferability affects articulation agreements.

Friday 3:30-4:45pm Bob & Delores Hope

Top Three Competitive Papers in Media Communication

Sponsor: Media Communication
Chair: **Monica Brasted,** State University of New York, College of Brockport
Respondent: **Nicholas D. Bowman,** West Virginia University

"Democratization & the Media: The Case of Burma"*
Brett Labbé, Bowling Green State University

"Generational Differences in Use of News Formats: An Application of the Theory of Planned Behavior"
Rebecca M. L. Curnalia, Youngstown State University
Dorian L. Mermer Youngstown State University

"Framing a Killing: The Stuart Murder Hoax and the Boston News Media"
Brian Lepine, Bridgewater State University

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

*Student

Friday 3:30-4:45pm Parkview East

Student Styles and Peer Relationships in the Classroom

Sponsor: Instructional Communication
Chair: **Sara Weintraub,** Regis College
Respondent: **Kerry Byrnes,** Collin College

"Students' Perceptions of College Classroom Connectedness, Assimilation, and Peer Relationships"
Michael Solitto, West Virginia University
Zachary D. Johnson, West Virginia University
Scott A. Myers, West Virginia University

"Alternative Break Experiences: Connecting with Peers, Satisfaction, and Program Affect"
Zachary D. Johnson, West Virginia University
Matthew M. Martin, West Virginia University

"Attribution Theory in the College Classroom: Examining the Relationship of Student Attributions and Instructional Dissent"
Sara LaBelle, West Virginia University
Matthew M. Martin, West Virginia University

"Instructional Dissent as a Function of Student Conflict Styles"
Alan K. Goodboy, West Virginia University
San Bolkan, California State University, Long Beach

Friday 4:00-5:00pm Anchor

Organizational Communication Business Meeting

Friday 5:00-6:00pm Shadyside

Nonverbal Communication Business Meeting

Friday 5:00-6:15 Conference A

Top Competitive Papers in Rhetoric & Public Address

Sponsor: Rhetoric & Public Address
Chair: **Brent C. Sleasman**, Gannon University
Respondent: **Trevor S. Parry-Giles**, University of Maryland

"Hope in the Head: Optimism and the Rhetoric of Negation in Jefferson's First Inaugural Address"
Marnie Ritchie, Syracuse University

"A More Perfect European Union?: Space, Time, and the Transnational Networks of the EU's Embassy Open House in Washington, D.C."
Timothy Barney, University of Richmond

"'This is Not How I Want My Family to Remember 9/11': Contesting Visual and Spatial Representation in Tucson's *Moving Memories* Memorial"
Sarah Bishop, University of Pittsburgh

This panel features the top three competitive papers from the Rhetoric & Public Address Interest Group from this year.

Friday 5:00-6:15pm Oakmont

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

From Getting Old to Cleaning Our Teeth – Media in America Today

Sponsor: Undergraduate Scholars Conference
Chair: **David T. McMahan,** Missouri Western State University
Respondent: **Nancy Bressler,** Bowling Green State University

"The Stereograph and the Stereoscope: Visuality and Mass Medium in 19th Century America"
Astoria Aviles, University of Richmond

"The 'Dark Side' of Teeth Whitening: Smile Enhancement or Smile Exploitation?"
Emily C. Wagner, SUNY Geneseo

"Fear of Aging: The Mass Media's Role in the Anti-Aging Industry in America"

Emily C. Wagner, SUNY Geneseo

This panel takes a scholarly approach to examining the current state of both how visuality in mass media functions but also how the media represents teeth whitening and how we age in America.

Friday 5:00-6:15pm Phipps

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Rhetorical Address in Modern Contexts

Sponsor: Undergraduate Scholars Conference
Chair: **Abbe Depretis,** Christopher Newport University
Respondent: **Mary L. Kahl,** Indiana State University

"'You Are Not Special:' A Rhetorical Examination of David McCullough Jr's June 2012 Commencement Address at Wellesley High School in Wellesley, MA"
Alexander E. Hopkins, College of William & Mary

"Influencing Unity: Analysis of Common's —The People"
Jamilah Spears, Abilene Christian University

"The Year of the Ballot or the Bullet: Redux"
Justin Charron, Three Rivers Community College

The papers on this speech all represent versions of modern rhetorical address. Although the artifacts may differ from those classically studied, the implications are just as viable and telling.

Friday 5:00-6:15pm Riverboat

Driven to Campaign: Strategies for Developing Distracted Driving Campaigns Aimed at Teens

Sponsor: Health Communication
Chair: **Virginia McDermott**, High Point University

"Campaign One: Grab Life by the Wheel"
Matt Ritter, Duquesne University
Brandon Roach, High Point University
Erica Gibson, High Point University

"Campaign Two: 2 Seconds Can Mean a Lifetime"
Brent Sterling, High Point University
Steffi Cook, High Point University
Melissa Plunkett, High Point University

"Campaign Three: Take the Phone, Save a Life"
Karole Johnson, High Point University
Haley Randazzo, High Point University
Jacqueline Brannon, High Point University

"Campaing Four: Control Your Fate, the Call Can Wait"
Brandon Rivera, High Point University

"Campaign Five: 2 Much 2 Lose"
Joel Gerber, High Point University

The primary killer of US teens is motor vehicle accidents; distracted driving is the main cause. This roundtable presents five different targeted campaigns addressing teen distracted driving. Each campaign includes videos, posters, and radio PSAs and was developed for specific high schools or university. Presenters will overview the challenges of creating engaging, evidence-based campaigns on small budgets. The discussion will focus on strategies for targeting teens. Campaign materials will be available for viewing and use.

Friday 5:00-6:15pm Carnegie II

Friday 5:00-6:15pm Conference B

International Media, Race and Authenticity

Sponsor: Media Communication
Chair: **Hans C. Schmidt,** Pennsylvania State University, Brandywine
Respondent: **Elizabeth L. Cohen**, West Virginia University

"Postsocialist Political Economy of Media in Bulgaria"*
Martin Marinos, University of Pittsburgh

"Accounting for Oral Culture: Analyzing Indian Media System"*
Sumanth Inukonda, Bowling Green State University

"Documenting the Erasure of the Black Body from the City: Race and Revitalization in Detroit"*
Craig Hennigan, Wayne State University

"Analyzing The "Making-Of-The-Ad" Video and Its Implications for Authenticity and Strategic Communication"*
Jessica Francis, Rochester Institute of Technology

*Student

Friday 5:00-6:15pm Vandergrift

Reclaiming Voices: Practices of Silencing and Speaking Identity

Sponsor: Voices of Diversity
Chair: **Sheena Howard,** Rider University
Respondent: **Shinsuke Eguchi,** University of New Mexico

"Playing the Gender Binary Game and Breaking the Rules: An Exploration Into the Lives of Transgender Individuals"*
Katy Ross, Texas Tech University

"Harvey Milk's Hope Speech: Defying the Queer Myth"*
Christopher S. Perello, Syracuse University

"Identity Denial as an Obstacle to Integrated Bicultural Identity: The Case of Jeremy Lin"*
Jessica Lu, University of Maryland College Park

"The 2010 U.S. Senate Don't Ask, Don't Tell Debate: A Question of Military Rights"*
Jeffrey Nelson, Kent State University

*Debut Paper

Stigmatized identities are often silenced. These competitive papers each explore how silence is constructed and how it can be broken through acts of communication. Each paper is a new voice in communication studies – bringing a fresh perspective to issues around race, gender and sexuality.

Friday 5:00-6:15pm Conference C

Confluence: At the Crossroads of Education and Social Media

Sponsor: Communication and Technology
Chair: **Lauren Lemley,** Abilene Christian University
Respondent: **Zoe Carney,** Georgia State University

"#SocialMedia @StudentEngagement"
Sarah Zaitchik, University of Texas at Austin

"A Path to Collaborative Learning: Virtual Teamwork in the College Classroom"
Gamze Yilmaz, University of Massachusetts Boston

"Going Viral: 'Real Time' Instruction Via Social Media"
Margaret Moore, Abilene Christian University
Keri Gray, Abilene Christian University
Sarah Beardsley, Abilene Christian University
Gabriela Lane, Abilene Christian University
Kyndall Howard, Abilene Christian University

As universities continue to embrace social media as an avenue to connect with and engage students, professors must also continue to develop and evaluate new ways to leverage the power of these sites for educational purposes. This panel will focus on the role social networking sites can play as educational resources that provide new platforms for collaboration and application, and new sources of information and engagement.

Friday 5:00-6:15pm Bob & Delores Hope

Friday 5:00-6:15pm Parkview West

Talking Tactics: Mediated Messages, Audience Attention, and Imposing Ideologies

Sponsor: Interpretation and Performance Studies
Chair: **Candi S. Carter Olson**, University of Pittsburgh

Panelists: **David Landes**, University of Pittsburgh
Meredith Guthrie, University of Pittsburgh
Christina E. Saindon, Southern Illinois University
Heather Liebling, University of Pittsburgh

This panel matches a confluence of communication disciplines to examine how audience attention is directed in ways that create controlling ideologies. From the marketing of *Brave's* Merida as a stereotypical princess to the framing of newswomen as sexualized objects to a performance piece that shows how the ideology of "fat" is created, we use our differing perspectives to examine how meaning and identity are developed by the media focusing an audience's attention.

Friday 5:00-6:15pm Parkview East

Communication Classroom Confluence: Joining Innovative Video Technologies and Pedagogical Techniques in the Traditional and Online Instruction

Sponsor: Instructional Communication
Chair: **Adam C. Earnheardt,** Youngstown State University
Respondent: **Candice E. Thomas-Maddox**, Ohio University - Lancaster

Panelists:
Adam C. Earnheardt, Youngstown State University
Norma Jones, Kent State University
Mary Beth Earnheardt, Youngstown State University
Daniel J. O'Neill, Youngstown State University
Amber Ferris, University of Akron Wayne College
Jennifer Wood, Penn State New Kensington

This panel will explore innovative virtual and traditional classroom technologies, as well as innvoative ways new technologies are being used to replace or supplement traditional methods of instruction.. These papers offer some guidelines for using a collection of new media video technologies in more supportive and less intrusive ways (for the students and the instructor). Panelists have developed robust, compelling, and theoretically-sound examinations of issues of using these new technologies in their classrooms and beyond.

Friday 5:00-6:15pm Oliver

Applied Communication in the Classroom and Beyond

Sponsor: Applied Communication
Chair: **Tatyana Dumova**, Point Park University

Respondent: **Janie M. Harden Fritz**, Duquesne University

"Writing Theory and Communication Theory Converge in Process Portfolios"
Stephanie L. Verni, Stevenson University

"Bullying Intervention Methods and Their Effectiveness: An Analysis of Six Schools"
Diana Romano, James Madison University*
Michael Gulotta, James Madison University*

"Narrative Paradigm in the Work of Charles Chesnutt: The Effect of Storytelling"
Andrea Matuszak, Point Park University*

* Debut

This panel features a collection of papers that focus on theory and application to the learning process and classroom-related issues.

Friday, 6:30-8:00pm

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

Sponsor: Political Communication

Hosts: **Jason A. Edwards,** Bridgewater State University
Janis L. Edwards, University of Alabama
Tracey Quigley Holden, University of Delaware
J. Kanan Sawyer, West Chester University

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. *Wine 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 8:00-9:00pm Carnegie I

12 Step Group Meeting

Saturday 8:00-9:15am Phipps

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Political Television – Fair and Balanced?

Sponsor: Undergraduate Scholars Conference
Chair: **Rebecca Curnalia,** Youngstown State University
Respondent: **Beth Waggenspack,** Virginia Tech University

"Fox News and the Anti-American Perception of President Barack Obama"
Mark Armstrong, SUNY Geneseo

"The News That Matters: Analysis of Local News Coverage by Competing Television Stations"
Kirstin Cook, Wilkes University

"Viewer Perceptions and Awareness Associated with Differing Television News Formats"
Melissa Benjamin, King's College
Brandi George, King's College
Tessa Markiewicz, King's College

This panel of papers examines how modern television stations (both cable and local networks) view and discuss news today while explore the rhetorical implications of the news process.

Saturday 8:00-9:15am Conference B

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Modern Conceptualizations of Sex and Communication

Sponsor: Undergraduate Scholars Conference
Chair: **Janice Anderson,** SUNY New Paltz
Respondent: **Chizoba Udeorji,** City University of New York Kingsborough

"Fifty Shades of Dirty Minds: Erotic Fiction Cover Design and Audience Construction"
Jennifer L. Gorfine, The George Washington University

"Lee's Love Styles, Sexual Expectations, and Non-Traditional Sex Acts"
Holland Beiler, James Madison University
Tina Liu, James Madison University
Sarah Smoot, James Madison University

"Friends with Benefits: College Students' Perceptions of a Controversial Relationship"
Holly Mathers, McDaniel College

This panel examines the intersection of sex and communication. Two papers specifically examine the rhetoric of the popular book *Fifty Shades of Grey* while the last paper examines college students' perceptions of "friends with benefits."

Saturday 8:00-9:15am Oakmont

Applying Technology in Public Relations, Tourism and Virtual Teams

Sponsor: Communication and Technology
Chair: **Rudy Pugliese,** Rochester Institute of Technology
Respondent: **John Feaster,** Rowan University

"Attitudes and Perceptions of Public Relations Professionals Towards Graduating Students' Skills"
Danny Paskin, California State University, Long Beach

"Theory into Practice: Designing for Presence in Blended Tourism Experiences"
Malwina A. Buldys*, Rochester Institute of Technology
Brian O'Keefe, Rochester Institute of Technology

"A Quest for a Linguistic Approach to Subgroup Formation in Virtual Teams"
Gamze Yilmaz, University of Massachusetts Boston

*Student Debut

Saturday 8:00-9:15am Vandergrift

A Confluence of Rhetorical Analyses

Sponsor: Rhetoric & Public Address
Chair: **Michael Tumolo, Duquesne University**

"A Musician's Response to 9/11: An Analysis of Songs Written After 9/11 Using Cluster Criticism"
Emily Bushnell, Abilene Christian University

"¿Armas para qué?: A Rhetorical Analysis of Fidel Castro's *Against Complacency* Speech"
Alexander L. Lancaster, California State University - Long Beach

"From McCarthyism to Mort Sahl's America: A Rhetorical Analysis of the 'New Comedy' Movement"
Matthew R. Meier, Bowling Green State University

These competitively selected papers explore various approaches to rhetorical criticism and analysis.

Saturday 8:00-9:15am Sternwheeler

CMM and Beyond: Celebrating the Life of W. Barnett Pearce

Sponsor: First Vice President
Chair: **Janette Kenner Muir**, George Mason University

"The Uniqueness of CMM"
Vernon E. Cronen, University of North Carolina, Wilmington

"Getting Hold of the Difficulty Deep Down: Barnett Pearce and the Communication Perspective"
John Chetro-Szivos, Fitchburg State University

"CMM and the future: Creating Communication Complex"
John Parrish-Sprowl, Indiana University Purdue University Indianapolis

"CMM in the Era of Social Media"

Rod Carveth, Morgan State University

In the mid-1970s there was a tangible sense of wonder and adventure as Vernon Cronen and W. Barnett Pearce participated in what came to be known as"The Great Paradigm Debate" in the social disciplines. Seen as a radical departure then, now many communication theories share commitments to the Coordinated Management of Meaning (CMM) once considered to be very radical. This early work elevated communication from the immaterial or instrumental, rendering the simple sender receiver model as inadequate to explain the constitutive nature of communication and the materiality of communication. Barnett Pearce's contributions have had a significant impact on the Communication discipline and the many scholars who have worked with him or considered CMM theory in their own research. This panel celebrates the life of Barnett Pearce by looking at the impact of CMM and how it has informed research into the 21st century.

Saturday 8:00-9:15am Conference C

Crisis, Support and Health Literacy

Sponsor: Health Communication
Chair: **Heather Carmack**, James Madison University
Respondent: **Virginia McDermott**, High Point University

"Development and Validation of the Perceived Oral Health Literacy Scale"
Sarah LaBelle, West Virginia University
Keith D. Weber, West Virginia University

"Message Features Affecting Perceived Quality of Peer Support among People Recovering from Eating Disorders"
Jessica E. Akey, The State University of New York at Fredonia
Hsin Lin, The State University of New York at Buffalo
I-Hsuan Chin, The State University of New York at Buffalo
Tera kane, The State University of New York at Buffalo
Lance Rintamaki, The State University of New York at Buffalo

"Assessing the Accuracy of Trauma Patient Prioritiation: Assessing the Efficiency of the M.I.S.E.R. Categorization and Communication Channel in Crisis Communication"
Theodore A. Avtgis, Ashland University
E. Phillips Polack, West Virginia University
David Kappel, West Virginia University
Alison Wilson, West Virginia University
Lee B. Smith, West Virginia University
Jennifer Knight, West Virginia University

"A Health Ecological Model for Health Communication: An Expanded View to Include a New Multi-Contextual Approach"
Andrea Meluch, Kent State University

Saturday 8:00-9:15am Parkview West

Creating, Remembering or Forgetting: Public Places as Confluence of Memory or Amnesia

Sponsor: Argumentation & Forensics
Chair: **Todd Allen,** Geneva College

"Remembering 9/11: Creating a Confluence of Site, Memory and Healing Away From Ground Zero"
Carl T. Hyden, Morgan State University

"Celebrating History and Speaking to the Dead: The Rhetoric of Place and Lily Dale Assembly"
Andrea McClanahan, East Stroudsburg University

"Cambridge, Maryland: Forgetting and, then, Marginally Remembering the Civil Rights Past"
Theodore F. Sheckels, Randolph-Macon College

What is it about place that makes us remember – or forget? According to the idea of genius loci, or "the distinctive character or atmosphere of a place," place creates powerful impressions on people. Sometimes place becomes a site of memory and healing like the various memorials commemorating 9/11. Sometimes place is where you go to talk with the dead; like Lily Dale in New York. Sometimes place is forgetting as some residents of Cambridge, MD, have tried to do. This paper session looks at these three places and how they create confluences of memory or amnesia.

Saturday 8:00-9:15am Parkview East

Shifting Images of Togetherness: Television's Changing Representation of Marriage and Family

Sponsor: Media Communication
Chair: **Jack Banks**, University of Hartford
Respondent: **Nancy Bressler,** Bowling Green State University

"The Family Effect: Pro-Family Rhetoric Meets LGBT Politics"
Benjamin Elmgren, Eastern Michigan University

"Whose Wedding is It…Really? The Role of Family in *Say Yes to the Dress"*
Ashley Beman, University of Hartford

"What's with the Home Work?! A Post-Burkean Perspective on Counter-Narratives about Working from Home"
Courtney Wright, Bowling Green State University
Jennifer Lafata. Eastern Michigan University

"Laughter That Reinforces or Contests Conventions about Family and Relationships: An Analysis of New Sit-coms *The New Normal* and *Partners"*
Jack Banks, University of Hartford

Saturday 8:00-9:15am Shadyside

Community-based Learning in an Age of Confluence: Issues and Applications

Sponsor: Applied Communication
Chair: **Todd Kelshaw**, Montclair State University
Respondent: **Tatyana Dumova,** Point Park University

"Democratizing Campus/Community Partnerships: The Shift from 'Service-learning' to 'Engagement-learning'"
Todd Kelshaw, Montclair State University

"Performative Dimensions of Service-learning as Democratic Engagement"
Deanna Shoemaker, Monmouth University

"Place-Based Education and Student Engagement: Tales from the Field"
Christine A. Lemesianou, Montclair State University

"Teaching Rural Leadership through Community Involvement"
Lynn S. Cockett, Juniata College

"Higher Education Partners with the Private Sector: Shifts in Higher Education toward the Entrepreneurial Model"
Rory Raabe, Ithaca College

Campus/community confluences occur in pedagogical, scholarly, co-curricular, and infrastructural ways. Presenters explore emerging issues and applications of community-based partnerships in terms of their consequences for democratic society. Specifically, panelists propose concepts and methods for democratically enhancing service-learning; illustrate how community-based learning fosters emotional connections to community; explore how online coursework may connect students and non-profit organizers for collaboration; and assess assumptions and practices of financially motivated partnerships between higher educational and business institutions.

Saturday 8:00-9:15am Riverboat

Life is a Body Shop: Researching the Intersections of the Female Body and Culture

Sponsor: Voices of Diversity
Chair: **Lorin Basden Arnold,** Rowan University

"Hot messes and the Sick Women who Make Them: Burke, Dirt and the Perfectable Self in *Clean House"*
Joy M. Cypher, Rowan University

"The Curse of Essentialism: Feminist Art, Women's Bodies, and the Problem of Art History"
Andrew Hottle, Rowan University

"Identity and Virtual Communities: Exploring the Construction of Self in *Second Life"*
L. Meghan Mahoney, West Chester University

"Iron(wo)men in Underpants: Embodiment of Resistance and Reification in the Performance of the Female Triathlete Body"
Maria Simone, Rowan University
Daniel Strasser, Rowan University

"I Don't Know Where I Start and End: The Female Body and Family Roles"
Lorin Basden Arnold, Rowan University

Utilizing a variety of theoretic and methodological frameworks, panelist address intersections between the female body, body expectations, and other elements of the life experience. They consider the social and cultural impacts on our constructions of the female body and the lived consequences of those rhetorical processes. In lieu of a respondent, the audience is invited to join us in a discussion of the panel themes.

Saturday 8:00-9:15am Oliver

Top Competitive Papers in Instructional Communication

Sponsor: Instructional Communication
Chair: **Christopher J. Claus,** West Virginia University
Respondent: **Candice E. Thomas-Maddox,** Ohio University - Lancaster

"Academic Entitlement, Grade Orientation, and Classroom Justice as Predictors of Instructional Beliefs and Learning Outcomes"
Jessalyn I. Vallade, West Virginia University
Matthew M. Martin, West Virginia University

"No Complain, No Gain: Students' Organizational, Relational, and Personal Reasons for Withholding Rhetorical Dissent from their College Instructors"
San Bolkan, California State University, Long Beach
Alan K. Goodboy, West Virginia University

"A Comparison of Traditional and Hybrid Teaching: The Effects on Student Learning and Engagement"
Kristen LeBlanc Farris, Texas State University – San Marcos
Laura R. Brown, Texas State University – San Marcos

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

Saturday 8:00-9:15am Conference A

Top Papers in Political Communication

Sponsor: Political Communication
Chair: **Jason A. Edwards**, Bridgewater State University
Respondent: **Kristin English**, Georgia College and State University

"Motivations to Engage in Pro-Environmental Behaviors: A Pilot Study of Persuasive Stimuli and the Theory of Planned Behavior"
Paula Hopeck, Purdue University

"Not All Capitalist Stories are Created Equal: Mitt Romney's Bain Capital Narrative and the Deep Divide in American Economic Rhetoric"
David G. Levasseur, West Chester University

"The Rhetoric of Family Values in the 1962-1982 National Women's Rights Debates"
Jill M. Weber, Hollins University

This panel features the top competitive papers for the political communication interest group.

Saturday 8:00-9:15am Lawrence Welk

Communication in an International Context: A Fulbright Scholar Experience

Sponsor: First Vice President

Presenter: **Dom Caristi**, Ball State University

This session will address the elements composing the Core Fulbright Scholar program for U.S. and visiting scholars, the Fulbright Specialist Program, NEXUS Regional Scholar Program, and Occasional Lecturer Fund, focusing on how the

presenter's experiences as a Fulbright Scholar in both Greece and Slovenia impact his own work and internationalization for his home institution. The session will also address questions about the general application process for Fulbright programs.

Saturday 8:00-9:00am Carnegie II

Philosophy of Communication Business Meeting

Saturday 8:00-9:00am Anchor

Media Ecology Business Meeting

Saturday 9:00-10:00am Anchor

Communication Traits Business Meeting

Saturday 9:00-10:00am Carnegie II

Theory & Methodology Business Meeting

Saturday 9:30-10:45 am Conference C

Top Competitive Papers in Philosophy of Communication

Sponsor: Philosophy of Communication
Chair: **Leeanne M. Bell McManus,** Stevenson University
Respondent: **Ronald C. Arnett,** Duquesne University

Making the Erotic Life Speak: Sexual Consent and the Limits of the Speaking Subject
Larissa A. Brian, University of Pittsburgh

Engaging the Domestic Violence Registry through Deleuze, Nietzsche, and Badiou: Multiplicities, Master/Slave and Naming
Erin Potts, University of Utah

Der Muselmann and *die haftlinge*: Examining the Ethical and Political Significance of Holocaust Research
Matthew Gayetsky, University of Pittsburgh

The Sphinx of Rhetoric: Humor, Absurdity, and the Theory of Comedy
Christopher Adamczyk, Texas Tech University

This panel features the top papers within the interest group.

Saturday 9:30-10:45pm Vandergrift

Top Competitive Papers in Interpersonal Communication

Sponsor: Interpersonal Communication
Respondent: **Katherine S. Thweatt,** West Virginia Wesleyan College

"The development and Validation of the New Helicopter Parenting Instrument (NHPI)"
Kelly B. Odenweller, West Virginia University
Keith D. Weber, West Virginia University

"Narcissism, Communication Competence, and Relational Satisfaction in Roommate Relationships"
Elizabeth A. Ditrinco, West Virginia University
Melanie Booth-Butterfield, West Virginia University (Presenting)

"Maintaining Relationships on Facebook: Associations with Uncertainty, Jealousy and Satisfaction"
Margaret C. Stewart, Bloomsburg University
Alan K. Goodboy, West Virginia University
Marianne Dainton, LaSalle University

This panel features the top three competitive papers from the Interpersonal Communication Interest Group.

Saturday 9:30-10:45am Phipps

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Text Me! College Students Use of Mediated Interpersonal Interactions

Sponsor: Undergraduate Scholars Conference
Chair: **Eric Fife,** James Madison University
Respondent: **Catherine Wright,** George Mason

"College Students Use of Smartphone Communication in Maintaining and Challenging Face"
Anna J. DiRienzo, SUNY Geneseo
Kayla I. Holmes, SUNY Geneseo

"Perceptions of Social Communication Differences within Online and Face-to-Face Communication"
Jeana Fidyk, Drexel University

"Smartphone Communication: Negotiation of Face Needs by College Students"
Shelly Massachi, SUNY Geneseo
Sean Leigh, SUNY Geneseo

"Discovering the Personal Story: Friendship Development through Online Communication"
Sheralee Fielder, Hollins University

This panel explores how college students are utilizing modern communication technologies and how it impacts their interpersonal relationships.

Saturday 9:30-10:45am Oakmont

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Advertise This!

Sponsor: Undergraduate Scholars Conference
Chair: **Nicole A. Smith,** Lynchburg College
Respondent: **Adam C. Earnheardt,** Youngstown State University

"A Theoretical Analysis of the Reconstructed National Youth Anti-Drug Media Campaign's 'Above the Influence' Brand and Anti-Drug Behavior in Adolescents through The Theory of Planned Behavior"
Dana Perotti, West Chester University of Pennsylvania

"'Go Forth': A Visual Analysis of Levi's Advertising Campaign"
Erin Hutson, Rochester Institute of Technology

"Persuasion in Historic Coca-Cola Advertising"
Edward Breiner, The Pennsylvania State University, Schuylkill Campus

"The Intentional and Unintentional Roles of English in Global Advertising"
Anna Verneuille, SUNY Geneseo

These four papers represent different approaches to understanding and studying the persuasive impact that advertising has in a modern society.

Saturday 9:30-10:45am Oliver

Confluence: When Health and Technology Communication Collide

Sponsor: Communication and Technology
Chair: **Sarah Zaitchik,** University of Texas at Austin
Respondent: **Gamze Yilmaz,** University of Massachusetts Boston

"A Content Analysis of Self-Help Internet Discussion Boards: What They Do, What They Don't Do"
Jonathan Howard Amsbary, University of Alabama at Birmingham
Larry Powell, University of Alabama at Birmingham

"Blogging Post- Partum Depression: Disclosure as Seeking Social Support in an Online Motherhood Community"
Sarah Zaitchik, University of Texas at Austin

"Uses and Gratifications in Health-Related Internet Information-Seeking: An Exploration of Possible Positive and Negative Effects"
Andrea Meluch, Kent State University

"Interactive Construction of Self-Perceived Beauty and Health among Young Women in Computer-Mediated Contexts: An Ethnographic Analysis of Online Cosmetic Surgery and Diet Support Group"
Jinyoung Kim, University of Wisconsin-Milwaukee

This panel will focus on the cutting-edge research being conducted at the intersection of health and mediated communication. A myriad of contexts, including mental and physical health, are discussed, utilizing a variety of methodologies including: content analysis, grounded theory, and ethnography, as well as various mediated channels, including discussion boards, blogs, and online support communities.

Saturday 9:30-10:45am Conference B

Top Competitive Papers in Inter/Cultural Communication

Sponsor: Intercultural Communication
Chair: **Kathleen Glenister Roberts,** Duquesne University
Respondent: **Alberto Gonzalez,** Bowling Green State University

" '*I was 'fortunate' enough to have been born a white male*': Whiteness, Pedagogy, and Cultural Identities in an Intercultural Communication Course"
Yea-Wen Chen, Ohio University
Nathaniel Simmons, Ohio University

"A U.S.-China Investigation of the Effects of Perceived Partner Conflict Styles on Outcome Satisfaction: The Mediating Role of Perceived Partner Conflict Competence"
Qin Zhang, Fairfield University

" 'You'd *Better* Go to School Today LOL!'Rethinking the Communication Theory of Identity in the Era of Social Network Sites"
Maria Kuntz Lewis, University of Denver
Lynn Schofield Clark, University of Denver

"Silenced No More?: A Thematic Analysis of Identity Negotiation in the Wake of the DADT Repeal"
Kathryn Starkey, Texas Tech University

This panel features the top four competitive papers from the Intercultural Communication Interest Group.

Saturday 9:30-10:45am Parkview West

Community of the Spectacle: Snapshots of Display as they are Loved or Hated, Embraced or Shunned

Sponsor: Rhetoric & Public Address
Chair: **Elizabeth Reeves O'Connor**, Rochester Institute of Technology
Respondent: **J. Gregory Payne**, Emerson College

"The Non-Construction of the Political Spectacle in the 2012 Republican Primary: Economic Rhetoric and the Empty House"
Grant Cos, Rochester Institute of Technology

"The Home Going Service of Whitney Houston: A Dynamic Spectacle that Invited America and the World to Church"
Keith Jenkins, Rochester Institute of Technology

"Chair Lynching and the 2012 Presidential Election: Spectacle and its Role in Visual Argument"
Kelly Norris Martin, Rochester Institute of Technology

"The Titan and 'The Other Woman': Towards Narrativity and Spectacle in the Steve McNair Murder Scandal"
R. Pierre Rodgers, George Mason University
Amy J. Sullivan, George Mason University

Following 9-11 and a worldwide economic calamity, we examine spectacle and how it is currently being enacted in America's political sphere (e.g. Romney and the Republican Party), popular music culture (e.g. death of Whitney Houston), sports arena (e.g. Steve McNair scandal) and through visual argument (e.g. chair lynching of President Obama). We ask, what kinds of incidents today are capable of creating this rhetorical exigency and what do they tell us about powerful players in our community?

Saturday 9:30-10:45pm Carnegie III

Confluence and Convergence: Communicating Perspectives on Political Participation

Sponsor: Political Communication
Chair: **Richard E. Vatz**, Towson University
Respondent: **E. Michelle Ramsey**, Penn State University, Berks

"They Grew Up Here Believing They Were Americans": The DREAM Act and Comprehensive Immigration Reform"
Lisa Gring-Pemble, George Mason University
Duhita Muhatmya, George Mason University

"Elizabeth Warren's 2012 Senate Campaign: Professing Politics in an Age of Rage"
Tracey Quigley Holden, University of Delaware

"Language, Technology, and Persuasion: An Analysis of Cell Phone Use in Modern Engagement"
J. Kanan Sawyer, West Chester University

"Are Social Networking Sites Building Bridges to Nowhere?"
Maria Simone, Rowan University

Political participation is no longer politics as usual. With today's use of social media and technology to inspire engagement, we can forget that traditional forms of political participation are merging with new forms to uniquely represent the face of our citizenry. In keeping with our convention theme, we bring together examinations of engagement in their most traditional forms as well as through mediated forms to give a full representation of modern political participation

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Saturday 9:30-10:45pm Shadyside

Culture, Gender and Health Messaging

Sponsor: Health Communication

Chair: **Dionne Clemons,** Howard University
Respondent: **Sarah B. La Belle**, West Virginia University

"Socializing International Students to US Health: Memorable Health Messages about University Health Centers and American Healthcare"
Heather J. Carmack, James Madison University
Shireen Bedi, George Mason University
Sarah N. Heiss, University of Vermont

"Giving the Gift of Life: Examining the Relationship between Blood Donation and Organ Donation"
Hannah Ball, West Virginia University
Melissa Bekelja Wanzer, Canisius College
Timothy J. Servoss, Canisius College

"Talking About Our Bodies: The Importance of Consciousness Raising Groups for Advances in Hormonal Contraception"
***Skye Miner**, Brandeis University

"Women (Only?) Serving Women: Gendered Affects and Perceived Problems in Obstetrics and Gynecology"
* **Meredith L. Clements,** University of North Carolina at Chapel Hill

*This panel features two student papers from the Health Communication Interest Group.

Saturday 9:30-10:45am Conference A

Top Competitive Papers in Applied Communication

Sponsor: Applied Communication
Chair: **Nancy A. Wiencek**, Rider University
Respondent: **Linda Sampson**, Southern Connecticut State University

"College Connectedness: The Student Perspective"
Laura C. Farrell, North Dakota State University
Julie Fudge, North Dakota State University
Derek Jorgenson, North Dakota State University
Andrew D. Pritchard, North Dakota State University

"Exploring American Catholic Dioceses as Communicative Confluence"
Craig T. Maier, Duquesne University

"Assessing cues to action for early childhood developmental screening in Appalachia: Implications for promoting early childhood wellness"
Benjamin R. Bates, Ohio University
Dawn Graham, Heritage College of Osteopathic Medicine, Ohio University
Katie Striley, Ohio University
Spencer Patterson, Alta Ventures - Mexico
Aarti Arora, Ohio University
Jane Hamel-Lambert, Heritage College of Osteopathic Medicine, Ohio University

This panel features the top three competitive papers from the Applied Communication Interest Group.

Saturday 9:30-10:45am Riverboat

Ceremony and Memory in the Rhetorical Tradition

Sponsor: American Society for the History of Rhetoric
Chair: **Michele Kennerly,** Pennsylvania State University
Respondent: **Michele Kennerly,** Pennsylvania State University

"A History of Ceremonial Rhetoric"
Natalie Nardelli Gigliotti, Duquesne University

"'The Mere Ghosts of Auspices': A Defense of Uncertainty in Cicero's *De Divinatione*"
Michael Steudeman, University of Maryland – College Park

"Remembrance and Revision: Contemporary Public Memory of the Salem Witchcraft Crisis"
Lauren Lemley, Abilene Christian University

"The Stuff Memories Are Made Of"
Alyssa Anderson, New York University

This panel explores the relationship between ceremony, memory and the practice of rhetoric. The authors investigate this relationship in contexts as diverse as Neolithic crop rituals, Cicero's thoughts on divination, popular representations of the Salem witchcraft trials, and efforts to reclaim memories of the *Desaparecidos* of Argentina's Dirty War. Taken together, the papers suggest that the mutually reinforcing relationship of ceremony and memory must always have a rhetorical dimension.

Saturday 9:30-10:45am Sternwheeler

Communication Departments: At the Confluence of Interdisciplinary Course Design

Sponsor: Community College
Chair: **Mary Mino**, Pennsylvania State University-DuBois
Respondent: **Nadine Cichy**, Sinclair Community College

Panelists: **Rebecca Townsend**, Manchester Community College
Michelle Simpson, College of Southern Maryland
Tom Donlan, Montgomery County Community College
Tanya Gardner, Delaware County Community College

This panel will examine how communication departments are uniquely positioned in colleges and universities to offer interdisciplinary courses, or courses with interdisciplinary projects, in partnership with other disciplines. Panelists will discuss pedagogical models, like service learning, used in Interpersonal Communication, Public Relations, Public Speaking and Intercultural Communication courses to create opportunities for students to partner with faculty and students from Statistics, Environmental Science, Art, Transportation, Planning, Geography, Engineering and ESL courses.

Saturday 10:00-11:00am Anchor

Voices of Diversity Business Meeting

Saturday 10:00-11:00am Carnegie II

Instructional Communication Business Meeting

Saturday 10:30-11:45pm Frick

Graduate Poster Session

Saturday 11:00-12:00pm Anchor

Applied Communication Business Meeting

Saturday 11:00-12:00pm Sternwheeler

Intercultural Communication Business Meeting

Saturday 11:00-12:00pm Riverboat

Interpersonal Communication Business Meeting

Saturday 11:00-1:00pm Sky

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Top Papers and Luncheon

Sponsor: Undergraduate Scholars Conference
Chair: **Jason S. Wrench,** SUNY New Paltz
Respondent: **Lynda L. McCroskey,** California State University, Long Beach

"The Intentional and Unintentional Roles of English in Global Advertising"
Anna Verneuille, SUNY Geneseo

"Times Square Kiss: A rhetorical analysis of the iconic photograph 'V.J. Day in Times Square' by Alfred Eisenstaedt"
Erin Moyer, University of Richmond

"Commoditizing Occupy Wall Street: Co-optation of a Subculture Social Movement"
Alysen L. Wade, Indiana University-Purdue University Fort Wayne

"Verbal Aggression, Self-Esteem, Self-Control, Conversation Orientation, and the Romantic"
Lucie Fremeau, California University of Pennsylvania

This panel presents the top four papers from the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference. The USC luncheon will follow the paper presentations and response.

Saturday 11:30-12:45pm Conference B

Crafting and Framing Advocacy: Climate Change, Wall Street, Wisconsin, and Syria

Sponsor: Political Communication
Chair: **Lisa Gring-Pemble**, George Mason University
Respondent: **Janis L. Edwards**, University of Alabama

"Preaching to the Choir: Internet-Mediated Advocacy, Issue Public Mobilization and Climate Change"
Luis Hestres, American University

"Framing Dissenting Voices: An Analysis of the Occupy Wall Street Protests Coverage in the U.S. Media"
Cyril Latzoo, Duquesne University

"Hearing the Public: (Re)Constructing *The People* of Wisconsin"
Yvonne Slosarski, University of Maryland

"The Syrian Uprising in the Eye of the *New York Times"*
Khalaf M. Tahat, University of Oklahoma

This panel examines how a number of different voices have either crafted and/or framed different important social issues over the past couple of years.

Saturday 11:30-12:45pm Bob & Delores Hope

The Function and Future of the Discipline: A Confluence of Generations

Sponsor: First Vice President
Chair: **Deborah J. Borisoff**, New York University

Panelists: **James W. Chesebro**, Ball State University (Baby Boomer)
David T. McMahan, Missouri Western State University (Generation X)
Preston C. Russett, Ball State University (Millennial)

In 1991, in *Generations: The History of America's Future 584 to 2069*, William Strauss and Neil Howe proposed one of the schemes for distinguishing some 18 generations—in terms of continuity, age location in history, social role, cycles, and examples-- that constitute the sociocultural evolution of the United States. Since the mid- 2000s, the Pew Internet and American Life Project has repeatedly confirmed the statistical uniqueness of each generation in terms of media access, uses, and functions. The discipline of communication now has three distinct generations fully engaged in teaching and scholarship: Baby Boomers, Generation X, and Millennials. Each of these generations has been characterized by unique social experiences and personalities, which influence how members of

these respective generations view the world and influence the roles they perform within society at given moments in their lifespan. The purpose of this panel is to bring together members of these three generations to examine how each generation views the discipline of communication and foresees its future development with special attention given to the role of the Internet in human communication. Members of the audience will be strongly encouraged to share and discuss their own generational perspectives of the discipline and its future.

Saturday 11:30-12:45pm Shadyside

Converging Health, Safety, and Family

Sponsor: Health Communication
Chair: **Heather Cyr**, Southern Connecticut State University

"Mothers, Sons and Testicular Cancer: An Exploratory Investigation of Health Communication"
Nicole Graham, Canisius College
S. Catherine Foster, Canisius College
Melissa Bekelja Wanzer, Canisius College
Hannah Ball, Canisius College

"When Parents Talk about College Drinking: Converging Health and Family Communication"
Lisa Menegatos, Indiana University – Purdue University Fort Wayne
Linda C. Lederman, Arizona State University

"Save a Life: Campaign Design to Reduce Risky Driving Behaviors for Pedestrian Safety "
Zachary W. Goldman, West Virginia University
Maria Brann, West Virginia University

"Using Facebook Groups to Change Driving Attitudes and Behaviors Among Teens"
***Brandon Rivera**, High Point University

*This panel features a student debut paper.

Saturday 11:30-12:45pm Lawrence Welk

Fall 2012 Prime Time Network and Cable TV Programs: The Confluence of Age, Sex, and Race in Character Images

Sponsor: Media Communication
Chair: **Nancy Signorielli,** University of Delaware
Respondent: **James Shanahan,** Boston University

"Introduction to the Project and its Methods"
Nancy Signorielli, University of Delaware

"The Confluence of Age, Race and Sex in Relation to Occupations in Network Prime Time Programs"
Carolyn Markelz, University of Delaware
Steven Carter, University of Delaware

"The Confluence of Age, Race, and Sex in Relation to Violence in Network Broadcast Programs"
Colin Kearney, University of Delaware
Michaele Myers, University of Delaware

Christopher Volker, University of Delaware

"A Comparison of the Confluence of Age, Race and Sex in Characters on BET with Characters in Broadcast Network Programs"
Aumnoo Mohomad, University of Delaware

"The Confluence of Age, Race and Sex in Top Prime Time Cable Programs"
Alisha Davis, Boston University
Kimmy Hammett, Boston University
Maggie Wolf, Boston University
Andrea Goetz, Boston University
Rosalie Fransen, Boston University
Amanda Durocher, Boston University

Saturday 11:30-12:45pm Conference A

Top Papers in the Kenneth Burke Interest Group

Sponsor: Kenneth Burke Interest Group
Chair: **Elvera Berry**, Roberts Wesleyan College
Respondent: **Erik Garrett**, Duquesne University

"Recovery From Stuttering: An Application Of Pentadic Analysis To Narratives Of People Who Stutter"*
Matthew T. Althouse, The College at Brockport: State University of New York
Rodney M. Gabel, University of Toledo

"Prostate Cancer Screening Suggestions: A Pentad Critique"
Kathryn Anthony, University of Kentucky

"*Language as Symbolic Action:* A Burkean Analysis of Césaire's *Cahier d'un Retour au Pays Natal*"
Chelsea R. Binnie, Duquesne University

"Pontificating across the Confluence of Grammar, Dialectics, and Rhetoric: Exploring Kenneth Burke's Connection with Marshall McLuhan's Categories of the *Trivium*"
Brian Gilchrist, Duquesne University

Top competitive papers in the Kenneth Burke Interest Group.

*Top Paper

Saturday 11:30-12:45pm Parkview East

They're All Gonna Laugh at You: Best Practices for Bullying Prevention in Academia

Sponsor: Instructional Communication
Chair: **Timothy P. Mottet,** Texas State University – San Marcos

Panelists:
Jerry L. Allen, University of New Haven
Laura R. Brown, Texas State University – San Marcos
Matthew M. Martin, West Virginia University
Eun-A Mickey Park, University of New Haven
Alfred G. Mueller, II, Mount St. Mary's University

Molly Wertheimer, Penn State University
Mark Hickson III, University of Alabama at Birmingham

Even after years of research, bullying remains a problem in academia with no simple solution. This roundtable discussion will seek to discover what we can do to decrease or prevent bullying occurrences and how we can improve the educational climate in our classroom, department, or school. This panel includes bullying researchers from all levels of academia so that several sides of the issue can be explored.

Saturday 11:30-12:45pm Carnegie II

Confluence of Computer-Mediated Communication and Language Use

Sponsor: Communication and Technology
Chair: **Zachary W. Goldman,** West Virginia University
Respondent: **Ken Lachlan,** University of Massachusetts Boston

"Exploring How Social Interactions through Mediated Communication Influence Program Evaluation"
Jeremiah M. Johnson, University of Massachusetts
Jessie M. Quintero Johnson, University of Massachusetts Boston

"Language Use in Virtual Collaborations"
Gamze Yilmaz, University of Massachusetts Boston

"Strategic Use of Emoticons in Online Negotiation: Culture as a Moderator"
Lin Zhu, University of Massachusetts Boston

"Computer Mediated Communication: Its Impact on Language Norms"
Alyssa Jewett*, University of Massachusetts Boston

"The Language of Our Mass Personal Selves"
Nicholas D. Bowman, West Virginia University
David Westerman, West Virginia University

*Student Debut

The importance of written language as a primary tool of communication in computer-mediated communication creates a strong need for understanding how technology shapes social interactions and how adaptation to the technology affects social processes. This panel will discuss recent research findings at the intersections of computer-mediated communication, language use and social interactions.

Saturday 11:30-12:45pm Conference C

Social Media Measures and Methods: Locating Synthesis and Integration in Social Media Research

Sponsor: Theory and Methodology
Chair: **Tim Hudson**, Point Park University

"Developing a New Measure of Social Media Engagement for Health Issues: Integrating Social Cognitive Theory and Affordances"
Rebecca Ivic, University of Akron

"Proposed Model of Social Participation for Social Media Campaigns"

L. Meghan Peirce, West Chester University of PA

"The Role of Structure in Social Media Use: Locating Synthesis in Measuring Social Media Structures"
Tang Tang, University of Akron

Social media have offered new opportunities for confluence among users. Many social media studies provided guides on how to maximize profit or vitality. However, little research has focused on social media theory and method development. This panel presents three method studies that measure and evaluate social media across various communication disciplines, including health, development and marketing. Panelists argue for more methodology efforts to yield coherence and nuance to social media inquiry.

Saturday 11:30-12:45pm Parkview West

Short Course #4

Have Content…Need Publisher: Perspectives on the Confusing Confluence that Joins a Manuscript with Its Ideal Publisher

Presenters: **J. Kanan Sawyer**, West Chester University
James F. Klumpp, University of Maryland
Moira Donovan, Hayden-McNeil
Cheryl Falkowski, Pearson Publishing

As academics in pursuit of publication venues, we have likely produced manuscripts, course materials, or book proposals, and then wondered how to find that content a publication home. This short course is about the union between your content and publisher. You will be led through the process of publisher selection by two authors who have collaboratively worked with six publishers then go through the publication process with representatives from two competing publication houses (Hayden-McNeil and Pearson), who will lay out their procedures so you can learn to make your choices in finding a home for your content.

Saturday 11:30-12:45pm Oakmont

PRIDE Roundtable: Practical Resources in Diversity Education

Sponsor: Voices of Diversity
Chair: **Truman Keys,** Western Connecticut State University

Celeste Lacroix, College of Charleston
Kesha Morant-Williams, Penn State Berks
Paulette Brinks, Hofstra University
Shinsuke Eguchi, University of New Mexico
Chizoba Udeorji, City University of New York Kingsborough
Annette Madlock Gatison, Southern Connecticut State University

This interactive roundtable will be a fruitful discussion of practical tools to encourage diversity education. The Voices of Diversity Interest Group encourages the sharing of practical pedagogical tools to enhance discussions and awareness of diversity in the classroom. Each panelist will share a tool they have found successful in their own classrooms. Attendees should come ready with questions and willing to participate in a discussion on their own experiences and tools.

Saturday 11:30am-12:45pm Phipps

The 2012 Elections: *Our* Presidents talk about the Presidential Race

Sponsor: ECA President
Chair: **Nancy J. Willets**, Cape Cod Community College

Susan J. Drucker, Hofstra University
Donald A. Fishman, Boston College
Janie M. Harden Fritz, Duquesne University
Janette Kenner Muir, George Mason University
Mary L. Kahl, Indiana State University

Much has been said about this year's presidential campaign. Without question, the process generated much for communication scholars to examine. ECA's President Nancy Willets has invited some former ECA presidents to discuss the presidential campaign from primaries to the final voting tallies. This discussion will touch such aspects as the media coverage, debates, civility, campaign spending, and beyond. Comments from the audience will also be entertained.

Saturday, 11:30-12:45pm Vandergrift

Top Three Competitive Papers in Communication Traits

Sponsor: Communication Traits
Chair: **Kathleen M. Long**, West Virginia Wesleyan College
Respondent: **Jonathan Amsbary**, University of Alabama at Birmingham

The Relationships between Deceptive Affectionate Messages and Conflict Management, Verbal Aggressiveness, and Self-Monitoring
Hailey G. Gillen, West Virginia University
Rebecca M. Chory, West Virginia University

The Development and Testing of the Spanish-Language Versions of the Argumentiveness and Verbal Aggressiveness Scales
Christina Gonzalez Alcala, University of Akron
Andrew S. Rancer, University of Akron

The Malleability-Offensiveness Connection: The Role of Malleability of a Receiver Characteristic in Accounting for Level of Joke Offensiveness
Charles J. Wigley, III, Canisius College

This panel features the top three competitive papers from Communication Traits for this year.

Saturday 11:30am-12:45pm Oliver

Philosophy of Communication: Foundations & Explorations

Sponsor: Philosophy of Communication
Chair: **Cem Zeytinoglu,** East Stroudsburg University

Ronald C. Arnett, Duquesne University
Annette Holba, Plymouth State University
Brent C. Sleasman, Gannon University

This panel explores three foundational concepts that can serve as a framework for the study of philosophy of communication: *philosophical lineage*, *dialogue*, and *constructive hermeneutics*. This framework reminds us that one is better equipped to engage an idea when he or she is able to view that concept within a larger context both historically and philosophically.

Saturday 12:00-1:00pm Riverboat

Argumentation and Forensics Business Meeting

Saturday 12:00-1:00pm Sternwheeler

Communication Law & Ethics Business Meeting

Saturday 12:00-1:00pm Anchor

Rhetoric and Public Address Business Meeting

Saturday 1:00-2:15pm Allegheny

Past Officers' Meeting and Luncheon

Saturday 1:00-2:15pm Frick

Undergraduate Poster Session II

Sponsor: Undergraduate Scholars Conference

"Strike a Pose: The Male Model in GQ Magazine"
Amber Quattlebaum, Johnson C. Smith University

"Pink Boa Politics: The Confluence of 'Low Art' & Social Movement"
Jacob G. Robitaille, Ohio University - Lancaster

"Fictionalization of Fact: An Analysis of Mockumentary Themes in Werner Herzog's *Grizzly Man* and Banksy's *Exit through the Gift Shop*"
Eric Dirth, Saint Leo University

"Friends with Benefits"
Alicia Daddario, SUNY Oswego

"The Structure and Agency of Family Guy"

Rebecca Johnson, Christopher Newport University

"Nonverbal Communication Observation: An Analysis of Interpersonal Relationships"
Matthew Gorczyca, Canisius College

"Covert Contempt: Louis Farrakhan at the Million Man March"
Daniel Beresheim, St John's University

"Representation, Agenda Setting: Roles of South Korean Newspapers in Presenting an Evil Picture of North Korea"
Jaemoon Shim, SUNY Geneseo

"Looking Good in the Digital World: How Facebook Usage Can Develop and Show Concerns on Self-Image"
Christina Talhame, George Mason University
Katherine Lopes, George Mason University
David Fink III, George Mason University
Abdi Fatah, George Mason University

"Help Us, Help Others: Promoting a Future to Independence"
Amanda Cotellese, School
Travis Stevens, School
Brianna Vento, School
Katie Wandell, School
Angelica Waltman, School

"We Shall Go Up or Down Together: Framing President Obama's Economic Outlook"
Michael Jones, Delaware County Community College

"Reflections on Critical Reflections: Making Sense of Problematic Incidents"
Amanda Carosi, Penn State Brandywine

"Whispers of Sex, Social Class, and Cyber Bullying: *Gossip Girl* Season One"
Kai Clark, Johnson C. Smith University

"An 'I' for Jobs: A Rhetorical Examination of the Product Keynotes of Steve Jobs"
Alexander E. Hopkins, College of William & Mary

"The Significance of Family Stories: An Analysis of a Personal Story"
Onochie Esenwah, Canisius College

"Awesome Looks, Great Job!"
Daniel Frelly, Colorado State Univeristy

"Quantified Commitment: A Content Analysis of BP's Response to Crisis"
Alexander Griffith, The George Washington University

"Sugar and Spice and Everything not so Nice: *Toddlers and Tiaras* Season One"
Rachel Zeigler, Johnson C. Smith University

"Family Stories: A Connecting and Never-Ending Thread"
Taylor Allison, Canisius College
Elizabeth Harter, Canisius College

"The Global Impact of the Arms Race in Asia"
Jacob Edinger, Ramapo College of New Jersey

Saturday 1:00-2:15pm Anchor

The Confluence of Democratic Fora: Themes of Rhetoric and Democracy

Sponsor: Political Communication/Philosophy of Communication
Chair: **Jeremy Engels**, Pennsylvania State University

*"*The Rhetorical Difference: Autonomy, Contingency, and the Forcing of the Political"
Ethan Stoneman, University of Pittsburgh

"Democracy in its Anti-Democratic Fora: On Plato's Gorgias"
Randall Bush, Northwestern University

"Sites and Sights of Democracy: "Mujeres en el Arte" Performing Sexuate Civic Identity, Imagining Sexual Difference"
Caitlin Bruce, Northwestern University

"Democracy and *Ressentiment"*
Jeremy Engels*,* Pennsylvania State University

"Rhetoric and the Democratic Wound"
Paul Elliott Johnson, University of Pittsburgh

Rhetorical theorists are nearly universally convinced of the political necessity of democracy, but struggle over its meaning. Efforts to either "smooth out" democracy's rough edges with recourse to argumentation theory or to embrace the conflict-ridden nature of democracy encounter both the limits and opportunities of democracy in trying to flesh out the concept. This panel explores various fora that serve as confluences for rhetorical theorists interested in democratic theory and politics.

Saturday 1:00-2:15pm Parkview West

Short Course #5

Teaching a Course on Humor Communication: The Confluence of Theory and Context

Presenter: **Rachel L. DiCioccio**, University of Rhode Island

This short course will help teachers develop a course on humor communication. The fast-growing area of humor research represents a significant body of scholarship in the field of communication studies. We will discuss how to develop a semester-long humor course that examines contemporary theories, measures, and multiple dynamic contexts, including humor in relationships, families, organizations, medicine, education, and intercultural relations. Participants will be provided with course materials including a sample syllabus, assignments, ancillary supplements, and a copy of the new book, *Humor Communication: Theory, Impact, and Outcomes*, edited by Rachel L. DiCioccio and published by Kendall Hunt.

Saturday 1:00-2:15pm Phipps

Do Presidential Debate Formats Matter? A Public Debate

Sponsor: Argumentation & Forensics
Chair: **Jade Olson,** University of Maryland
Respondent: **Alexander Lancaster,** West Virginia University

Thomas McCloskey, University of Maryland
Theodore F. Sheckels, Randolph-Macon College
Timothy Barney, University of Richmond
Michael Steudeman, University of Maryland

Having viewed the three 2012 Presidential Debates and those from previous elections, the participants in this session will engage in a public debate centered on the following proposition: "Resolved: Communication was the key in the 2012 presidential election." Following a 40-minute debate, audience members will be invited to ask questions and engage panelists on the advantages and drawbacks of various approaches to Presidential Debates.

Saturday 1:00-2:15pm Oliver

Confluence: When Health and Technology Communication Collide

Sponsor: Health Communication
Chair: **Eletra Gilchrist-Petty**, University of Alabama Huntsville
Respondent: **Gamze Yilmaz,** University of Massachusetts Boston

"A Content Analysis of Self-Help Internet Discussion Boards: What They Do, What They Don't Do."
Jonathan Howard Amsbary, University of Alabama at Birmingham
Larry Powell, University of Alabama at Birmingham

"Blogging Post Partum Depression: Disclosure as Seeking Social Support in an Online Motherhood Community"
Sarah Zaitchik, University of Texas at Austin

"Uses and Gratification in Health-Related Internet Information-Seeking: An Exploration of Possible Positive and Negative Effects"
Andrea Meluch, Kent State University

"Interactive Construction of Self-Perceived Beauty and Health among Young Women in Computer-Mediated Contexts: An Ethnographic Analysis of Online Cosmetic Surgery and Diet Support Group"
Jimyoung Kim, University of Wisonsin-Milwaukee

This panel will focus on the cutting-edge research being conducted on the intersection of health and mediated communication. Specifically, our papers are interested in how people are using technology to seek social support and health information online. A myriad of contexts including mental and physical health are discussed, utilizing a variety of methodologies including content analysis, grounded theory, and ethnography, as well as various mediated channels including discussion boards, blogs, and online support communities.

Saturday 1:00-2:15pm Parkview West

Religion, Politics and Gender: Rhetorical Confluence in the Public Sphere

Sponsor: Rhetoric & Public Address
Chair: **Cem Zeytinoglu**, East Stroudsburg University
Respondent: **J. Kanan Sawyer**, West Chester University

"Rhetorical Competence, Love and Respect: Responding to Chris Christie's Address at the 2012 Republican National Convention"
Brent C. Sleasman, Gannon University
Shawn Clerkin, Gannon University

"Nineteenth Century Quilts: Rhetorical Space for Women"
Penny Smith, Gannon University

"Reflections on the way to the point of Faith and Reason"
Aaron Kerr, Gannon University

Too often conversations about politics, religion and gender are avoided within the public sphere as a way to side-step controversy. This panel seeks to place specific rhetorical artifacts in the foreground as a way to encourage constructive public conversation about highly volatile topics. Through an exploration of 19th century quilts, the 2012 Keynote Address at the Republican National Convention, and the intersection of faith and reason this panel explores rhetorical confluence in the public sphere.

Saturday 1:00-2:15pm Carnegie III

Confluences of Identity, Colonialism and Globalization in Contemporary Caribbean Studies – Spotlight on Re-Constructing Place and Space in the Caribbean Diaspora

Sponsor: Voices of Diversity
Chair: **Timothy Brown,** West Chester University

Maurice Hall, Villanova University
Nicole Files-Thompson, Howard University
Andrew R. Spieldenner, Hofstra University
Dominique Harrison, Howard University

Work on the Caribbean diaspora continues to connect identity, cultural practice, colonialism and globalization in unique ways. The new book Re-Constructing Place and Space: Media, Power, and Identity in the Constitution of a Caribbean Diaspora presents a unique opportunity to explore confluences in identity construction in the Caribbean diaspora. The panel will highlight identity constructions in migration and tourism through cultural performance, media production and interpersonal relationships.

Saturday 1:00-2:15pm Bob and Delores Hope

News Coverage, Misinformation, Sensationalism, Elitism, and Civility

Sponsor: Media Communication
Chair: **Nicholas D. Bowman,** West Virginia University
Respondent: **Marsha Ducey,** State University of New York, College of Brockport

"Mediating Misinformation: Hoaxes After the Digital Turn"

Brandon Szuminsky, Indiana University of Pennsylvania
Zack Stiegler, Indiana University of Pennsylvania

"Sensationalism or Sensitivity: Reporting Suicide Cases in the News Media"
Angie M. Corbo, Widener University
Kristen L. Zweifel, Widener University

"Economic News Explored: Roles of Elite Newspaper and Non-Elite Newspaper in Presenting a Holistic Picture of the 2008-09 U.S. Recession"
Josephine Lukito, State University of New York Geneseo
Atsushi Tajima, State University of New York Geneseo

"The Real Benefits of "Fake" News: How *The Daily Show* promotes informed civic behavior"*
Jessica Francis, Rochester Institute of Technology

*Student

Saturday 1:00-2:15pm Riverboat

The Influence of Instructor Characteristics in the College Classroom

Sponsor: Instructional Communication
Chair: **Sara LaBelle,** West Virginia University
Respondent: **Katie N. Dunleavy,** La Salle University

"'Because I'm the Teacher and I said so': Examining GTA Power and Credibility in the classroom via the Use of Behavioral Alteration"
Marissa A. Pytlak, Texas State University-San Marcos
Marian L. Houser, Texas State University-San Marcos

"Keeping Up With the Chic Hipster Maxxinistas: Investigating the Relationship Between Fashion Sense, Make Up, Physical Attractiveness, and Credibility Perceptions of Female Faculty"
Sharlene T. Richards, James Madison University
Corey Hickerson, James Madison University
Jennifer G. Rosier, James Madison University

"Communicative Differences between Domestic versus Foreign Professors"
Narissra M. Punyanunt-Carter, Texas Tech University
Jason S. Wrench, SUNY New Paltz
Stacy L. Carter, Texas Tech University
Daniel Linden, Texas Tech University

Saturday 1:00-2:15pm Conference C

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

The Confluence of Culture, Signs, and Communication

Sponsor: Undergraduate Scholars Conference
Chair: **Deborah Eicher-Catt,** The Pennsylvania State University
Respondent: **Isaac E. Catt,** Duquesne University

"Viral Videos – From Possibility to Profit: A Macrosemiotic Analysis of Mimetic Internet Phenomena toward the Reconciliation of Meme Theory and Semiotics"
John C. Arthur, The Pennsylvania State University
Ashlee Geib, The Pennsylvania State University

"A Preliminary Semiotic Analysis of Public Spaces Post 9-11"
Caitlin Markline, The Pennsylvania State University
Rachel Wolf, The Pennsylvania State University

"Death of a Patriot: A Semiotic Microanalysis of Metal Gear Solid 3: Snake Eater"
Zachary Scala, The Pennsylvania State University
Tristen Wertz, The Pennsylvania State University

"A Cultural Semiotic Analysis of Native American Reservation Life"
Bobby Reynolds, The Pennsylvania State University

This student panel discusses the confluence of culture, signs, and communication. Having studied the semiotic and phenomenological works of semiotician and pragmatist, Charles Sanders Peirce in an advanced communication course, these students explore the intersections of signs, communication, and culture according to the dimensionality principle of experience—firstness, secondness, and thirdness. Cultural problematics they explore include: viral videos, Native American reservation life, public space post 9-11, and gaming culture.

Saturday 1:00-2:15pm Conference A

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Popular and Political Representations of Japan

Sponsor: Undergraduate Scholars Conference
Chair: **Kathleen Glenister Roberts,** Duquesne University
Respondent: **Steve Granelli,** SUNY Oswego

"Americanizing Anime: Is Disney's Reinterpretation of Miyazaki Movies Removing the 'Japan' from Japanese Anime?"
Josephine Lukito, SUNY Geneseo

"Improved Translation of Anime: How Better Translations of Popular Anime Promote Japanese Culture"
Kimberly E. Showalter, SUNY Geneseo

"Coming to Life: Metaphorical Representations of the Japanese Tsunami"
Allison Kenney, Delaware County Community College

From pop-culture to political reality, the three papers on this panel explore how a modern world discusses and understands Japan.

Saturday 1:00-2:15pm Conference B

A Confluence of Voices in Counterpoint: Rhetorical Perspectives on U.S. Healthcare

Sponsor: Communication Law and Ethics
Chair: **Thomas Flynn**, Slippery Rock University

"Obamacare, Romneycare, and the Rhetorical Legacy of Thomas S. Szasz."
Richard E. Vatz, Towson University

"The New Rhetoric on Accountable Care Organizations: Achieving Balance or Fueling the Backlash?"
Helen Meldrum, Bentley University

"The Law and Ethics of Mandating Health Plans: The Supreme Court's Rhetorical Wrangle."
D.L. Stephenson, Western Connecticut State University

"The Real Significance of Justice Roberts' Health Care Ruling: Limiting the Use of the Commerce Clause."
Martin Wallenstein, John Jay City University

It appears that most citizens are unhappy with the U.S. Healthcare delivery system. Liberals had hoped for even more vast and sweeping legal reforms, while at the same time, many other groups advocated for free-market forces to prevail. While it is obvious that wellness is cheaper than illness, this panel will debate where the moral responsibilities lie to make wellness the norm for most people living in the United States. We will address the emerging narratives and ideological differences regarding what Americans say they want when it comes to healthcare for themselves and others.

Saturday 1:00-2:15pm Monongahela

Flirting, Forgiveness, Deceptive Affection, and Privacy Disclosure: The Confluence of Communication Variations

Sponsor: Interpersonal Communication
Respondent: **Mary C. Toale,** West Virginia Wesleyan College

"Deceptive Affection: A Diary Examination of How and Why Romantic Partners Withhold Affectionate Messages"
Shannon T. Carton, West Virginia University
Sean M. Horan, DePaul University

"Exploring Relational Cultures: Rituals, Privacy Disclosure, and Relational Satisfaction"
Laura C. Farrell, North Dakota State University
Nancy DiTunnariello, North Dakota State University
Judy Pearson, North Dakota State University

"Flirting with Style: An Examination of Flirting Styles and Personality Correlates"
Madeline Redlick, Boston College
Pamela Lannuti, La Salle University

"Sources of Moral Standards and Strategies of Forgiveness Communication: A test of Negotiated Morality Theory"
Phillip Reed, Kent State University

Saturday 1:00-2:15pm Shadyside

Top Student Panel in Communication Traits

Sponsor: Communication Traits
Chair: **Matthew M. Martin**, West Virginia University

"Cyberbullying: Interpersonal Communication Motives, Communication Adaptability, and Humor Orientation"
Hannah Ball, West Virginia University
Shannon Carton, West Virginia University
Megan Quirk, West Virginia University

This panel features college students' experiences of being a source and a receiver of cyberbullying with the communication traits of interpersonal communication motives, communication adaptability, and humor orientation.

Saturday 2:30-3:45pm Anchor

ECA Nominating Committee Meeting

Saturday 2:30-3:45pm Phipps

Saturday 2:30-3:45pm Conference C

Articulating On-Going Tensions in Teaching Inter/Cultural Communication

Sponsor: Intercultural Communication/Voices of Diversity
Chair & Respondent**:** **Deborah J. Borisoff**, New York University

Presenters:
Shinsuke Eguchi, University of New Mexico
Nicole Files-Thompson, Howard University
Radhika Gajjala, Bowling Green State University
Alberto Gonzalez, Bowling Green State University
Sheena Howard, Rider University

Truman R. Keys, Western Connecticut State University
Kathleen Glenister Roberts, Duquesne University
Andrew R. Spieldenner, Hofstra University

This discussion panel explicates several personal narratives relating to unique and particular challenges in teaching undergraduate and/or graduate courses in the area of cultural and intercultural communication. By articulating pedagogical tensions, this panel intends to create a space of dialogue for communication scholars to (re)consider how to teach about cultural identities, cultural differences, and cultural diversities at the University settings in the context of transnationalism. Audience participation is strongly encouraged.

Saturday 2:30-3:45pm Conference A

Celebrating the Career and Legacy of Distinguished Service of Jerry L. Allen to ECA

Sponsor: Organizational Communication and First Vice President
Chair: **Kathleen M. Long,** West Virginia Wesleyan College
Respondent: **Jerry L. Allen,** University of New Haven

Mark Hickson, III, University of Alabama at Birmingham
James C. McCroskey, University of Alabama at Birmingham
Joan O'Mara, University of Hartford
Virginia P. Richmond, West Virginia University
Danette Ifert Johnson, Ithaca College
Andrew S. Rancer, University of Akron
Candice E. Thomas-Maddox, Ohio University, Lancaster
Skye M. Chernichky, Purdue University

On the occasion of his 40th year of attendance and participation in ECA's annual convention, this panel celebrates the career of Jerry L. Allen and his distinguished legacy of service to ECA and its members. Professor Allen has served ECA as its Executive Secretary, First Vice President, President, Editor of *Communication Research Reports,* Editor of *Communication Quarterly,* and numerous times as an Interest Group Representative to Executive Council, as well as, multiple times on our journals' editorial boards. Moreover, beyond serving as a role model for scholarship in and service to the discipline, Professor Allen has quietly mentored others to follow in his footsteps, especially in service to ECA.

Saturday 2:30-3:45pm Conference B

The Organizational Confluence of Healthcare and Communication: A Roundtable

Sponsor: Organizational Communication Interest Group
Chair: **Rebecca M. Chory**, West Virginia University

Theodore A. Avtgis, Ashland University
E. Phillips Polack, West Virginia University
Susan M. Wieczorek, University of Pittsburgh-Johnstown
Dariela Rodriguez, Ashland University

The participants in this round table discussion will discuss teaching a semester long class in *Medical Communication* to a wide variety of students including Science (pre-professional majors) as well as non-science students who are interested in improving their literacy about Medicine. All human beings eventually interface with the healthcare system. This discussion will provide the template to teach navigation in a very complex culture.

Saturday 2:30-3:45pm Shadyside

Political Communication in the States: Arguments & Strategies

Sponsors: Argumentation & Forensics/ Political Communication
Chair: **Richard E. Vatz,** Towson University
Respondent: **Richard E. Vatz,** Towson University

"No More Mr. Nice Guy: Massachusetts' Brown-Warren Senate Race"
Anne F. Mattina, Stonehill College

"Attack on Pennsylvania Higher Education: A Rhetorical Analysis of Pennsylvania State Representative Brad Roae's 'Keep Tuition Affordable' Legislation"
Andrea McClanahan, East Stroudsburg University

"Gambling in Maryland: The Issue that *Still* Won't Go Away"
Carl T. Hyden, Morgan State University

"Constructing the Final Rebuttal: George Allen vs. Tim Kaine for the U.S. Senate from Virginia"
Theodore F. Sheckels, Randolph-Macon College

Political communication on the state or local level can be both a fascinating study in itself and a testing ground of theories derived from national campaigns or rhetorical theory. United States Senate races in Massachusetts and Virginia warrant study, so do campaigns concerning higher education in Pennsylvania and casino gambling in Maryland. Together, the presentations survey the "ECA Region," identifying the "backyard" campaigning and arguing that should interest ECA political communication and argumentation scholars.

Saturday 2:30-3:45pm Lawrence Welk

Presidential Rhetoric: Exploring the 20th Century

Sponsor: Rhetoric & Public Address
Chair: **Aaron Kerr, Gannon University**

"Social Equality, Boosterism, and Race in the New South: Warren G. Harding's 1921 Oratory in Birmingham, Alabama"
Trevor S. Parry-Giles, University of Maryland
William H. Lawson, University of Maryland

"Political Animals: *Prosopopoeia* and Animal Allegory in the 1944 Presidential Election"
Bryan B. Blankfield, The Pennsylvania State University

"Declaring Cultural War: Pat Buchanan at the 1992 Republican National Convention"
Eric Miller, The Pennsylvania State University

This panel provides various perspectives on presidential rhetoric throughout the 20th century. Each paper focuses upon a situated rhetorical event in an effort to better understand how presidential politics both shaped and was shaped by and a particular historical moment.

Saturday 2:30-3:45pm Bob and Delores Hope

Expressions of Self: Disclosure, Social Support, and Boundaries in the Student-Professor Relationship

Sponsor: Instructional Communication
Chair: **Valerie Lynn Schrader,** Penn State Schuylkill
Respondent: **Valerie Lynn Schrader,** Penn State Schuylkill

Panelists:
Megan M. Dowd, Hamilton College
Heather Ferrara, Cazenovia College
Sara Heiss, University of Vermont
Dante Morelli, Suffolk County Community College
Cheryl Casey, Hamilton College

This panel explores the intersection of self-disclosure and instructional communication through an examination of extant literature, participant narratives, and autoethnographic accounts. Panelists engage in a discussion of instructor self-disclosure within the context of divulging health related experiences, sexuality, and negotiating disclosure in an intimate campus community. Conversely, participants will also reflect on the management of student self-disclosure in classroom conversation, written assignments, and informal conversations.

Saturday 2:30-3:45pm Carnegie II

Women, Health, and Identity

Sponsor: Media Communication
Chair: **James Durbin,** University of Akron
Respondent: **Rebecca Curnalia,** Youngstown State University

"Understanding the Relationship between Television and Childhood Obesity"
Kate Kurtin, University of Connecticut

"When Politics, Social Media and Cause-Related Marketing Collide: Susan G. Komen versus Planned Parenthood"
Rod Carveth, Morgan State University

"When Women "Snap": The Use of Mental Illness to Contextualize Women's Acts of Violence in Contemporary Popular Media"
Jessie M. Quintero Johnson, University of Massachusetts, Boston
Bonnie Miller, University of Massachusetts, Boston

"What are they thinking about me?: An examination of impression formation on Facebook that extends further than your own status update"*
Ashton Gerding, University of Missouri, Columbia

Sara Trask, University of Missouri, Columbia

*Student

Saturday 2:30-3:45pm Oliver

Audio Streams: Aural Cultures and New Technologies

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

"Isolation, Immersion, and Augmentation: Emerging Subjectivities in Contemporary Headphone Culture"
Ian Reyes, University of Rhode Island

"Close 'N Play: Technology and Metaphor in the Disco Concept"
Carleton Gholz, Northeastern University

"An Aural Epistemology of First-Person Shooters"
Ryan LaLiberty, University of Rhode Island

"Mapping Double-Bass in the Hardcore Scene in the Mid-to-Late 1980s"
Thomas Connelly, Claremont Graduate University

This panel consists of sound studies research covering technologies and cultures of listening beginning with the early 20th Century and extending through near-future predictions for the 21st. Each explains and critiques a particular historical moment in which new audio technologies and ways of listening come into confluence with the old, thereby upsetting established aural subjectivities while opening opportunities for new ones.

Saturday 2:30-3:45pm Vandergrift

"Changing the Discourse?": The Confluence of Media Representations and Cultural Identities

Sponsor: Intercultural Communication
Chair: **Lara Lengel**, Bowling Green State University
Respondent: **Jack Banks**, University of Hartford

"Beyond Black and White Television: Whiteness and Other Racial Stereotypes in *Community*"
Chad Nelson, Bowling Green State University

"'That's the custom': Sofia Vergara and the Role of Latinas on Family Sitcoms"
Nancy Bressler, Bowling Green State University

"Linsanity!: Can Media Stereotypes Be Changed by the Hype?"
Alexis Levy, University of Hartford

"'Reel' Culture or 'Reel' Commodity: Global Media Content in the Aftermath of the Arab Demonstrations"
Brett Labbe, Bowling Green State University

"Imagining ruins: Imagery of urban destruction as justification to US Military Action abroad"
Sumanth Inukonda, Bowling Green State University

This panel addresses international and intercultural aspects of media representation and the potential influence on American audiences. Panelists examine prevalent patterns in the portrayal of Asians, Latinas, and Arabs in contemporary media raising questions about the impact that cultural stereotypes have on the identities of Americans today. All of these disparate representations of minorities present a confluence of cultural ideas about race conveyed by mainstream media and culture addressing the convention theme of "Confluence."

Saturday 4:00-5:45pm Monogahela

ECA General Business Meeting

Saturday 5:45-7:30pm Bob and Delores Hope

President's Reception

Saturday 8:00-9:00pm Carnegie I

12 Step Group Meeting

Sunday 8:30-9:30am Conference C

ECA Finance Committee Meeting II

Sunday 9:30-11:30am Conference C

ECA Executive Council Meeting II