

**Wednesday, April 14, 2010**

**0001**

**12:00 - 3:45 p.m.**

**Salon G**

**CSCA PRE-CONFERENCE**  
**CHALLENGING, ENGAGING, AND CHANGING: EFFECTIVE CIVIC ENGAGEMENT**  
**PRACTICES FOR THE UNDERGRADUATE COLLEGE CLASSROOM**

*Sponsor:* CSCA Second Vice-President, Scott A. Meyers

The purpose of this preconference is to apply this year's convention theme--*Communication and Civic Engagement: Challenge, Engage, and Change*--to the college classroom. Presenters will identify current practices in which they *challenge* their students' ways of thinking, believing, and behaving by having them *engage* in pedagogical activities and exercises with the ultimate goal of effecting *change* on how they view themselves and both their current and future roles in relational, vocational, and community endeavors. These practices include integrating consciousness raising and critical pedagogy into existing curriculum, engaging students in communication research, transforming students and assessing outcomes related to local and international immersions, and incorporating critical ethnography and critical pedagogy into the service learning process. Upon completion of the preconference, participants will be able to (1) assess the role that civic engagement practices can or should play in their undergraduate courses, (2) identify courses or programs in their departments or on their campuses in which civic engagement practices can be implemented, (3) explore the possibilities for creating and implementing civic engagement practices into current or future curricula, (4) examine the advantages and disadvantages associated with current civic engagement practices, and (5) identify and consider funding opportunities for civic engagement practices.

*Presenters:*

Linda Dickmeyer, University of Wisconsin, LaCrosse  
Jimmie Manning, Northern Kentucky University  
Scott A. Myers, West Virginia University  
Donna R. Pawlowski, Creighton University  
Amy Aldridge Sanford, Northeastern State University

**0002**

**4:00 - 7:00 p.m.**

**Boardroom 4**

**CSCA EXECUTIVE COMMITTEE MEETING**

*Sponsor:* CSCA Executive Committee

**0003**

**8:00 - 10:00 p.m.**

**Salon B**

**CSCA'S IN CINCINNATI WITH WKRP**

*Sponsor:* CSCA President, Christina S. Beck

As you arrive for the conference, join us for a mini-marathon of classic WKRP in Cincinnati episodes (as well as free popcorn). What a great way to relax and reconnect while watching a legendary television show set right here in our conference city!

**Thursday, April 15, 2010**

**1101**

**8:00 - 9:15 a.m.**

**Caprice 1 & 4**

**COMMUNICATION AND PRAXIS--THE INTERSECTION OF THEORY AND ACTION IN  
THE DISCIPLINE**

*Sponsor:* Communication Theory

*Chair:* Adam W. Tyma, University of Nebraska, Omaha

*Participants:*

Leah Bryant, DePaul University  
Brant Burleson, Purdue University  
Jessica Elton, Eastern Michigan University  
Lawrence R. Frey, University of Colorado, Boulder  
Dustin Goltz, DePaul University  
Adam W. Tyma, University of Nebraska, Omaha

Communication Theory, as an area of research, is meant to help us understand and engage the communicative world we live in. This praxis-oriented position is central to not only the discipline overall, but this conference in particular. This panel provides both established and emerging scholars and practitioners in the field the opportunity to discuss and explore the way theory in their particular areas of study directly connects or intersects with the communicative practices they research and undertake. The panel also affords the opportunity for attendees to discuss this intersection of "theory and living" with the panelists.

**1102**

**8:00 - 9:15 a.m.**

**Caprice 2**

**ENGAGING ORGANIZATIONAL SOCIALIZATION RESEARCH WITH THE DISABILITY  
COMMUNITY: AN INTERACTIVE TRAINING PROGRAM MODULE FOR VOCATIONAL  
COUNSELORS**

*Sponsor:* Organizational and Professional Communication

*Participants:*

Zachary P. Hart, Northern Kentucky University  
Jamie S. Mitus, **Hofstra University**

Through a U.S. Department of Education grant, the Employment Service Systems Research and Training Center (ESSRTC) is currently training vocational counselors on Long Island and in Bronx, New York how to more effectively socialize employees with disabilities to the workplace. This panel will interactively present one of the modules from the training program, specifically showing how information seeking strategies can help improve the socialization experience. Participation and feedback from all panel attendees will be strongly encouraged.

1103

8:00 - 9:15 a.m.

Rookwood

**IN YOUR DREAMS: FINALLY A CLASS YOU LOVE TO LOVE  
INTERACTING WITH THE DIGITAL NATIVES ON THEIR TURF (PART I)**

*Sponsor:* Instructional Resources  
Media Studies  
Communication Education  
*Chair:* Daria Heinemann, Keiser University eCampus

*Participants:*  
Wesley Wasmundt, University of Illinois, Springfield  
Shannon VanHorn, Valley City State College  
Darin J. Gully, University of Missouri, Columbia  
Margaret Miller Butcher, Fort Hays State University  
Daria Heineman, Keiser University eCampus

Following the overwhelming popularity of last year's "Connecting with Digital Natives in a Language They Know Well" panel, this panel continues to explore a variety of instructional resources available to instructors who deliver (or plan to deliver) courses in online or hybrid format. Emphasis will be made on ways to deliver course materials in an engaging and challenging way. Topics will include APA and other research tools and Wikipedia, and will include tools such as, iTunesU, youtube, blogging, and knolling.

*Respondent:* Margaret Miller Butcher, Fort Hays State University

1104

8:00 - 9:15 a.m.

Salon B

**CHANGE STARTS IN THE CLASSROOM: INTERCULTURAL COMMUNICATION  
TEXTBOOKS UNDER THE MICROSCOPE**

*Sponsor:* Intercultural Communication  
*Chair:* Ahmet Atay, University of Louisville

*Participants:*  
Ahmet Atay, University of Louisville  
Melissa Beall, University of Northern Iowa  
Randy Dillon, Missouri State University  
Cheryl L. Nicholas, Penn State Berks  
Sachiko Tankei-Aminian, Florida Gulf Coast University  
Satoshi Toyosaki, Southern Illinois University  
Diana Trebing, Saginaw Valley State University

Intercultural Communication occupies a unique and rather prominent position in communication and general education curricula. Therefore, the textbooks that we adopt become not only tools to educate our students about national and global cultural, social, political, economic issues, power dynamics, and multiplicity of cultural experiences, but they also function as outlets where student learn how to be responsible, active, politically sensitive, and civil citizens. We argue that intercultural communication courses function as one of the most crucial link between communication and civic engagement. These classes are where the seeds of "the idea of change and engagement" are planted or matured. We suggest that the content of our textbooks should be carefully examined and possibly altered. In this panel, we engage in a scholarly dialogue to highlight not only positive but also negative or lacking aspects of

intercultural communication textbooks. We aim to suggest possible fresh directions, issues, and ideas to encourage communication textbook authors to consider and suggest different perspectives and additional information for intercultural communication teachers to incorporate in their classrooms.

**1105**

**8:00 - 9:15 a.m.**

**Salon C**

**MENTORING CHALLENGES FOR FACULTY AND GRADUATE TEACHING ASSISTANTS:  
CONNECTING AND ENGAGING WITH THE ROLES**

*Sponsors:* Communication Education  
Graduate Student Caucus

*Chair:* Tim Doty, Texas Tech University

*Participants:*

*Former GTA's:* Chad Edwards, Western Michigan University  
Autumn Edwards, Western Michigan University  
Karen Anderson, University of North Texas  
Shawn Wahl, Angelo State University  
Andrea Lambert, Northern Kentucky University

*Current GTA's:* Minu Basnet, Texas Tech University  
Melanie Grellhesl, Texas Tech University  
Scott Richmond, Western Michigan University  
Lindsay Rose, Ohio University  
Stephanie Ruhl, Western Michigan University

**1106**

**8:00 - 9:15 a.m.**

**Salon D**

**DEVELOPING CHALLENGING AND ENGAGING COURSES**

*Sponsor:* Communication Education

*Chair:* Rusty Norris, Park University

*Participants:*

“Challenging by example: Designing courses with an emphasis on case studies.”  
Michael McDonald, University of Missouri, Kansas City

“It’s about the student. Period. Lessons on course design from student development and learning theory.” Lora Cohn, Park University

“Designing courses: Lessons from Parker Palmer’s *The Courage to Teach*.” David Bodary, Sinclair Community College

“Stepping outside your comfort zone: Designing interdisciplinary courses.” Kathleen Edelmayer, Madonna University

“Redesigning the basic course: Self-analysis as a tool of engagement.” Allison B. DeStefano, Waubensee Community College

“The adjunct life: Designing courses for adaptability.” Ashley Vasquez, Johnson County Community College

Course development is demanding and often bewildering for new and old instructors alike. Veteran course developers will give helpful advice for designing a variety of courses and their supporting resources before opening it up for audience questions and helpful advice.

1107

8:00 - 9:15 a.m.

Salon E

**VERY HONORABLE MENTIONS: COMPETITIVELY SELECTED PAPERS IN  
RHETORICAL THEORY AND CRITICISM**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Katherine Hatfield, Creighton University

*Participants:*

- “Disrupting the rational paradigm: The selling of hope and St. Joseph’s statue to desperate homeowners.” Matthew D. Petrunia, Fashion Institute of Technology, SUNY
- “A theory of rhetorical narrative exigence: An exploration into collective rhetoric, communities of practice, and the current nursing shortage.” Rebekah Fox, Texas State University, San Marcos
- “Balancing oppositional interests in Theodore Roosevelt’s ‘Man with the Muckrake’ speech.” Adam Barragato, Central Michigan University
- “Our liberty: A rhetorical analysis of Eugene V. Debs’ ‘Liberty’ speech.” David T. Morin, Bowling Green State University

*Respondent:* Michael Milford, Tarleton University

1108

8:00 - 9:15 a.m.

Salon F

**FROM THE LOCAL TO THE GLOBAL: MEDIA LITERACY, NEW TECHNOLOGY AND  
POLITICAL PARTICIPATION**

*Sponsor:* Media Studies

*Chair:* Lyudmyla Pustelnyk, Western Michigan University

*Participants:*

- “Twitter and Iranian election.” Annie M. Holcomb, Western Michigan University
- “Youth media programs: Media literacy, training and self determination.” Jennifer Machiorlatti, Western Michigan University
- “The Internet civil society or the Internet social movement? The case study of Ukrainian orange revolution of 2004.” Lyudmyla Pustelnyk, Western Michigan University

Panelists will explore the links between media literacy, new technology development, and civic participation of audiences. Constructing their arguments on the basis of the case studies of the Kalamazoo Youth Media Initiative, presidential election of 2009 in Iran, and the Orange Revolution of 2004 in Ukraine, panel participants will seek to bridge the concepts of identity, media literacy, and civil society. Panelists will engage audience members in a discussion on how the means of community media and Internet networking can contribute to the increase of social capital, reshape the nature of political debate, and stimulate cross-cultural communication. The topics present a diverse spectrum of studies focusing on the local initiative to provide underrepresented youths an opportunity to have a voice and contestation between the domineering state and the virtual civic community.

1109

8:00 - 9:15 a.m.

Salon H

**ENGAGING PRESIDENCY: INTERNATIONAL MEDIA PERSPECTIVES ON THE 2008 U.S. PRESIDENTIAL ELECTION**

*Sponsor:* Political Communication

*Chair:* Sorin Nastasia, Southern Illinois University, Edwardsville

*Participants:*

Sorin Nastasia, Southern Illinois University, Edwardsville

Diana Nastasia, University of North Dakota

Michael Nitz, Augustana College

Adonica Schultz Aune, University of North Dakota

One key issue in the 2008 U.S. Presidential election was foreign policy as it relates to the image of the U.S. abroad. Public opinion polls cited a strong decline in perceptions of this image. Obama's summer trip overseas evoked the possibility that the U.S. could refurbish its image in a way that would ensure its role as a stable force and demonstrate a change in leadership that would engender collaboration. This panel examines media coverage of five European nations to gain insight into their respective discourses on the 2008 U.S. Presidential election. These countries represent a good mixture of perspectives on stability and change. Germany and Norway represent traditional European perspectives, while Romania and Russia represent a "new" perspective as the geopolitical map changes. While these countries were scarcely shedding a tear over President Bush's departure, there was apprehension about what a new President could do for the economy or what he might prioritize in terms of international relations.

1201

9:30 - 10:45 a.m.

Caprice 1 & 4

**IN HONOR OF LINCOLN'S 200<sup>TH</sup> ANNIVERSARY: AN EXAMINATION OF PRE-PRESIDENTIAL RHETORIC**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Ashley Vasquez, Johnson County Community College

*Participants:*

"Lincoln's 1856 speech in Bronson Park: Kalamazoo, Michigan." Michael McDonald, University of Missouri, Kansas City.

"Lincoln's July 10, 1858 Chicago Address." Allison B. DeStefano, Waubesa Community College

"Lincoln's 1859 Ohio tour." Lora Cohn, Park University.

"Lincoln's 1860 New Haven address." Kathleen M. Edelmayer, Madonna University

"Lincoln eulogizes '...the life of Z. Taylor deceased.'" John A. Jones, University of Illinois, Chicago

The country celebrated Lincoln's 200<sup>th</sup> birthday in 2009, revitalizing the public's interest in one of our most studied presidents. Rhetorical critics often uphold Lincoln's Cooper Union and Gettysburg addresses as shining examples of Lincoln's rhetorical skills. However, further insight into Lincoln's views on equality, the economy, the Republican party, and the union, can be gleaned through an examination of four of his lesser known, pre-presidential speeches.

*Respondent:* Rusty Norris, Park University

1202

9:30 - 10:45 a.m.

Caprice 2

**REFLECTIONS OF NEW BASIC COURSE DIRECTORS: CHALLENGES, JOYS, AND  
LESSONS LEARNED**

*Sponsor:* Basic Course

*Chair:* Barbara Hugenberg, Kent State University

*Participants:*

Melissa A. Broeckelman-Post, California State University, Los Angeles  
Katherine Denker, Ball State University  
Kevin R. Meyer, Illinois State University  
Blair Thompson, Western Kentucky University

New Basic Course Directors face a variety of circumstances and challenges, many of which are difficult to predict. This panel is intended as a primer for those who are about to transition into the role of a BCD and includes participants who recently entered widely varied BCD situations. Participants will share about their experiences adapting to and/or developing a new course structure, training and mentoring GTAs, finding and utilizing resources, assessing effectiveness, and integrating civic engagement into the basic course curriculum. Those who plan to become BCDs as well as more experienced BCDs who would like to share their time-tested wisdom are especially encouraged to join this discussion.

1203

9:30 - 10:45 a.m.

Julep

**CIVIC ENGAGEMENT-CENTERED INTERCULTURAL COMMUNICATION  
THEORIZATON**

*Sponsor:* Intercultural Communication

*Chair:* Satoshi Toyosaki, Southern Illinois University, Carbondale

*Participants:*

John Baldwin, Illinois State University  
Margaret Miller Butcher, Fort Hays State University  
Naomi Kagawa, University of Texas, Tyler  
Sachiko Tankei-Aminian, Florida Gulf Coast University  
Satoshi Toyosaki, Southern Illinois University, Carbondale  
Jennifer Willis-Rivera, University of Wisconsin, River Falls

This roundtable discussion panel aims to advance the conception and practice of “civic engagement” in intercultural communication theorization. In its attempt to do so, this panel poses and interrogates five foundational questions: (1) How do we, as intercultural communication researchers, understand civic engagement in our research practices? (2) How do we conceptualize civic engagement-centered intercultural communication theorization? (3) What methodological approaches do we see productive in exploring this type of intercultural communication theorization? (4) What benefits do we see from this approach? And (5) what challenges do we anticipate? The panel discussants prepare, in advance, brief responses to and interactively explore these questions. Audience participation is encouraged.

1204

9:30 - 10:45 a.m.

Rosewood

**MYSTORY AS METHOD: PERFORMANCE OF PIQUA PRIDE, POTTER'S PENIS, AND  
PICKING YOUR OWN ADVENTURE**

*Sponsor:* Performance Studies and Theatre

*Chair:* Benjamin Powell, Bowling Green State

*Participants:*

"X marks the spot, or, Harry Potter's penis." Elizabeth Guthrie, Bowling Green State University

"Shadowing Scott: Heroes, hubris, and human nature." Patrick Konesko, Bowling Green State University

"Piqua 'pride': Parading native imagery." Heidi L. Nees, Bowling Green State University

Using the "Mystory" model, applied in a theatrical context, our performances investigate intersections of personal anecdotes from our past, our current research projects, and our continued search for knowledge and understanding. Originally conceived of in a graduate class, these performance pieces explore and recognize the various implications and constructions of meaning which can result from our scholarly pursuits.

*Respondent:* Benjamin Powell, Bowling Green State University

1205

9:30-10:45 a.m.

Rookwood

**THE NATIONAL COMMUNICATION ASSOCIATION INFORMATION SESSION**

*Sponsors:* CSCA First Vice President, Stephen K. Hunt  
National Communication Association

*Chair:* Brad Mello, Associate Director for Educational Initiatives, National Communication Association

*Participants:*

Dawn O. Braithwaite, NCA President

Lynn Turner, NCA First Vice-President

Nancy Kidd, NCA Executive Director

Members of NCA's elected leadership and national office staff provide an overview of the National Communication Association's history, strategic plan, organizational structure and leadership opportunities. Resources provided by NCA to support professional activity including research and teaching will be discussed. This is an opportunity for a robust conversation about NCA.

1206

9:30 - 10:45 a.m.

Salon B

**SPOTLIGHT ON COLLABORATION: FACULTY-STUDENT RESEARCH**

*Sponsor:* Communication Theory

*Chair:* Jason M. Zingsheim, Governors State University



*Participants:*

- “The many faces of face: Explaining the communication preferences of college students with visual disabilities using politeness and face-negotiation theory.” Karen A. Myers, Christine Spudich, and Dimana Spudich, Saint Louis University
- “Student-faculty interactions about disappointing grades: Application of the goals-plans-actions model and the theory of planned behavior.” Mary Lynn Miller Henningsen, Kathleen S. Valde, Gregory A. Russell, and Gregory R. Russell, Northern Illinois University
- “Lacanian theory: Implications of the unending quest for the organizational real.” Carly M. Gieseler, University of South Florida and Andrew F. Herrmann, University of Missouri, Columbia
- “Relational maintenance as including the other in the self.” Andrew M. Ledbetter, Heather M. Stassen, Azhanni Muhammad, and Ephraim N. Kotey, Ohio University

*Respondent:* Adam W. Tyma, University of Nebraska, Omaha

**1207**

**9:30 - 10:45 a.m.**

**Salon C**

**ETHICAL CHALLENGES OF MOTIVATING STUDENTS TO  
CIVIC ENGAGEMENT**

*Sponsor:* Community College

*Chairs:* Judith A. Vogel, Des Moines Area Community College

*Participants:*

David Bodary, Sinclair Community College  
Ronald Howell, Illinois Central College  
Allison DeStefano, Waubesa Community College  
Marg Yaroslaski, Dodge City Community College  
Judith A. Vogel, Des Moines Area Community College

This roundtable will discuss the ethical challenges faculty must consider when encouraging their students to become involved in local, community, political, and global issues. Should teachers use their students and classes as part of their own political agenda? What responsibilities go along with freedom of speech? How can teachers create an atmosphere in the classroom which fosters respect for differing ideas? These question and others will be posed during the session.

**1208**

**9:30 - 10:45 a.m.**

**Salon D**

**EMPOWERING COMMUNITY MEMBERS FOR CIVIC LEADERSHIP:  
THE INSTITUTE FOR COMMUNITY LEADERSHIP**

*Sponsor:* Organizational and Professional Communication

*Chair:* Lance Lippert, Illinois State University

*Participants:*

Willis M. Watt, Ph.D., Director, Organizational Communication & Leadership,  
Methodist University  
Brandon Miller, Institute for Community Leadership Trainer, Methodist  
University

This panel discusses the relationship between the theoretical and practical applications of leadership evidenced by the Institute for Community Leadership's (ICL) efforts to prepare people for civic leadership. It presents information including the Institute's purposes and goals, its past achievements, current activities, and future projections, and concludes with a discussion of "conditions for success in collaborative public ventures" (Hackman & Johnson, 2009, p. 293) as it relates to efforts to prepare people for community leadership.

**1209**

**9:30 - 10:45 a.m.**

**Salon E**

**VIOLENCE AND OBJECTIFICATION—PUBLIC AND PERSONAL**

*Sponsor:* Women's Caucus

*Chair:* Matt Lamb, Bowling Green State University

*Participants:*

"The oppressive hypothesis: Theorizing power in feminist rape discourse." Kate Lockwood Harris, Hugh Downs School for Human Communication, Arizona State University\*

"The rise of a mythical heroine." Amanda Bakley, Minnesota State University, Mankato

"Sex versus gender in intimate partner violence: Differentiating between victims of situational couple violence versus intimate terrorism." Jessica J. Eckstein, Western Connecticut State University

"Sex & glamour in the Hillbilly field: The objectification of women in country music videos." Ann Dee McClane-Bunn, Middle Tennessee State University

*Respondent:* Heather Neisemeier, Minnesota State University, Moorhead

\*Top Paper

**1210**

**9:30 - 10:45 a.m.**

**Salon F**

**ORGANIZATIONAL KATEGORIA AND APOLOGIA**

*Sponsor:* Public Relations

*Chair:* Corey B. Davis, University of Wisconsin, Whitewater

*Participants:*

- “What has Brown done to you?: FedEx’s *kategoria* against UPS in the Brownbailout.com campaign.” Corey B. Davis, University of Wisconsin, Whitewater
- “Punk is dead: Doc Marten’s blame-shifting in a case of unfair appropriation.” Mark Glantz, University of Missouri
- “The Little Unit is 14: Little League’s response to an overage superstar.” J. Scott Smith, University of Missouri

This panel explores and analyzes persuasive attack and defense communication that engaged unique audiences (Little League players and parents, punk rock subculture, members of Congress). The panelists will also discuss how various *kategoria* and *apologia* were (in)effective with these special publics.

Finally, with no respondent role, we hope to leave significant time for lively exchange with the panel audience.

**1211**

**9:30 - 10:45 a.m.**

**Salon G**

**ENGAGING IN U.S. PRESIDENTIAL POLITICS:  
MEDIA STUDIES FROM THE 2000 AND 2008 CAMPAIGNS**

*Sponsors:*

Media Studies  
Political Communication

*Chair:*

Amy Aldridge Sanford, Northeastern State University

*Participants:*

- “The humor effect: How *Saturday Night Live*’s Palin parody relates to pre-existing research.” Sarah E. Turner, Northeastern State University
- “Reflections: The media and presidential debates of 2000.” Sarah M. Stephens, Northeastern State University
- “Social networking, President Obama, and the 2008 election.” Jennifer V. Martin, Northeastern State University

Panelists take a look at the 2000 and 2008 presidential elections, paying particular attention to the debates in both elections. Additionally, the rise of social media and the use of satire during the 2008 race will be explored.

*Respondent:*

Cady Short-Thompson, Northern Kentucky University

**1212**

**9:30 - 10:45 a.m.**

**Salon H**

**GRADUATE STUDENT PERSPECTIVES ON THEORY: BENEFIT OR BURDEN**

*Sponsors:*

Graduate Student Caucus  
Communication Theory

*Chair:*

Jessica M. Wilson-Kratzer, University of Missouri

*Participants:*

Jenny Dixon, University of Missouri  
Aaron Estabrook, Ball State University  
Darin Gully, University of Missouri  
Matt Hammer, University of South Dakota  
Lars Kristiansen, University of Missouri  
Cole McGuffey, Ball State University  
Emily Rauscher, University of Missouri  
Molly Reynolds, University of Kentucky  
Rebekah Watson, University of Missouri  
Jessica M. Wilson-Kratzer, University of Missouri

This session is intended to allow graduate students a forum to openly discuss their feelings about using theory in their academic work. The use of theory can be somewhat difficult for graduate students learning the conventions of our discipline. Our discussion will focus on graduate student struggles and triumphs using theory as well as our hopes for using theory in the future. We will have a discussion about how theory benefits our academic work but also how it can be a burden to our work. We will also discuss the uses of theory in making our academic work more practical to the non-academic world. Our discussion will also reveal the similarities and differences between multiple areas of our discipline including interpersonal, political, sexual, organization, rhetoric, and sport communication. The variety of communication topics allow this panel to be welcoming to many graduate students and their uses, or lack thereof, of theory.

**1213**

**9:30 - 10:45 a.m.**

**Salon I**

**LIFE AFTER KATRINA: CIVIC ENGAGEMENT, SERVICE LEARNING, AND  
COMMUNICATION RESEARCH**

*Sponsor:* Communication Education

*Participants:*

Chelsea Graham, Northern Kentucky University  
Parker Lillie, Northern Kentucky University  
Jimmie Manning, Northern Kentucky University  
Claudine Nuemann, Northern Kentucky University  
Jenny Prigge, Northern Kentucky University  
Leighann Rehtin, Northern Kentucky University  
Larissa Seixas, Northern Kentucky University  
Aimee Shandy, Mazak Corporation  
Renee Smith, Northern Kentucky University  
Tracy Songer, Ankle Valley Creations  
David Ta, University of Missouri, Columbia

This panel showcases a series of research-based service learning courses where 42 different students journeyed to Hurricane Katrina afflicted segments of the Gulf Coast and engaged a variety of service-oriented engagement projects in diverse communication-oriented disciplines such as interpersonal and organizational communication, journalism, public relations, media production, and qualitative research methods. This session will particularly focus on the collaborative research design and practices that served as a communication education for the students (and the instructor!) while collaboratively engaging communities seeking assistance. Five different research projects will be presented and explained by students who have completed the course; and the instructor and coordinator of the course will offer tips for successfully navigating such projects. Handouts and a question-and-answer session will be included,

as will footage from two documentary films created as part of the experience.

**1214**

**9:30 - 10:45 a.m.**

**Salon M**

**STATE OF MISSOURI  
GLOBALIZING THE COMMUNICATION AND THEATRE CURRICULUM**

*Sponsor:* States Advisory Council

*Chair:* Jeanne Florini, St. Louis Community College, Florissant Valley, MO

*Participants:*

Jeanne Florini, St. Louis Community College, Florissant Valley  
Chris Stephens, St. Louis Community College, Florissant Valley

In a “globalized” curriculum, direct experience in international culture and language becomes an increasingly important aspect of a student’s education and a faculty member’s professional development. Utilizing Learning Community Theory, the global education initiative described in this session incorporates speech and theatre components into cultural studies. Participation in this initiative, in turn, will encourage faculty to infuse global education studies into their speech and theatre curricula.

**1215**

**9:30 - 10:45 a.m.**

**Caprice 3**

**REEXAMINING THE NOTION OF FAMILY: ISSUES OF GENDER AND SEXUALITY IN  
FAMILY COMMUNICATION**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Ahmet Atay, University of Louisville

*Participants:*

Tony E. Adams, Northeastern Illinois University  
Ahmet Atay, University of Louisville  
Roberta Davilla, Western Illinois University  
Michaela D. E. Meyer, Christopher Newport University  
Lynn H. Turner, Marquette University

The focus of this roundtable discussion panel is to re-interrogate the issues of sexuality and gender in family communication discourse. As the panelists, we will generate a scholarly discussion on the definitions of “family.” In order to accomplish this goal, we will not only discuss the real-life incidents and issues that influence the experiences of gendered and sexualized families, but also we will focus on the discourse around LGBTQ and the notion of “family,” media representations of the conventional and GLBTQ families, and families that are culturally and sexually diverse. While we challenge the traditional ways of defining family, we aspire to articulate the complex nature of different types of families and the issues around them. Therefore, the goal of this panel is to suggest a positive and progressive change in the notion of “family” and to expand the definitions of “family” by including culturally diverse, gendered, and sexualized families into family communication’s discourse.

1301

11:00 a.m. - 12:15 p.m.

Caprice 1 & 4

**LEADING DURING CRISIS: COMPETITIVELY SELECTED PAPERS THAT ANALYZE  
PRESIDENTIAL RHETORIC DURING TOUGH TIMES**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Matthew D. Petrunia, Fashion Institute of Technology, SUNY

*Participants:*

“Mobilizing through fear: A critical analysis of President George W. Bush’s terror rhetoric as a call for action.” Katherine L. Hatfield, Creighton University

“The rhetoric of political cartooning: The music of President Barack Obama and Susan Boyle.” Kelly Rodamer, Northern Kentucky University

“Crisis narratives and the role of government: A comparison of Ronald Reagan’s and Barack Obama’s national convention addresses.” James T. Petre, Southern Illinois University, Carbondale

“Shaping economic reality: A critical metaphor analysis of President Barack Obama’s economic language during his first 100 days.” Joshua M. Scacco, Georgetown University

*Respondent:* Ryan Shepard, University of Kansas

1302

11:00 a.m. - 12:15 p.m.

Caprice 2

**COMMUNICATION EDUCATION TOP PANEL: HOW CLOSE IS TOO CLOSE? EXAMINING  
TEACHERS’ SELF-DISCLOSURE AND STUDENT ENGAGEMENT**

*Sponsor:* Communication Education

*Chair:* Shelly Hinck, Central Michigan University

*Participants:*

Amie Kincaid, University of Illinois, Springfield

Blair Thompson, Western Kentucky University

Cassandra LeClair-Underberg, Texas State University

Colleen Warner Colaner, University of Nebraska, Lincoln

Elizabeth Ribarsky, University of Illinois, Springfield

Joy Daggs, Culver-Stockton College

Richard Murphy, Wayne State College

The panel participants will discuss such issues as the use of personal self-disclosure to enlighten sensitive intercultural topics, the blurring of the teacher-student relationship on Facebook, and how a teacher's age can impact the appropriateness of the self-disclosure level. The goal of this panel is to inspire lively debate amongst panel participants and audience members regarding how an instructor's self-disclosure can help or hinder student engagement and create guidelines for appropriate self-disclosure in and out of the classroom.

1303

11:00 a.m. - 12:15 p.m.

Julep

**HEALTH COMMUNICATION IN GROUPS, ORGANIZATIONS AND COMMUNITIES**

*Sponsor:* Health Communication

*Chair:* Heather Carmack, University of Missouri

*Participants:*

“Health care teams: A different breed of individuals.” Jim Durbin, West Virginia University

“Becoming a nurse: An alternative model of professional socialization in nursing education.” Amber S. Messersmith, James Madison University and Joann Keyton, North Carolina State University

“Psychological health and coping strategies after an urban bridge collapse: Lessons for engaging and enhancing community mental health needs after a crisis.” Patric R. Spence, Western Michigan University, Kenneth A. Lachlan, University of Massachusetts Boston, Lindsay D. Nelson, University of Minnesota, and Ashleigh Shelton, University of Minnesota

“Socio-cultural and familial challenges in promoting a healthy diet for rural Hispanic populations at-risk in developing diabetes.” Amy N. Heuman, Juliann C. Scholl, and Kent Wilkinson, Texas Tech University

“Motivation communicated through Weight Watcher’s meetings: A look at self determination and extrinsic encouragement within weight loss support groups.” Kathryn B. Golsan, Kent State University

1304

11:00 a.m. - 12:15 p.m.

Mayflower 1 & 2

**PROGRESS? PITFALLS? POSSIBILITIES?: THE STATUS OF WOMEN AND POLITICS FOLLOWING HILLARY AND SARAH IN 2008**

*Sponsor:* Political Communication

*Chair:* Erin Blocher, University of Missouri, Kansas City

*Participants:*

Judith S. Trent, University of Cincinnati

Cady Short-Thompson, Northern Kentucky University

Mary Banwart, University of Kansas

This senior scholar panel will discuss the status of women and politics following the highly anticipated, highly covered, and highly criticized candidacies of Hillary Clinton for president and Sarah Palin for vice president. The scholars will examine the candidates’ communication styles, strategies, challenges, and successes. Implications for women’s advancements in politics, campaign communication strategies, and voter effects will be discussed. The panel will combine individual presentations with audience participation and discussion.

1305

11:00 a.m. - 12:15 p.m.

Rookwood

**SPOTLIGHT ON SCHOLARSHIP**  
**THE RACE PROJECT, (FAR) BEYOND THE CLASSROOM:**  
**A BROAD PEDAGOGY FOR RACE AND COMMUNICATION**

*Sponsors:* Intercultural Communication  
Rhetorical Theory and Criticism

*Facilitator:* Stephen Maynard Caliendo, North Central College

The Project on Race in Political Communication (RaceProject.org) is an interdisciplinary effort to better understand the bases and effects of race-based communication. A key component of the Race Project involves making scholarly work accessible to the mass public through electronic and traditional means including web blogs, Facebook, Twitter, media commentary, research assistant opportunities, and public appearances. In this presentation, one of the Race Project's co-directors will discuss the pedagogical underpinnings to this activity, providing suggestions for academics who are interested in broadening the impact of their work. Stephen Maynard Caliendo is the author of *Teachers Matter* (Praeger, 2000), co-author of the forthcoming *Race Appeal* (Temple 2010) and co-editor of the forthcoming *Routledge Companion to Race & Ethnicity* (2011).

1306

11:00 a.m. - 12:15 p.m.

Rosewood

**UNDERSTUDIED INTERPERSONAL COMMUNICATION CONTEXTS**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Renee Smith, Northern Kentucky University

*Participants:*

“Examining the impact of parental disclosure of HIV on children: A meta-analysis.”  
Mike Allen, Benjamin Feiner, Anna Antos, Kelly Tenzek, and Amy May,  
University of Wisconsin, Milwaukee

“Affectionate communication between grandparents and grandchildren: Examining  
grandchildren's relational attitudes and behaviors.” Daniel H. Mansson and  
Melanie Booth-Butterfield, West Virginia University

“Stigma for victims of intimate partner violence: Prevalence and management for  
diverse abuse recipients.” Jessica J. Eckstein, Western Connecticut State  
University

“Hidden in the shadows: A qualitative analysis of the “impossible” possibility: Male  
rape.” Melissa Territo, Eastern Illinois University

*Respondent:* Cassandra LeClair-Underberg, Texas State University, San Marcos

1307

11:00 a.m. - 12:15 p.m.

Salon B

**ENGAGING AND CHALLENGING THE COMMUNITY THROUGH COMMUNICATION**

*Sponsor:* Organizational and Professional Communication

*Chair:* Sarah Bonewits Feldner, Marquette University

*Participants:*



- “Working together: Discursive and paralinguistic features of effective action coordination.” Ryan S. Bisel, University of Oklahoma, Amber S. Messersmith, James Madison University, and Sarah K. Chorley, University of Oklahoma
- “Narrative as strange attractor II: Chaos, communication and the organization of a nonprofit start-up.” Andrew Herrmann, University of Missouri, Columbia
- “Democratic organizing in the corporate sphere: Review of literature and suggestions for future research.” Brent A. Bonine, Ohio University
- “Public safety employees, their families and sensemaking: New directions in work-family research.” Jaime Bochantin, Texas A & M University

*Respondent:* Sarah Bonewits Feldner, Marquette University

**1308**

**11:00 a.m. - 12:15 p.m.**

**Salon C**

**SHOULD JUDGES IN COMPETITIVE DEBATE ACTIVITIES RECEIVE TRAINING?**

*Sponsor:* Argumentation and Forensics

*Chair:* Joe Sora, Duquesne University

*Participants:*

- “How competitive norms undermine meaningful judgment: The case of mock trial.” Cassandra McKeown, University of South Dakota
- “The trained lay judge: An oxymoron.” Larry Underberg, Southeast Missouri State University
- “Judge training in parliamentary debate.” Scott Jensen, Webster University
- “Empowering competitive debate judges.” Mike Bauer, Ball State University

*Respondent:* Joseph Sora, Duquesne University

**1309**

**11:00 a.m. - 12:15 p.m.**

**Salon D**

**STATE OF NORTH DAKOTA  
MAKING IT WORK: DIVERSE EXPERIENCE IN ONLINE TEACHING**

*Sponsor:* States Advisory Council

*Chair:* Shannon Vanhorn, Valley City State University, North Dakota

*Participants:*

- Robert Walsh, Valley City State University, North Dakota
- Shannon Vanhorn, Valley City State University, North Dakota
- Jonna Ziniel, Valley City State University, North Dakota

Online teaching can be challenging. These presenters will discuss the challenges they have overcome in a regular online course, in a course being taught to students living in the United States while living in Korea, and during a time of crisis with the extensive flooding in North Dakota in 2009.

1310

11:00 a.m. - 12:15 p.m.

Salon E

**ENGAGING STUDENTS THROUGH E-TEXTBOOKS: CHANGES AND CHALLENGES IN  
THE BASIC COURSE**

*Sponsor:* Basic Course

*Chair:* John F. Hooker, Illinois State University

*Participants:*

Cheri J. Simonds, Illinois State University

Jennifer Cochrane, IUPUI

Kevin Meyer, Illinois State University

This panel will discuss the logistics of moving to a solely online textbook for the basic course. Issues discussed will include: formative data on student preference of ebooks versus traditional paper textbooks, perceptions of student learning from ebooks versus traditional textbooks, challenges faced by both instructors and students in the adoption process, ebook interactivity, financial ramifications for students, potential financial benefits for communication departments, and a question and answer session with the audience. The panelists all have experiences with ebooks in various roles such as author, course director, and instructor.

1311

11:00 a.m. - 12:15 p.m.

Salon F

**SOGI SCHOLARLY 'SPEED DATING':  
MAKING DISCIPLINARY CONNECTIONS**

*Sponsor:* Sexual Orientation and Gender Identity Caucus

*Chair:* Jimmie Manning, Northern Kentucky University

This fun session is set up so as to allow those who research sex, gender, and sexualities to have one-on-one conversations about their scholarship and teaching. Participants will spend five to ten minutes with each other talking about their research interests, ideas for collaboration, or curiosities about studying sexuality or gender identity. Participants should come with a prepared one minute introductory speech. Whether you are looking for new scholarly connections, a buddy to trade manuscripts with, or a research study partner, this session is an ideal opportunity for networking and generation of ideas.

1312

11:00 a.m. - 12:15 p.m.

Salon G

**"THEOR"-APY: AUTOETHNOGRAPHY AS AN INTERPERSONAL TOOL AND  
EMOTIONAL OUTLET**

*Sponsor:* Communication Theory

*Chair:* Clare Hartman, Northern Kentucky University

*Participants:*

- “Destiny: The suitcase, the friendship, and a call that changed our lives forever.”  
Larissa Seixas, Northern Kentucky University
- “Managing cancer and uncertainty: A familial story.” Richard D. Wagar, Northern Kentucky University
- “Remembering mortality: Communication privacy management and disclosure of Dad’s malignant melanoma.” Rodney Whisman, Northern Kentucky University
- “Enough.” Jenny Prigge, Northern Kentucky University

*Respondent:* Kathy Denker, Ball State University

**1313**

**11:00 a.m. - 12:15 p.m.**

**Salon H**

**THEORIZING, LIVING, AND RESEARCHING ONLINE**

*Sponsor:* Media Studies

*Chair:* Adam Tyma, University of Nebraska, Omaha

*Participants:*

- “Doing community based partnership research in online communities.” Michelle Calka and Laura W. Black, Ohio University
- “Comparing Turkle’s multiple de-centered self with Goffman’s dramaturgical self in fan fiction writers.” Stephanie E. Damore and David E. Schneider, Saginaw Valley State University
- “*Google Earth*, environmental rhetoric and the postmodern sublime.” Joshua P. Ewalt, University of Nebraska, Lincoln\*\*
- “Digital music devices: An analysis of the role that personality and technological proficiency play in usage and dependency.” Katie Lever-Mazzuto, Western Connecticut State University
- “Uses and gratification theory as applied to contemporary practices of communication technology in crop farming.” Mary Nienaltowski and David Schneider, Saginaw Valley State University

\*\*Top Student Paper (Samuel Becker Award winner)

**1314**

**11:00 a.m. - 12:15 p.m.**

**Salon I**

**PUBLIC RELATIONS, WESTERN EUROPE, AND EASTERN EUROPE**

*Sponsor:* Public Relations

*Chair:* Sorin Nastasia, Southern Illinois University, Edwardsville

*Participants:*

- Sorin Nastasia, Southern Illinois University, Edwardsville
- Michael Nitz, Augustana College
- Adonica Schultz Aune, University of North Dakota
- Katerina Tsetsura, University of Oklahoma

This panel examines comparatively public relations in two Western European countries (Germany and Norway) and two Eastern European countries (Romania and Russia). The panelists discuss whether public relations in Western and Eastern Europe are country-specific or tributary to models launched in the United States, and whether public relations in Western and Eastern Europe are similar or fundamentally different. These issues are important in a world that is increasingly global yet increasingly threatened by various disasters.

**1314**

**11:00 a.m. - 12:15 p.m.**

**Salon M**

**INSTRUCTIONAL RESOURCES FOR THE 21<sup>ST</sup> CENTURY: PEDAGOGICAL TOOLS FOR ASSESSING, ENGAGING, LEARNING, AND TEACHING**

*Sponsors:* Instructional Resources

*Chair:* L. Renee Robinson, Saint Xavier University

*Participants:*

Julie McNellis, Saint Xavier University  
Lori Norin, University of Arkansas, Fort Smith  
L. Renee Robinson, Saint Xavier University  
Danielle Stern, Christopher Newport University  
Tom Walton, University of Arkansas, Fort Smith  
Michael Willits, Old Dominion University

Classroom environments are changing due to environmental demands and disciplinary growth. Keeping up with these changes can be difficult, time consuming, and overwhelming when attempting to locate resources in the information age. In the pursuit of instructional materials, instructors often select products that they know little about in terms of effectiveness or the strengths and limitations of the item or practice selected. The purpose of this discussion is to share classroom-tested instructional resources that transform classroom spaces by promoting student engagement and teaching effectiveness in the twenty-first century. Topics of discussion consist of technologies like ConnectYard, Twitter, and web-based learning tools while other discussion points include assessment products such as Turnitin.com and Speechgrader. In addition to discussant commentary, a list of the products, locations for finding or downloading products, and a critique of the tools will be provided to audience members and participants.

**1401**

**12:30 - 1:45 p.m.**

**Caprice 1 & 4**

**ENGAGED SCHOLARSHIP AS A PATHWAY TO ILLUMINATING THE DARK IN THE LIGHT: UTILIZING THE DARK SIDE PERSPECTIVE TO ADDRESS THE FUNCTIONAL AMBIVALENCE OF PERSONAL RELATIONSHIPS**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Colleen Warner Colaner, University of Nebraska, Lincoln

*Participants:*

“Engaging the dark side.” Colleen Warner Colaner, University of Nebraska, Lincoln  
“The dark side of social support.” Sarah E. Dirks, University of Nebraska, Lincoln  
“Don’t ask, don’t tell! The dark side of open communication.” Bryan Asbury,  
University of Iowa  
“It’s not always “happily ever after”: The dark side of storytelling.” Haley Kranstuber,  
University of Nebraska, Lincoln  
“The dark side of (conditional) forgiveness.” Allison R. Thorson, University of San

Francisco  
“Maintaining military family relationships: The dark side of homecoming.” Richard  
Murphy, Wayne State College

*Respondent:* Jody Koenig Kellas, University of Nebraska, Lincoln

**1402**

**12:30 - 1:45 p.m.**

**Julep**

**TOP PAPER PANEL**

*Sponsor:* Organizational and Professional Communication

*Chair:* Matthew S. Vorell, St. Cloud State University

*Participants:*

“It’s complicated: Defining workplace bullying from the human resource  
professional’s perspective.” Renee L. Cowan, Texas A&M University\* \*\*

“Integrating a global labor force: A postcolonial reading of organizational  
socialization.” Sarah Steimel, University of Nebraska, Lincoln

“Whistleblowing, dissent, and the hierarchical mum effect: A new investigation of  
organizational ethics.” Nicole A. Ploeger, Katherine M. Kelley, and Ryan S.  
Bisel, University of Oklahoma

“Why are you here and what will do with your Life?: Education, Spirituality, and  
Work.” Jeremy P. Fyke and John Dowd, Purdue University

“Neo-Capitalist Dominance in Emerging India: Organization-State-Media Linkages.”  
Rahul Mitra, Purdue University

*Respondent:* Kevin Barge, Texas A&M University

\*Top Paper

\*\*Top Student Paper

**1403**

**12:30 - 1:45 p.m.**

**Mayflower 1 & 2**

**A NATURAL FIT:  
TEACHING WITH MEDIA AND TECHNOLOGY IN THE BASIC COURSE  
USING A RELATIONAL PERSPECTIVE**

*Sponsors:* Communication Theory  
Basic Course  
Media Studies

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

*Participants:*

Steve Duck, University of Iowa

Jimmie Manning, University of Northern Kentucky

David T. McMahan, Missouri Western State University

Stephanie S. Rolle, Miami University, Ohio

Historically absent in basic course classrooms, discussions of media and technology are increasingly necessary in the development of students' academic, personal, professional, and civic lives. The physical structure of classrooms and other learning spaces are increasingly focused on the ways in which relationships, media, and technology coalesce. However, many basic course instructors may not feel as though their academic backgrounds have prepared them to lead such discussions in the classroom. Panelists will address the importance of including media and technology in the basic course, while specifically focusing on the use of the relational perspective to instruct students. The relational perspective focuses on the vital connection of communication and relationships, enabling coherence with among multiple topics and making discussions of media and technology more understandable. Basic course instructors new to teaching media and technology will find this perspective a useful introduction to discussing previously unfamiliar topics, while those already familiar with media and technology will find this perspective a valuable method to enhance student learning.

**1404**

**12:30 - 1:45 p.m.**

**Rookwood**

**“I’M NOT RACIST, BUT...”:  
ADDRESSING DIVERSITY AND RESISTANCE IN THE COLLEGE CLASSROOM**

*Sponsor:* Communication Education

*Chair:* Sara Docan-Morgan, University of Wisconsin, LaCrosse

*Participants:*

Sheryl Cunningham, Wittenberg University  
Sara Docan-Morgan, University of Wisconsin, La Crosse  
Shelley Hawthorne Smith, University of Arizona  
Dena Huisman, University of Wisconsin, La Crosse  
Lori Norin, University of Arkansas, Fort Smith  
Tom Walton, University of Arkansas, Fort Smith

The college classroom is the first opportunity for many students to confront issues of racism, sexism, classism, heterosexism, and other issues of difference. It is the responsibility of teachers to engage students with these topics in ways that promote social justice, but doing so can be challenging. White, middle-class students from homogenous backgrounds tend to find it especially challenging to engage in topics of diversity and difference without feeling threatened and defensive. How can we, as teachers, facilitate conversations and activities that create space for new understandings of difference and diversity in this “post race” era? What are the best practices to engage students in self-reflexivity and self-awareness? How can we deal with student resistance to issues of difference, whether it is based on race, gender, sexual orientation, religion, or socioeconomic class? In this panel, instructors who have grappled with these questions will share their experiences and best practices. This interactive panel will also include audience participation in sharing of problems and solutions.

**1405**

**12:30-1:45 p.m.**

**Rosewood**

**CONVERSATION ANALYSIS DATA SESSION**

*Sponsor:* CSCA President, Christina S. Beck

*Facilitators:*

Angela S. Jacobs, Eastern Illinois University  
Daniel Modaff, Western Kentucky University

Felicia Roberts, Purdue University

In this session, facilitators will provide a recording and transcript of naturalistic social interaction, and attendees will be invited to participate in a discussion of the data using conversation analysis. This panel will provide an opportunity for participants to examine data through this method of research and to learn more about conversation analysis. We welcome participants with any level of experience and knowledge, from CA newcomers to experienced conversation analysts.

**1406**

**12:30 - 1:45 p.m.**

**Salon B**

**A CAREER IN TEACHING COMMUNICATION: HIRING PRACTICES OF TWO AND FOUR YEAR INSTITUTIONS: PART ONE**

*Sponsor:* Graduate Student Caucus

*Chair:* Anji Phillips, University of Missouri, Columbia

*Participants:*

David L. Bodary, Sinclair Community College  
Katherine J. Denker, Ball State University  
Allison B. DeStefano, Waubesa Community College  
Betty Jane Lawrence, Bradley University  
Mitchell S. McKinney, University of Missouri, Columbia  
Jessica M. Wilson-Kratzer, University of Missouri, Columbia  
Abbey Wojno, Ohio University

This session is intended to guide faculty in the hiring process, as well as, graduate students who are on the verge of the hiring process. Best practices of hiring experiences will be shared. Finally, a hiring “how to” from administrators, faculty, and graduate students will be discussed.

**1407**

**12:30 - 1:45 p.m.**

**Salon E**

**EMERGING RESEARCH IN INTERCULTURAL COMMUNICATION**

*Sponsor:* Intercultural Communication

*Chair:* Anna Wong Lowe, University of Oklahoma

*Participants:*

“It all just magically happens: Ethnographic observations of cultural differences in proxemic and chronemic nonverbal communication at my daughter’s wedding in Nagpur, India.” Kelly Lutz, Marshall University  
“Politics in action: A multicultural analysis of factors which cultivate civic engagement among youth.” Crystal L. Henderson, Ivy Tech Community College  
“Accommodationist, elitist, and separatist: Black on black voices within the African American narrative.” Kimberly Holley, Regent University  
“Revisiting issues of crisis communication, race, and natural disasters: The case of Hurricane Ike.” Kenneth A. Lachlan, University of Massachusetts Boston, Patric R. Spence, Western Michigan University, and Jennifer Burke, Prairie View A & M University

*Respondent:* Ahmet Atay, University of Louisville

1408

12:30 - 1:45 p.m.

Salon F

**BUILDING COMMUNITY THROUGH GROUP PERFORMANCE**

*Sponsor:* Performance Studies and Theatre

*Chair:* Amy Pinney, Georgia College & State University

*Participants:*

“The life and literature in performance series.” M. Heather Carver, University of Missouri, and Noah Lelek, University of Missouri

“Including voices: The Arkansas radio theatre.” David J. Eshelman, Arkansas Tech University

“Creating community: The development and production of the audio soap opera *Dear Donnybrook*.” Kate Berneking Kogut, Stephens College

“Troubling violence performance project.” Emily A. Rollic, University of Missouri

*Respondent:* Dustin Goltz, DePaul University

1409

12:30 - 1:45 p.m.

Salon G

**THE RHETORIC OF MAGIC: AN ANALYSIS OF MAGIC AS PERSUASION**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Joseph Zompetti, Illinois State University

*Participants:*

“Abraca-Aristotle: A neoclassical examination into the silent performances of magicians.” Pam Steskal, Illinois State University

“The magic of deception: Rhetorical analysis of performance con artistry using neuro-linguistic programming.” Nathan Stewart, Illinois State University

“The rhetoric of danger in magic.” Amy Secretan, Illinois State University

“They could take your wallet, but prefer to take your breath away: A neoaristotelian analysis comparing the illusionist and the con-artist’s performances of deception.” Tommy Navickas, Illinois State University

*Respondent:* Benita Dilley, University of Wisconsin, Stout

1410

12:30 - 1:45 p.m.

Salon H

**STATE OF MINNESOTA**

**FROM JUST TALK TO TAKING A STAND: DEVELOPING PARTNERSHIPS BETWEEN THE SPEECH CLASSROOM AND THE MINNESOTA GENOCIDE INTERVENTION NETWORK**

*Sponsor:* States Advisory Council

*Chair:* James P. Dimock, Minnesota State University



*Participants:*

Peggy Dimock, St. Peter High School, St. Peter, Minnesota  
Ellen J. Kennedy, Interim Director, Center for Holocaust and Genocide Studies,  
University of Minnesota & Director, Genocide Intervention Network-Minnesota,  
Minneapolis, MN,  
James P. Dimock, Assistant Professor, Minnesota State University Mankato, Mankato,  
MN

The adoption of the Genocide Convention by the United Nations in 1948 was intended as a pledge to the world that “Never Again” would the horrors of the Holocaust be repeated. Unfortunately, those horrors have been repeated in Cambodia, Rwanda, Bosnia and Darfur. The Genocide Intervention Network is a national organization working to fulfill the promise. The GIN is dedicated to empowering “individuals and communities with the tools to prevent and stop genocide” and to bring about “a world in which the global community is willing and able to protect civilians from genocide and mass atrocities.” This panel will show teachers of communication and public speaking how they can partner with the Genocide Intervention Network and how such partnership cannot only help students develop practical communication and public speaking skills but how students can use their voices to bring about meaningful change in the world.

**1411**

**12:30 - 1:45 p.m.**

**Salon M**

**THEORIZING POWER IN COMMUNICATION STUDIES**

*Sponsor:* Communication Theory  
*Chair:* Sorin Nastasia, Southern Illinois University, Edwardsville

*Participants:*

Lana Rakow, University of North Dakota  
Diana Iulia Nastasia, University of North Dakota  
Yuliya Kartoshkina, University of North Dakota

Using Finnegan’s (2006) frame of communication as surveillance, as visual and linguistic practices of control, the panelists will examine the ties between communication and power, the stated as well as the undisclosed assumptions about power relations in communication studies, by means of answering a series of questions: (1) how have power elites been problematized?; (2) how have marginal groups been discussed?; (3) how have power hierarchies been discussed?; and (4) how have issues of hegemony been addressed?

**1501**

**2:00 - 3:15 p.m.**

**Caprice 1 & 4**

**STATE OF OKLAHOMA  
THE POWER OF ONLINE COURSES: PROMISES AND LIMITATIONS**

*Sponsor:* States Advisory Council  
*Chair:* Robert Greenstreet, East Central University, Oklahoma

*Participants:*

- “Increasing student involvement and potential for success in online communication courses.” Richard Boyd, Rogers State University  
“Not a walk in the park: The downside of online teaching.” Ron Price, Cameron University  
“Encouraging active participation in the online course.” Paul Crandon, Cameron University  
“Intelligent design: Encouraging learning in online communication courses.” Robert Greenstreet, East Central University

This panel explores the upside as well as the down side of teaching communication courses in an online environment. Panelists will discuss their experiences in both general education and upper level communication courses. Discussion is encouraged.

**1502**

**2:00 - 3:15 p.m.**

**Caprice 2**

**THE IMPACT OF SOCIAL NETWORKING SITES ON FAMILY COMMUNICATION**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Karla Mason Bergen, College of Saint Mary

*Participants:*

- “Blogs, Facebook, and Twitter: New ways for families to stay in touch,” Karla Mason Bergen, College of Saint Mary and Chad McBride, Creighton University  
“To friend or not to friend: Privacy management through familial Facebook friend choices.” Elizabeth Ribarsky and Pamela Tintori, University of Illinois, Springfield  
“Public and private lives: The impact of social networking sites on family communication.” Katie Hatfield, Creighton University  
“College students’ self-disclosure on Facebook.” Shawn Wahl, Angelo State University

*Respondent:* Erika Kirby, Creighton University

**1503**

**2:00 - 3:15 p.m.**

**Mayflower 1 & 2**

**CIVIC ENGAGEMENT IN NONPROFITS: THE MISSION, FUNDRAISING, BOARD, VOLUNTEERS, COMMUNITY AND STRATEGIC PLAN**

*Sponsors:* Intercultural Communication  
Organizational and Professional Communication

*Chair:* Amy Aldridge Sanford, Northeastern State University

*Participants:*

- “Creating a better life: A consultation report of a middle school PTA.” Jessica M. Remer, Northeastern State University  
“Boys & Girls Clubs: A consultation report.” Ryan G. Cannonie, University of Tulsa  
“Establishing a brighter future: A consultation report for a crisis pregnancy center.” Jennifer V. Martin, Northeastern State University  
“Think to the future: A strategic plan for a public schools foundation.” Sarah E. Turner,

Northeastern State University

One of the most recognized methods of civic engagement is to volunteer at nonprofit organizations (NPO). The four panelists volunteered at local NPOs while they were enrolled in Nonprofit Organizational Communication. The panel presentations are the result of their final reports about the organizations.

*Respondent:* Julie Cencula Olberding, Scripps Howard Center for Civic Engagement, Northern Kentucky University

**1504** **2:00 - 3:15 p.m.** **Rookwood**

**2009 FEDERATION PRIZE: REPORT ON RESEARCH**

*Sponsors:* CSCA First Vice-President, Stephen K. Hunt  
CSCA Federation Prize Committee

*Chair:* Brant R. Burleson, Purdue University

*2009 Federation Prize Recipient:* Kristen Lucas, University of Nebraska, Lincoln

**ABSTRACT**

**1505** **2:00 - 3:15 p.m.** **Rosewood**

**INSTITUTIONAL AND DISCIPLINARY ACTIVITIES THAT MOTIVATE STUDENTS TO  
CIVIC AND COMMUNITY ENGAGEMENT**

*Sponsor:* Community College

*Chairs:* Marg Yaroslaski, Dodge City Community College  
Julie Weishar, Parkland College

*Participants:* Marg Yaroslaski, Dodge City Community College  
Julie Weishar, Parkland College  
Judith Vogel, Des Moines Area Community College

College is a time of exploration and change for students as they move away from being directed by parents and teachers toward making their own decisions. Communication classes can play a critical role in helping students to become more engaged in the world around them. This panel will discuss ways communication faculty can foster civic engagement and will share effective classroom and campus-wide activities designed to motivate students to become engaged in and informed about community, national, and global issues.

**1506** **2:00 - 3:15 p.m.** **Julep**

**COMPETITIVE PAPERS IN COMMUNICATION EDUCATION AND BASIC COURSE**

*Sponsors:* Communication Education  
Basic Course

*Chair:* Joseph P. Mazer, Ohio University

*Participants:*

- “The dog ate my paper: A content analysis of student compliance-gaining strategies.”  
Dena H. Huisman and Michael M. Tollefson, University of Wisconsin, La Crosse
- “Examining state high-school communication standards: Engaging student voice  
through action research.” David H. Kahl, Jr., Penn State University, Erie, The  
Behrend College
- “Teaching public speaking as civic engagement: Practical, pedagogical methods.”  
Taylor S. Lake, Indiana University Northwest
- “Being a PEP(py) instructor: Assessing the political engagement project in the basic  
communication course COM 110: Communication as critical inquiry.” Jenna C.  
Russell, Illinois State University\*

*Respondent:* Katherine J. Denker, Ball State University

\*Top Paper in the Basic Course Interest Group

**1507**

**2:00 - 3:15 p.m.**

**Salon B**

**IMPOVERISHED PUBLIC ADVOCACY: THE CASE FOR INFORMATION LITERACY**

*Sponsor:* Argumentation and Forensics

*Chair:* Joseph Sora, Duquesne University

*Participants:*

- “The well read public advocate: An endangered species.” Cassandra McKeown,  
University of South Dakota, Larry Underberg, Southeast Missouri State  
University
- “Information literacy and the rhetorical tradition: Collaborating with library faculty to  
help students achieve speeches ‘worth listening to’.” Glen Williams, Claudia  
Ruediger, and Matt Olsen, Southeast Missouri State University
- “It takes a village: Partnerships for information literacy instruction.” Mary Murray,  
Oxford College of Emory University

After initially addressing the diminished quality of research in support of claims, the panel will note how instruction adhering to the rhetorical tradition provides a corrective. Providing this instruction during contemporary times calls for a collaborative approach with experts in information literacy.

**1508**

**2:00 - 3:15 p.m.**

**Salon C**

**FORM, SCAPEGOATING, AND IDENTIFICATION:  
BURKEAN APPROACHES TO MEDIA AND POLITICS**

*Sponsor:* Kenneth Burke Society

*Chair:* Jeralyn Farris, Purdue University

*Participants:*

- “Creating and satisfying appetites in political flip-flop spots.” Mark Glantz, University  
of Missouri
- “Engaging the virtual scene: Scapegoating in a multiplayer video game.” Jeffrey  
Kuznekoff, Ohio University
- “Obama’s campaign rhetoric and the power of identification.” Jennifer Rome,

University of Nebraska, Lincoln

*Respondent:* Daniel Wilbur, Purdue University, North Central

**1509**

**2:00 - 3:15 p.m.**

**Salon D**

**ETHICS AND CONTEMPORARY MEDIA: ENGAGEMENT, CHALLENGE, AND CHANGE**

*Sponsor:* Communication Ethics and Freedom of Expression

*Chair:* Kathleen German, Miami University

*Participants:*

- “Anger in the pulpit and beyond: A case study of the impact of social media on a United Church of Christ congregation after the Jeremiah Wright 2008 ‘God Damn America’ sermon.” Leigh Makay, Heidelberg University
- “Citizen journalists, viral media, and the call for a new ethics of civic engagement.” Kathleen German, Miami University
- “New media technology and political campaigns: Campaigning through texts, tweets and Facebook.” Kasie Mitchell Roberson, Miami University
- “Crafting an ethical social media policy: Meeting the challenges, engaging publics, changing ethical practices.” Jeffrey D. Brand, Millikin University
- “The end justifying the means—ethical implications of public service announcements.” Bill Brewer, Miami University

**1510**

**2:00 - 3:15 p.m.**

**Salon E**

**CIVIC DISCOURSE ON GENDER AND SEXUALITY IN GLOBAL CONTEXTS**

*Sponsors:* Sexual Orientation and Gender Identity Caucus

Intercultural Communication

Women’s Caucus

Communication Education

*Chair:* Ahmet Atay, University of Louisville

*Participants:*

- "Intersexuality: Revising cultural assumptions of sex and gender." Tony E. Adams, Northeastern Illinois University
- “New perspectives on Iranian women among the Western media after 2009 Iranian Presidential Election report.” Farshad Aminian-Tankei, Florida Gulf Coast University
- “Dutch fan reaction to tales of *As the World Turns*: Why a gay man had to marry an Iraqi woman?” Ahmet Atay, University of Louisville
- “Yaoi and BL (boys love) phenomena in Japanese anime, manga, and film.” Sachiko Tankei-Aminian, Florida Gulf Coast University

This roundtable discussion focuses on gender and sexuality in global contexts. Panelists discuss the usefulness of cultural specific examples to challenge our own stereotypes on gender and sexuality in general as well as on gender and sexuality in a specific cultural context. Such examination can lead us to further civic engagement and discourse on complex societal and political issues surrounding gender and sexuality. This panel has invited panelists from diverse disciplines, ranging from cinema/media studies, intercultural communication, communication education, and gender studies. This panel invites the

attendees' interactive participation.

**1511**

**2:00 - 3:15 p.m.**

**Salon F**

**GENDERED GAMES: A MULTIPERSPECTIVE ANALYSIS OF CHILDREN'S VIDEO GAMING**

*Sponsor:* Women's Caucus

*Chair:* Lisa M Wagner, University of Cincinnati

*Participants:*

"Riddle her this!: Girls' puzzle games and the DS." Beth Novak and Janie Henderson, Ohio University

"Mario vs Peach: Gender in young children's video game play." Nancy Jennings, University of Cincinnati

"Girls on the go!: Portable games and the girls who play them." Lisa M Wagner, University of Cincinnati

*Respondent:* Norma Pecora, Ohio University

**1512**

**2:00 - 3:15 p.m.**

**Salon G**

**EXAMINING COMMUNICATION THROUGHOUT THE POLITICAL CYCLE: COMPETITIVE PAPERS IN POLITICAL COMMUNICATION**

*Sponsor:* Political Communication

*Chair:* Susan Novak, University of Kansas

*Participants:*

"The factors that contribute to the persuasiveness of political advertising messages." Lindsey A. Harvell and Michael W. Pfau, University of Oklahoma

"A functional analysis of 2008 Presidential candidacy announcement speeches." Mark Glantz, University of Missouri

"Capitalism, Marxism, and resistance: Understanding American family farm ideology in the farm movement and the presidential administrations." Chad Woolard, Illinois State University

"From magic-mythic to deficient-rational: The legislative debate over the USA PATRIOT Act as a meta-narrative of post 9-11 patriotic consciousness." Tim Doty, Texas Tech University

*Respondent:* Laura Black, University of Ohio

**1513**

**2:00 - 3:15 p.m.**

**Salon H**

**THE IMPORTANCE OF MOTION PICTURES AS INSTRUCTIONAL RESOURCES TO CHALLENGE, ENGAGE, AND CHANGE STUDENTS' POLITICAL AND CIVIC ENGAGEMENT**

*Sponsors:* Instructional Resources  
Media Studies

*Chair:* Deborah Whitt, Wayne State College

*Participants:*

Tim McKenna, Illinois State University  
Daniel Almanza, Illinois State University  
Laura Bruns, Illinois State University  
Rich Murphy, Wayne State College  
Deborah Whitt, Wayne State College  
Bryan Asbury, University of Iowa  
Dana C. Gravesen, University of Iowa  
Benjamin A. Morton, University of Iowa

This panel will feature a roundtable discussion that will allow participants to share their classroom experiences in which they have used motion pictures as resources to engage, challenge, and change their students' political and civic engagement. The audience will view several video clips and time will be allotted toward discussing the importance of using the medium of motion pictures to engage, challenge, and change student's political and civic engagement. This panel will not only provide several examples for teachers to apply within their own classroom, but will begin a discussion on how to best use these resources to benefit classroom discussion, lecture, and application.

**1514**

**2:00 - 3:15 p.m.**

**Salon I**

**TOP STUDENT PAPERS**

*Sponsor:* Communication Theory

*Chair:* Sheryl Lidzy, Emporia State University

*Participants:*

"Rhetorical displays of tortured bodies: Image events, the body-in-pain, and visual tactics of resistance." Bryan Thomas Walsh, Indiana University\*  
"Media consumption and body image: Influential factors of communication apprehension." Anna R. Antos, University of Wisconsin, Milwaukee  
"The influence of conflict styles on apologies and forgiveness." Joshua R. Pederson, University of Iowa

*Respondent:* Patric R. Spence, Western Michigan University

\*Top Paper

**1515**

**2:00 - 3:15 p.m.**

**Salon M**

**THE MEDIA AS THE TEACHER: MAKING SENSE OF MEDIA'S ROLE VIA CULTURAL PEDAGOGY**

*Sponsors:* Intercultural Communication  
Media Studies

*Chair:* Adam W. Tyma, University of Nebraska, Omaha

*Participants:*

"Discover(ing) mediated pedagogy: The gendered nature of the Discovery Networks."  
Amanda Brown, University of Wisconsin, Stout and Heather Nesemeier,

Minnesota State University, Moorhead  
“Impact of immersive technologies on race, identity, and pedagogy.” Anna Wong  
Lowe, University of Oklahoma and Jeffrey Dan Lowe, University of Oklahoma  
“Building a home for cultural pedagogy in communication research—A theoretical  
exploration.” Adam W. Tyma, University of Nebraska, Omaha

The idea that we are taught through our media consumption is nothing new. However, with the expansion of mediated messages influencing every aspect of our lives, the cultural pedagogical implications of our media needs to be understood and critiqued. This panel moves to understand not only what we are taught, but how we are taught, and how the mediated messages may influence our personal, social, and political lives. Emphases are placed on socially-locked constructions of identities, connections and action within online spaces, and locating a place for cultural pedagogy work within Communication theory and research.

**1601**

**3:30 - 4:45 p.m.**

**Caprice 1 & 4**

**SHARING TOOLS OF THE ORGANIZATION: ROUNDTABLE ON SHARING THE BEST  
ORGANIZATIONAL COMMUNICATION TEACHING PRACTICES**

*Sponsor:* Organizational and Professional Communication  
*Chair:* Matthew S. Vorell, St. Cloud State University

*Participants:*

Ryan Bisel, University of Oklahoma  
Charles Choi, University of California, Santa Barbara  
Lance Lippert, Illinois State University  
Lee McGaan, Monmouth College  
Amber Messersmith, James Madison University  
Stephanie Klatzke, Northern Kentucky University  
Kristopher Paal, Malone University  
Andrea Pampaloni, La Salle University  
Diana Tucker, Ashland University  
Matthew S. Vorell, St Cloud State University  
Julie Weishar, Parkland College

A number of academic divisions have been quite successful in furthering their pedagogical development through the simple sharing of effective activities among faculty. As a topic of instruction, organizational communication relies on projects rich in real world exposure to provide students a bridge between scholarship and practice. This roundtable brings together experts in the field so they may share with and learn from one another. Audience participation is invited.

**1602**

**3:30 - 4:45 p.m.**

**Caprice 2**

**ENGAGING STUDENTS IN EXPERIENTIAL AND SERVICE LEARNING**

*Sponsor:* Instructional Resources  
*Chair:* David W. Worley, Indiana State University



*Participants:*

David W. Worley, Indiana State University  
Debra A. Worley, Indiana State University  
Michael R. Elkins, Indiana State University  
Barbara S. Hugenberg, Kent State University  
Kristen A. G. McIntyre, University of Arkansas, Little Rock  
Carol Bruess, University of St. Thomas  
Debra Petersen, University of St. Thomas  
Kevin Sauter, University of St. Thomas  
Michael J. Sharp, University of Cincinnati  
Corinne Weisgerber, St. Edward's University

This roundtable discussion will feature the editors and a selected number of contributors to a new resource released by Great River Technologies for those interested in specific ways to include experiential and service learning in various communication courses. The editors will provide an overview of the project and the presenters will summarize their respective contributions to the book, "Best Practices in Experiential and Service Learning in Communication" with opportunities from attendees to ask questions and engage the discussants.

**1603**

**3:30 - 4:45 p.m.**

**Caprice 3**

**THE FUTURE OF THE DISCIPLINE: TOP STUDENT PAPERS IN RHETORICAL THEORY  
AND CRITICISM**

*Sponsor:* Rhetorical Theory and Criticism  
*Chair:* Jack Jones, University of Chicago, Illinois

*Participants:*

"Yearning for Zion: A rhetorical analysis of a fundamentalist web site." Sarah Adams,  
North Dakota State University  
"Language and the lived-body: Getting at the "something more" of human  
communication." John Dowd, Purdue University  
"Obama and McCain facing off in the debates: An exploration of elements of  
goodwill." Anke Wolbert, Wayne State University  
"It's going to be legendary, wait for it: Portrayal of masculinity in *How I Met Your  
Mother*." Jeffrey H. Kuznekoff, Ohio University  
"A speaker for all people: Robert F. Kennedy and afrocentric rhetorical theory" Katie  
McWilliams, University of Nebraska, Omaha

*Respondent:* Matthew D. Petrunia, Fashion Institute of Technology, SUNY

**1604**

**3:30 - 4:45 p.m.**

**Julap**

**STUDENT PAPERS IN COMMUNICATION EDUCATION**

*Sponsor:* Communication Education  
*Chair:* Maureen Savage, Western Michigan University

*Participants:*

"Developing democracy: An interdisciplinary look at how college news production  
influences student journalists outside the newsroom." Robert Gutsche Jr.,  
University of Iowa

“Putting our methods where our mouths are: Creating space for critical communication education.” Kyle Leathers and Anna Maria Flores, Wayne State University  
“Intercultural instructional incompetence: A call to civically engage the globe.” Evan Center, University of Kansas  
“Learning from Computer Games.” Zeynep Tanes, Purdue University  
“Classroom bias and dissonance: A psychological approach.” Lindsey A. Harvell, University of Oklahoma\*

*Respondent:* Joy L. Daggs, Culver-Stockton College

\* Gustav Friedrich Award for Top Student Paper

**1605**

**3:30 - 4:45 p.m.**

**Rookwood**

**GREAT IDEAS FOR TEACHING – G.I.F.T.**

*Sponsor:* G.I.F.T.

*Chair:* Maggie Sullivan, Loras College

*Participants:*

1. “Health campaign poster design and evaluation.” Sydney M. Staggers, West Virginia University
2. “Speaking of service: Engaging and enhancing communities through service learning projects.” Lisa K. Hanasono, Purdue University
3. “Look and listen: Exploring the listening process through an activity resembling the classic game of telephone.” Dimana Spudich and Christine Spudich, Saint Louis University
4. “Teaching with the enemy: A lesson on listening and perspective.” Andrew J. Kirk, Southern Illinois University, Carbondale
5. “Current affairs.” Leesha M. Thrower, Northern Kentucky University
6. “The engaged citizen.” Eugenia McAvoy, St. Xavier University
7. “A great GIFT.” Diana Hayes, Southern Illinois University
8. “Acting and reacting to fallacies.” Maxwell R. Norris, Ball State University
9. “Challenging, engaging, and changing our understanding of ‘race’ in ‘post-racial’ U.S.” Richie Neil Hao, University of Denver
10. “Vocalics: ‘It’s not what you say, but how you say it’.” Trisha Hoffman, Southern Illinois University, Edwardsville

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. Every ten minutes audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.

**1606**

**3:30 - 4:45 p.m.**

**Rosewood**

**RHETORICAL AND CULTURAL OUTBURSTS: THE NEW CIVILITY?**

*Sponsors:* Intercultural Communication  
Rhetorical Theory and Criticism

*Chair:* Dorothy Ige, Indiana University, Northwest

*Participants:*

Carolyn Calloway-Thomas, Indiana University  
Alberto Gonzalez, Bowling Green State University  
Ronald, Jackson, II, University of Illinois  
Dorothy Pennington, University of Kansas  
Judith Trent, University of Cincinnati

This roundtable of established rhetorical and intercultural scholars will interrogate what the recent rhetorical and cultural outbursts of Representative Wilson and Kanye West, the Birthers, and others suggest about the practice of reasonable, rational, and acceptable public discourse and behavior in civic culture. Are the incidents similar, rhetorically and culturally? How are such incidents framed and do current rhetorical spaces accommodate them? How does public sphere literature inform us on matters such as when, where, and in what manner citizens may participate in deliberative discourse? What other variables are implicated? The vitriol in town hall meetings surrounding the health care debate is also implicated here in the tests of the limits of civic engagement. Presenters will give position statements, followed by audience participation.

**1607**

**3:30 - 4:45 p.m.**

**Salon B**

**COMMUNITY CONNECT:  
A GRASSROOTS PUBLIC MEDIA PROJECT IN NORTH DAKOTA**

*Sponsors:* Communication Theory  
Media Studies

*Participants:*

Lana Rakow, Professor, University of North Dakota  
Diana Iulia Nastasia, University of North Dakota  
Yuliya Kartoshkina, University of North Dakota  
Sorin Nastasia, Southern Illinois University, Edwardsville

This panel reflects on how the project, currently named Community Connect, has developed. We will lay out the theories and methodologies that shaped our approach and our initiative, including reflections on civic engagement and public media, as well as on community based research and research for community action. We will also describe the first two stages of the project: design, involving planning and research, and implementation, involving the launch of in-person, in-print, and on-line formats and establishment of an organizational structure. Then we will present the evaluation stage, by returning to our questions, if we can build it, will they join?, and assessing implications for public communication of partnerships, policy, and praxis. We will conclude by addressing the next stage of sustainability and questions of transferability.

**1608**

**3:30 - 4:45 p.m.**

**Salon C**

**STATE OF ILLINOIS SHOWCASE PANEL  
CHALLENGES TO CHANGING SCHOOL CURRICULUM AND TEACHER PREPARATION**

*Sponsor:* States Advisory Council  
*Chairs:* Lauren Jump and Amanda Ams, Illinois State University

*Participants:*

April Lowry, Illinois State University  
Anna Wright, Illinois State University  
Sara Arafat, Illinois State University  
Tonya Starnes, Illinois State University  
Alexandra Zellmer, Illinois State University  
Clayton Sanders, Illinois State University  
Christine Bruckner, Illinois State University  
Lindsay Soliman, Illinois State University

We know the importance of communication skills in professional and academic settings. Educational groups such as Achieve, SAT and ACT verify the importance of speaking and listening skills for all students. However, recent trends suggest that our curriculums are being changed to “meet the test.” This panel examines the potential impact of teacher training, extra-curricular activities and curriculum on student learning, preparation for higher education and careers.

**1609**

**3:30 - 4:45 p.m.**

**Salon D**

**FRIENDS, DATES AND FRIENDS WHO DATE: A COMPETITIVE PAPER PANEL**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Jessica M. Wilson-Kratzer, University of Missouri, Columbia

*Participants:*

“Did he just order a salad?!: Self-monitoring as a predictor of dating script flexibility.”  
Melissa Kampa, Illinois State University  
“Friends who were once romantic partners: Predicting commitment using the  
investment model.” Emily A. Rauscher, University of Missouri, Columbia  
“Is she flirting with me? An examination of women’s nonverbal flirting cues.” Ruben  
D. Garza, Jeffrey S. McQuillen, and Marcolfa Zamora McQuillen, University of  
Texas, Pan American  
“Discursive struggles and cohabitation: Meaning for young, non-cohabiting relational  
partners.” Kelly G. McAninch, University of Kentucky

*Respondent:* Andrea N. Lambert, Northern Kentucky University

**1610**

**3:30 - 4:45 p.m.**

**Salon E**

**GATHERING AROUND THE FOUR-COLOR CAMPFIRE: COMICS AS CIVIC SPACE**

*Sponsors:* Media Studies

Graduate Student Caucus

*Chair:* Jim Crocker-Lakness, University of Cincinnati

*Participants:*

- “Finding your page: A graphic artist sparks imagination.” Caelyn Nagle, Video and Graphic Artist, Cincinnati  
“What’s so funny about teaching comics?” Carol Tyler, Professional Artist and Teacher, Cincinnati  
“Use your allusion: Comics as rhetorical illumination and imagination.” Bill Jennings, University of Cincinnati  
“Earth Air Fire Water: Western occult tradition in Alan Moore’s *Promethea*.” Jim Crocker-Lakness, University of Cincinnati  
“The comic book shop as social space.” Carl Bonasera, Owner of All American Comics, Chicago

Traditional comics have become little more than entertainment for children or the pumpkin patch for the film industry. This panel contends that a new generation of independent comics has become a unique and valuable media that encourages new forms of civic engagement. Panelists will individually argue that this form opens up new types of community narrative, encourages spiritual self discovery, and provides a space for artistic and social expression. Because comics are a “polymedic” form, and cannot be easily categorized, this multi-media panel brings together artists, academics, and industry professionals who share an understanding of and a love and respect for this medium. At the end of the panel everyone attending will receive a comic book summarizing the panel presentation.

**1611**

**3:30 - 4:45 p.m.**

**Salon F**

**COMMUNICATION AND CIVIC ENGAGEMENT IN THE BASIC COMMUNICATION  
CLASSES: CAN WE CHALLENGE, CHANGE, AND ENGAGE THEM?**

*Sponsor:* Basic Course

*Chair:* Ahmet Atay, University of Louisville

*Participants:*

Ahmet Atay, University of Louisville  
Jay Brower, Western Connecticut State University  
Elizabeth A. Petre, Southern Illinois University, Carbondale  
James T. Petre, Southern Illinois University, Carbondale  
John Warren, Southern Illinois University, Carbondale

The goal of this panel is to interrogate the notion of civic engagement and the concept of civility in basic communication classes. The panelists will focus on the question of “are basic communication classes where the civic engagement start?” The participants of this discussion panel, ask what is basic about the basic communication classes. Are they basic, so they can be taken for granted? Or are they venues where the seeds of progress can be planted and the idea of responsibility and civic engagement are practiced. Thus, the aim of this panel is to create a discussion to uncover the visible or invisible links between basic communication courses and the notion of civic engagement.

**1612**

**3:30 - 4:45 p.m.**

**Salon G**

**ECONOMIC PRESSURES AND STRATEGIES TO SURVIVE THEM**

*Sponsor:* Undergraduate Programs

*Chair:* Jackie Schmidt, John Carroll University

*Participants:*

“Strategies for dealing with administration.” Joe Miller, John Carroll University

“Economic Pressures and external funding (grant funding) for COM research.”

Mitchell McKinney, University of Missouri

“Strategies for dealing with staffing.” Deborah Uecker, Wisconsin Lutheran College

“Economic issues and the effect on programming.” Jackie Schmidt, John Carroll University

Since last year’s convention when the economic crisis was just getting started, issues and concerns were raised in regards to how colleges and universities were beginning to handle the economic challenges to come. A year later the challenges remain and tough decisions have been made and will continue to be made. This panel brings a variety of issues and perspectives on a few issues and how they are being addressed. Each panelist will briefly present and then there will be time for discussion of these and other issues of economic survival for undergraduate programs.

**1613**

**3:30 - 4:45 p.m.**

**Salon I**

**TOP HEALTH COMMUNICATION PAPERS PANEL**

*Sponsor:* Health Communication

*Chair:* Rebecca S. Imes, Carroll University

*Participants:*

“Public discourse about teenage pregnancy: Disruption, restoration, and ideology.”

Jennifer J. Bute & Laura D. Russell, Ohio University

“Challenging narratives: Re-constructing the experience of growing up with chronic illness or disability.” Linda Wheeler Cardillo, College of Mount St. Joseph

“Turning points, trajectories, and social support: The experiences of people with bipolar disorder.” Eileen Doherty, Purdue University

“Using the relational health communication competence model to examine the relationships of communication competence and social support to job burnout and job engagement of assisted living facility employees.” Eileen Gilchrist, University of Wyoming & Jim Query, James Madison University

**1614**

**3:30 - 4:45 p.m.**

**Salon M**

**THE VAMPS ARE BACK IN TOWN–RESURGENCE OF VAMPIRE  
STORIES IN POPULAR CULTURE**

*Sponsor:* Women's Caucus

*Chair:* Adam W. Tyma, University of Nebraska, Omaha

*Participants:*

“‘So, you’re a slayer, huh? I like that in a woman’: Altering the feminine convention through vampires.” Cassandra Rae Decker, University of Iowa

“‘My soul...kind of stings’: Spike and Edward’s discourses of vampiric redemption.” Andrew Herrmann and Sandra A. Allen, University of Missouri, Columbia

“I ♥ Edward: An examination of adolescent girls’ interpretations of the 21<sup>st</sup> century vampire.” Laura Terlip, University of Northern Iowa

“From bursting in flames to shimmering in the sun: The fetishism of the vampire myth for palatable consumption and cultural education.” Adam W. Tyma, University

of Nebraska, Omaha

*Respondent:* Cady Short-Thompson, Northern Kentucky University

**1615**

**3:30 - 4:45 p.m.**

**Mayflower 1 & 2**

**SPOTLIGHT ON PROMOTING CIVIC AND POLITICAL ENGAGEMENT: INSTITUTIONS  
SHARE MULTIDISCIPLINARY STRATEGIES**

*Sponsor:* CSCA First Vice-President, Stephen K. Hunt

*Chair:* Stephen K. Hunt, Illinois State University

*Participants:*

Joseph Zompetti, Illinois State University  
Jennifer McDade, Illinois State University  
Sandra Alspach, Ferris State University  
Stephanie Thomson, Ferris State University  
Cami Sanderson, Ferris State University  
Rick Griffin, Ferris State University  
Blair Thompson, Western Kentucky University  
Crystal Henderson, Ivy Tech Community College-Central Indiana

The pedagogy of civic and political engagement has benefits for instructors and students alike. Instructors can utilize this pedagogy in a variety of communication courses including communication studies, political communication, gender and communication, and more. This roundtable brings together teachers from a variety of institutional vantage points in the discipline to discuss their pedagogical approach to civic and political engagement. The panel will focus on instructional techniques and provide insight about a variety of engaging classroom experiences.

**5:00 - 6:00 p.m.**

**BUSINESS MEETINGS**

<b>1701</b>	G.I.F.T.	<b>Rookwood</b>
<b>1702</b>	States Advisory Council	<b>Salon C</b>
<b>1703</b>	Sexual Orientation and Gender Identity Caucus	<b>Salon D</b>
<b>1704</b>	Health Communication	<b>Salon I</b>
<b>1705</b>	Undergraduate Programs	<b>Salon G</b>
<b>1706</b>	Kenneth Burke Society	<b>Salon H</b>

**1800**

**6:00 - 8:00 p.m.**

**Hall of Mirrors**

**CSCA WELCOME RECEPTION**

*Sponsors:* CSCA President, Christina S. Beck  
CSCA First Vice-President, Stephen K. Hunt

Join us for a fun and relaxing kick off of our 2010 convention. This reception features live music by R&B recording artist, J. W. Smith, light refreshments, and great opportunities for connecting with CSCA colleagues.

**1801**

**7:30-9:30 p.m.**

**McCormick & Schmick's  
Seafood Restaurant**

**PAST OFFICERS' DINNER**

*Sponsor:* CSCA Past President, Nancy Brule

The past officers will dine at McCormick & Schmick's located across from Fountain Square at 21 East Fifth Street.

**1802**

**8:00 - 9:00 p.m.**

**Salon I**

**RECEPTION FOR 2010 CSCA UNIT PROGRAM PLANNERS**

*Sponsor:* CSCA First Vice-President, Stephen K. Hunt

All of the 2010 unit program planners should plan to attend this celebratory reception. Thanks to all of these individuals for creating great panels for our 2010 conference!!

**1803**

**9:30 p.m. - ???**

**GLBTQA NIGHT ON THE TOWN:  
KAROE & MARTINIS AT THE BELOW ZERO LOUNGE**

*Sponsor:* Sexual Orientation and Gender Identity Caucus

*Organizer:* Jimmie Manning, Northern Kentucky University

Join the Sexual Orientation and Gender Identity Caucus as they gather to socialize and network at the Below Zero Lounge, one of Cincinnati's poshest martini bars. Sip a drink, sing a song, dance a dance, or just hang along. This is a night for celebrating the exciting conference yet to come! Note: We will meet at 9:30 p.m. and leave at 9:45 p.m.



**Friday, April 16, 2010**

**2101**

**8:00 - 9:15 a.m.**

**Rookwood**

**BREAKFAST WITH *THE NEW YORK TIMES***

*Sponsors:* *The New York Times*  
CSCA First Vice-President, Stephen K. Hunt  
*Chair:* Lance R. Lippert, Illinois State University

*Participant:*  
Felice Nudleman, National Education Director, *The New York Times*

Please join us for a continental breakfast and discussion about initiatives by *The New York Times* related to civic and political engagement. As the National Education Director for *The New York Times*, Felice Nudleman has been a driving force behind recent efforts to integrate civic engagement into higher education through her work with the American Democracy and Political Engagement Projects. In addition, Felice will discuss other strategies to bolster education for democracy including college readership programs.

**2201**

**9:30 - 10:45 a.m.**

**Caprice 1 & 4**

**THE BASIC COURSE AS THE GLUE IN THEMED LEARNING COMMUNITIES (TLC'S)**

*Sponsor:* Basic Course  
*Chair:* Stephen A. LeBeau Jr., Indiana University Purdue University Indianapolis

*Participants:*  
“From the beginning.” Lauren Chism, Director of Themed Learning Communities, Indiana University Purdue University Indianapolis  
“Creating cohesive groups in TLC’s.” Jaime Hamilton, Assistant Basic Course Director, Indiana University Purdue University Indianapolis  
“Creative encouragement: Faculty support in TLCs.” Mary Beth Googasian, Associate Faculty, Fundamentals of Public Speaking, Indiana University Purdue University Indianapolis

First year students at universities too often experience learning as solitary learners, disconnected from others. This isolation is a barrier to student involvement and engagement. Education researchers such as Alexander Astin, George Kuh, and others proclaim involvement and engagement as necessary elements for student retention and eventual persistence to graduation. Universities looking for ways to improve freshman involvement and engagement are planning and implementing Themed Learning Communities (TLC’s). TLC’s are a group of classes often including general education courses (such as a basic public speaking course) linked with content courses, all focused on a centralized theme taught by a team of instructors. This panel will offer insights from all aspects of the TLC process.

2202

9:30 - 10:45 a.m.

Caprice 2

**TOP PAPERS IN COMMUNICATION ETHICS AND FREEDOM OF EXPRESSION**

*Sponsor:* Communication Ethics and Freedom of Expression

*Chair:* Krista L. Phair, University of Kansas

*Participants:*

“Outflanked: How the Hazelwood precedent continues to succeed in states with ‘anti-Hazelwood’ statutes.” Erica R. Salkin, University of Wisconsin, Madison.\*

“‘Two kinds of people’: A fantasy theme analysis of testimony from the targets of hate speech.” Beth A. Messner, Ball State University.

“The academic press and First Amendment jurisprudence.” Joseph J. Hemmer Jr., Carroll University

“Towards an ethics of education: Instrumentality and institutionalization in the university.” John Dowd, Purdue University

*Respondent:* Paul Siegel, University of Hartford

\*Top Paper

2203

9:30 - 10:45 a.m.

Caprice 3

**CRITICAL APPROACHES TO NARRATIVE, RHETORIC, AND IDEOLOGY IN POPULAR FILM AND TELEVISION**

*Sponsor:* Media Studies

*Chair:* Danielle M. Stern, Christopher Newport University

*Participants:*

“V the intellectual: A Marxist analysis of the Gramscian narratives in V for Vendetta.” Jonathan Carter, Illinois State University

“A matter of genetic notes: An in-depth study of nature vs. nurture inherent in August Rush.” Jessica Gaffney, Ohio University

“Portrayals and misconceptions of monetary worth in the world of Gossip Girl.” Laura Smith, George Mason University and Michaela Meyer, Christopher Newport University

“Anti-corporate argument and body rhetoric in Super Size Me.” Ross Singer, Southern Illinois University, Carbondale\*

“Drawing first blood: An encoding/decoding approach to celebrity construction and articulation as found in twilight coverage on TMZ.” Scott Walus, University of Missouri, Columbia

\*Top Paper

2204

9:30 - 10:45 a.m.

Mayflower 1 & 2

**TOP PAPERS IN INTERPERSONAL AND SMALL GROUP COMMUNICATION**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Andrea N. Lambert, Northern Kentucky University

*Participants:*

- “Family communication patterns and communication competence as predictors of online communication attitude: Evaluating a dual pathway model.” Andrew M. Ledbetter, Ohio University \*
- “Emotional intelligence, Tolerance for disagreement, and the motivation to sustain serial arguments: Implications for relational satisfaction and closeness.” Kristen Carr, University of Nebraska, Lincoln and Paul Schrodt, Texas Christian University
- “Demographic and relational predictors of adults siblings’ use of relational maintenance behaviors.” Scott A. Myers and Christine E. Rittenour, West Virginia University
- “An examination of interaction and dialectical tensions in the remarried dyad.” Sarah E. Dirks, University of Nebraska, Lincoln\*\*

*Respondent:* Stephanie S. Rollie, Miami University

\*Top Paper

\*\*Top Student Paper

**2205**

**9:30 - 10:45 a.m.**

**Julep**

### COMPETITIVE PAPERS IN PUBLIC RELATIONS

*Sponsor:* Public Relations

*Chair:* Nadine Yehya, Purdue University

*Participants:*

- ““Because the emergency starts and ends local’: The role of local media in establishing message convergence during Hurricane Katrina.” Kathryn Anthony and Timothy Sellnow, University of Kentucky
- “Not so sweet tweets: Twitter for effective public relations practices.” Amanda Fountain, Eastern Illinois University
- “Consistent and transparent corporate social responsibility (CSR): An outlet of image restoration.” Azhanni Muhammad, Ohio University
- “Clarifying communication terminology: The challenges of defining vulnerability and vulnerable populations in food safety research.” Robert S. Littlefield, North Dakota State University; Mary A. Roanhorse, Northern Arizona University; Kimberly J. Cowden, University of North Dakota; and Kimberly Beauchamp, North Dakota State University

*Respondent:* Sorin Nastasia, Southern Illinois University Edwardsville

**2206**

**9:30 - 10:45 a.m.**

**Rookwood**

### OUTSTANDING SCHOLAR IN PERFORMANCE STUDIES

*Sponsor:* Performance Studies and Theatre

*Chair:* Amy Pinney, Georgia College & State University

*Participants:*

Elyse Pineau, Southern Illinois University, Carbondale  
Marla Kanengieter, St. Cloud State University  
Norman Denzin, University of Illinois, Urbana, Champaign  
Daniel Wildeson, St. Cloud State University  
Craig Gingrich-Philbrook, Southern Illinois University, Carbondale

*Respondent:* Tami Spry, St. Cloud State University

**2207**

**9:30 a.m. – 12:00 p.m.**

**Rosewood**

**SHORT COURSE**  
**I CAN'T BELIEVE THEY SAID THAT: INTRODUCING AND MANAGING DIFFICULT**  
**DISCUSSIONS IN THE CLASSROOM**

*Sponsor:* CSCA First Vice-President, Stephen K. Hunt

*Note:* \$20 fee. Attendees must register by March 12.

*Facilitator:* Leesha M. Thrower, Northern Kentucky University

This short course is designed to offer pedagogical teaching strategies that can be useful in managing difficult discussions in the classroom. The goal of this course is to illustrate the need for infusing diversity into course curriculum, present teaching strategies that have proved effective in managing difficult topics and discuss techniques to address and effectively manage common student remarks in the classroom. During this short course participants will think about how their standpoints affect their teaching, learn to redirect a potentially explosive comment into one that will encourage conversation and learn how to incorporate a diverse perspective into their courses, even when the student population is quite homogeneous. Participants will leave with practical resources and skills that can be implemented in their teaching.

**2208**

**9:30 - 10:45 a.m.**

**Salon B**

**TOP PAPERS IN RHETORICAL THEORY AND CRITICISM**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Katherine L. Hatfield, Creighton University

*Participants:*

- “Discursive constructions of global climate change: Some inconvenient truths regarding ‘the inconvenient truth’ about *An Inconvenient Truth*.” Jeffrey Thomas Bile, Spalding University\*
- “Explaining the revolution: Vernacular discourse and the tipping point in America’s 2006 midterm elections.” Ryan Shepard, University of Kansas\*\*
- “‘Calling forth’ organizers: Grassroots organizing texts within the Obama Presidential campaign.” Elizabeth A. Petre, Southern Illinois University, Carbondale
- “The male ‘White’ House of Hollywood: A feminist critique of What it Means to be Presidential.” Kristen Hungeford, University of Akron

*Respondent:* John A. Jones, University of Illinois, Chicago

\*Top Paper

\*\*Top Student Paper

2209

9:30 - 10:45 a.m.

Salon C

**TOP PAPERS PANEL: GRADUATE STUDENT CAUCUS**

*Sponsor:* Graduate Student Caucus

*Chair:* Abbey Wojno, Ohio University

*Participants:*

“Cult-aural capital: Exploring the sign of the electric guitar through Bourdieu's cultural capital.” Scott Walus, University of Missouri, Columbia

“Stories to the consumer: Understanding branding’s evolution through semiotics.”

Emily Deering, Indiana University Purdue University Indianapolis

“Coaching college tennis: An instructional communication perspective.” Max Norris, Ball State University

“In a different debate voice: Feminine morality in mixed-gender and female-female political debates.” Rebekah Watson, University of Missouri, Columbia\*

*Respondent:* Jennifer D. Dixon, University of Missouri, Columbia

\* Top Paper

2210

9:30 - 10:45 a.m.

Salon D

**THE CHALLENGE OF STUDENT RETENTION: CAN COMMUNICATION FACULTY USE THEIR KNOWLEDGE AND EXPERTISE TO LEAD INSTITUTIONAL RETENTION AND PERSISTENCE EFFORTS?**

*Sponsor:* Communication Education

*Chair:* Joy L. Daggs, Culver-Stockton College

*Participants:*

Ahmet Atay, University of Louisville

Leah E. Bryant, Depaul University

Kathy J. Denker, Ball State University

Randy K. Dillon, Missouri State University

Stephanie R. Klatzke, Northern Kentucky University

Elizabeth Ribarsky, University of Illinois, Springfield

With the current economic situation, retention and persistence is a challenge for all types of institutions. Faculty is often charged with the added duty of working on student retention, in addition to the three-pronged tenure responsibilities of scholarship, teaching, and service. While many graduate students get research and teaching experience, making efforts toward student retention is often new to faculty. This charge to faculty is not limited to small, liberal arts schools. This roundtable discussion includes participants from a variety of types of institutions who will discuss some of their institution’s efforts at student retention while also discussing how communication faculty can add our specific expertise to this emerging issue on college campuses.

2211

9:30 - 10:45 a.m.

Salon E

**LIBERAL ARTS VS. PROFESSIONAL PROGRAMS:  
TENSIONS BETWEEN THE TWO**

*Sponsor:* Undergraduate Programs

*Chair:* Deborah Uecker, Wisconsin Lutheran College

*Participants:*

- “Liberal arts vs. professional programs at a large university – undergrad through PhD.” Mike Allen and Nancy Burrell, University of Wisconsin, Milwaukee  
“From a liberal arts program to a professional program at a small school.”  
Deborah Uecker, Wisconsin Lutheran College  
“Blending a liberal arts degree and a professional program into a masters’ degree.”  
Jackie Schmidt, John Carroll University

Undergraduate programs of communication often struggle over time to define themselves and this definition often revolves around a tension between a traditional liberal arts focus and a professional emphasis. The purpose of this panel is to talk about what issues are raised for departments? What questions arise internally and externally when making program changes or doing program reviews? In these economic times is there a paradigm shift in the way communication programs plan to survive? The panel will briefly present and there will be time for discussion.

2212

9:30 - 10:45 a.m.

Salon F

**CHALLENGE, ENGAGE, AND CHANGE: ADDRESSING THE RETRAINING NEEDS OF  
STUDENTS IN OUR CLASSROOMS**

*Sponsor:* Community College

*Chair:* David L. Bodary, Sinclair Community College

*Participants:*

- David L. Bodary, Sinclair Community College  
Ann Marie Jablonowski, Owens Community College  
Jeffrey Sorrels, Delta College  
Tammy Wiebers, North West Missouri College

This roundtable discussion will invite the audience to consider the unique challenges that coincide with educating adult students retraining after a job loss, ways to engage this population, and the manner in which their presence in the classroom changes the learning dynamic for both students and faculty.

2213

9:30 - 10:45 a.m.

Salon G

**ENGAGING THE ARTIFACT: A CRITICAL LOOK AT RIOT GRRRL, COLUMBIA, MONA  
LISA SMILE, AND THE WORDS OF HILLARY CLINTON**

*Sponsors:* Women's Caucus

Rhetorical Theory and Criticism

*Chair:* Sarah E. Turner, Northeastern State University

*Participants:*

- “‘Long live tits and ovaries’: A life cycle analysis of the Riot Grrrl movement”  
Jessica M. Remer, Northeastern State University
- “Columbia’s last stand: A rhetorical criticism about the death of an American icon.”  
Ryan G. Cannonie, University of Tulsa
- “The feminine mystique as a response to Mona Lisa Smile.” Baylee S. Pittman,  
Northeastern State University
- “The promotion of action towards human rights: A rhetorical criticism on Hillary Clinton’s speech ‘Women’s Rights are Human Rights.’” Jennifer V. Martin,  
Northeastern State University

As students during the Summer Session of 2009, the four panelists formally explored feminism and rhetorical criticism for the first time. The novice rhetoricians chose artifacts for their final projects and will share their truths about those artifacts with a CSCA audience. The attendees at this session will learn about a 3<sup>rd</sup> Wave social movement, the evolution of an American icon that dates to Pre-Suffrage, a recent major motion picture as seen through the lens of a 2<sup>nd</sup> Wave artifact, and a speech by a female presidential candidate who has experienced three waves of feminism during her lifetime.

*Respondent:* Alison Aurelia Fisher, James Madison University

**2214**

**9:30 - 10:45 a.m.**

**Salon H**

**BEYOND THE CLASSROOM WALLS: PUSHING THE LIMITS OF COMMUNITY  
ENGAGEMENT IN THE INTERCULTURAL COMMUNICATION CLASSROOM**

*Sponsors:* Intercultural Communication  
Communication Education

*Chair:* Satoshi Toyosaki, Southern Illinois University, Carbondale

*Participants:*

Ana Cruz, University of Nebraska, Omaha  
Mariko Izumi, Columbus State University  
Naomi Kagawa, University of Texas, Tyler  
Mary Anna Kidd, University of Texas, Tyler

This interactive discussion session features various dialogues which the panelists have had via multiple channels (phone conversations, email exchanges, etc.). The contents of the dialogues include simple information exchange, in-class experiences and stories, ethical responsibilities, effective teaching measurements, assignment designs, philosophical dilemmas, teachers’ self-reflexive contemplation, etc. The panelists innovatively engage the accumulated dialogues as data for analyzing, interpreting, evaluating, and, theorizing community engagement-centered intercultural communication education. This panel consists of intercultural communication educators, who approach their teaching and research from various perspectives: post-positivistic, interpretive, and critical paradigms; and communication instruction and critical communication pedagogy. They also represent different cultural groups and institutions. However, they share a similar educational goal, bending the boundaries between their classrooms and their surrounding communities. Thus, this roundtable panel focuses on the conception/theorization and practice/praxis of community engagement, interrogated and envisioned from an intercultural communication education perspective.

2215

9:30 - 10:45 a.m.

Salon I

**GREAT IDEAS FOR TEACHING – G.I.F.T.**

*Sponsor:* G.I.F.T.

*Chair:* Maggie Sullivan, Loras College

*Participants:*

1. “Simulating a press conference to engage civic involvement.” Maureen E. Savage and Amanda E. Torrens, Western Michigan University
2. “Travel guides: Affectionate behaviors as related to Hofstede’s dimensions of culture.” Daniel H. Mansson and Scott A. Myers, West Virginia University
3. “Adapting to different cultures in business communication.” Malynnda A. Johnson, University of Wisconsin, Milwaukee
4. “Why ‘video killed the radio star’: Teaching ‘the medium is the message’.” Tony E. Adams, Northeastern Illinois University
5. “Who am I? Speech activity.” Kallia O. Wright, Illinois College
6. “Reading reflection note card.” Sai Sato, University of Nebraska, Lincoln
7. “The importance of transitions.” Michelle Matsche, Southern Illinois University, Edwardsville
8. “Let’s get personal.” Rachel Price, University of Kentucky
9. “Guests and hosts: Taking away gustatory souvenirs.” Stacey R. Howard, Southern Illinois University, Edwardsville
10. “Breaking down the rhetorical situation with famous faces.” Erin E. Blocher, University of Missouri, Kansas City

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. At the session the number in the program will correspond to the presenter’s location. Every ten minutes audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.

2216

9:30 - 10:45 a.m.

Salon M

**CSCA FINANCE COMMITTEE MEETING**

*Sponsor:* CSCA Finance Committee

**11:00 a.m. - 12:00 p.m.**

**BUSINESS MEETINGS**

<b>2301</b>	Interpersonal and Small Group Communication	<b>Mayflower 1 &amp; 2</b>
<b>2302</b>	Graduate Student Caucus	<b>Salon C</b>
<b>2303</b>	Basic Course	<b>Caprice 1 &amp; 4</b>
<b>2304</b>	Communication Ethics and Freedom of Expression	<b>Caprice 2</b>
<b>2305</b>	Community College	<b>Salon F</b>
<b>2306</b>	Women's Caucus	<b>Salon G</b>



2307	Public Relations	Salon H
2308	Performance Studies and Theatre	Julep
2400	12:15 - 2:15 p.m.	Hall of Mirrors

#### HALL OF FAME AWARDS LUNCHEON AND BUSINESS MEETING

Please join us as we pay tribute to our 2010 Hall of Fame inductees as well as to the Outstanding New Teacher and Federation Prize recipients. We include the cost of this luncheon in your conference registration fees, but we do require advanced reservations. Thus, be sure to pre-register for the conference and mark the box on the form for luncheon reservations.

2501	2:30 - 3:45 p.m.	Rookwood
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#### SPOTLIGHT ON THE AMERICAN DEMOCRACY PROJECT

*Sponsor:* CSCA First Vice-President, Stephen K. Hunt

*Chair:* Lance R. Lippert, Illinois State University

*Participants:*

George Mehaffy, American Association of State Colleges and Universities  
Felice Nudleman, *The New York Times*

Join our keynote speaker George Mehaffy and the National Education Director of *The New York Times* for a conversation about civic engagement and the American Democracy Project. This panel offers a rare opportunity to discuss civic engagement in higher education with two of the nation's leading experts in the field.

2502	2:30 - 3:45 p.m.	Caprice 1 & 4
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#### INTERACTING WITH THE DIGITAL NATIVES: ONLINE TECHNOLOGY FOR INTERACTIVE LEARNING (PART II)

*Sponsor:* Instructional Resources  
Communication Education  
Media Studies

*Chair:* Margaret Miller Butcher, Fort Hays State University

*Participants:*

Corinne Weisgerber, St. Edwards University  
L. Andrew Stanton, Fort Hays State University  
Shannan Butler, St. Edwards University  
Aaron Dimock, University of Nebraska, Kearney

This panel explores a variety of instructional resources available to instructors who deliver or plan to deliver courses in online or hybrid format. Emphasis will be made on ways to deliver course materials in an engaging and challenging way. Topics for part two of this panel will include the social visualization site Many Eyes, Wimba, Google Docs, Wikis, Zoho Creator Databases, Delicious Social Bookmarks, and Blackboard Scholar.

*Respondent:* Daria Heinemann, Keiser University eCampus

**2503**

**2:30 - 3:45 p.m.**

**Caprice 2**

**GENDER, SEXUALITIES, AND MEDIA**

*Sponsors:* Sexual Orientation and Gender Identity Caucus  
Media Studies

*Chair:* Danielle M. Stern, Christopher Newport University

*Participants:*

- “Performing hegemonic masculinity behind bars: A rhetorical analysis of HBO’s series *Oz*.” Melissa Territo, Eastern Illinois University
- “Macho men: Messages of masculinity within professional wrestling.” Sarah E. Turner and Dustin McGowen, Northeastern State University
- “Sacred Heart’s sweethearts: A comment on race and gender through male friendship.” Jessica Gaffney, Ohio University
- “Supernerd: Thoughts on my academic obsession with a superhero and his decidedly ordinary closet.” Andrew J. Kirk, Southern Illinois University, Carbondale
- “The symbolism and sexiness of blonde hair.” Regina Reis, Northern Kentucky University

*Respondent:* Robert A. Brookey, Northeastern Illinois University

**2504**

**2:30 - 3:45 p.m.**

**Caprice 3**

**CHANGES AND CHALLENGES FOR COMMUNICATION AND CIVIC ENGAGEMENT  
THROUGH THE YEARS**

*Sponsor:* Communication Ethics and Freedom of Expression

*Participants:*

- “Ethical issues, freelance technical writers and temporary work: Does lack of job security and permanence promote ethical concerns?” Kathy Brady, University of Wisconsin, Whitewater
- “The meaning of ‘meeting’ in Locke.” Thomas Duncanson, Millikin University
- “Truth, harm, passion: Mel Gibson and the ethics of *The Passion of Christ*.” Andrew J. Kirk, Southern Illinois University, Carbondale
- “Forbidden expression: Punishment and propaganda in communist Romania, 1947-1953.” Sorin Nastasia, Southern Illinois University, Edwardsville
- “An ethically civil engagement with (be)love(ed).” Christopher Green, Pacifica Graduate Institute and Evan B. Center, University of Kansas

*Respondent:* TBA

2505

2:30 - 3:45 p.m.

Mayflower 1 & 2

**TOP FACULTY PAPERS**

*Sponsor:* Communication Theory

*Chair:* Dustin B. Goltz, DePaul University

*Participants:*

“A heuristic examination aimed at complicating the interplay among the constructs of ‘routine,’ ‘ontological security,’ and ‘identity’ in Giddens’ structuration theory.”  
Randall A. Rose, University of Nebraska, Omaha\*

“Publics, the past, and places of memory: A thematic analysis of reactions to proposed designs for the President’s House Project.” Roger C. Aden, Ohio University

“Gender and age differences in use and perceptions of emergency messages during Hurricane Ike: Suggestions for engaging specific populations with disaster messages.” Kenneth A. Lachlan, University of Massachusetts, Boston, Jennifer A. Burke, Prairie View A & M University, and Patric R. Spence, Western Michigan University

*Respondent:* John A. Jones, University of Illinois, Chicago

\*Top Paper

2506

2:30 - 3:45 p.m.

Rosewood

**STIGMA AND MARGINALIZATION IN HEALTH**

*Sponsor:* Health Communication

*Chair:* Jim Query, James Madison University

*Participants:*

“Communicating thin: Stigma and the co-construction of online enabling support groups in the pro-anorexia movement.” Stephen M. Haas, Meghan E. Irr, Nancy Jennings and Lisa M. Wagner, University of Cincinnati

“Constructions of HIV/AIDS in Indian media: Symbolic representations and material consequences.” Shaunak Sastry and Mohan J. Dutta, Purdue University

“Enacting marginalized masculinities/reifying hegemonic masculinity: The use of paradoxical rhetorical strategies in the 'Real Men Wear Gowns' health campaign.” Dacia Charlesworth and John Silcox, Indiana University, Purdue University Fort Wayne

“The social and historical construction of women’s bodies and breastfeeding: A preliminary rhetorical analysis of a lactation room.” Lindsey M. Rose, Ohio University

“Segregating sexual health information on the web: An ideological criticism of WebMD, MSN Health and Yahoo Health.” Whitney H. Darnell, Northern Kentucky University

2507

2:30 - 3:45 p.m.

Salon B

**CUTTING DIAGONALLY ACROSS MULTIPLE DISCIPLINES:  
COMMUNICATION IN A COLLEGE OF INFORMATICS**

*Sponsor:* Graduate Student Caucus  
Media Studies

*Participants:*

J. Gaut Ragsdale, Associate Dean of Informatics, Northern Kentucky University  
Jimmie Manning, Communication, Northern Kentucky University  
Steven Weiss, Communication, Northern Kentucky University  
Maureen Doyle, Computer Science, Northern Kentucky University  
James Walden, Computer Science, Northern Kentucky University  
Toru Sakaguchi, Business Informatics, Northern Kentucky University

In 2006, Northern Kentucky University became only the third University in the United States and the fourth in the world to create a College of Informatics. It was the first College of Informatics to contain a communication department, thus allowing focused teaching and scholarship dealing with the art, science, and engineering of information and communication in the broadest of social contexts and in the most focused of technical details. This panel features faculty from across the college to offer their perspectives on how the disciplines inform each other; tensions between ‘information’ and ‘communication’; how technology is influencing communication and what communication offers to the development of technology; and, ultimately, what this means to teaching and mentoring students in a predominantly digital and widely mediated era.

2508

2:30 - 3:45 p.m.

Salon C

**TRANSFORMING VIEWS THROUGH AMBIGUITY AND IDENTIFICATION**

*Sponsor:* Kenneth Burke Society  
*Chair:* Mark Glantz, University of Missouri

*Participants:*

“Civic engagement in Japan and Appalachia: A Burkean analysis of the Kiyosato education experiment project.” Verlaine McDonald, Berea College  
“The wrangle for ex-prisoners coming home: A rhetoric of motives in a reentry court.” Jeralyn Faris, Purdue University  
“Friends or foes: Burke and the symbolic ambiguity of villainy in Pixar’s WALL-E and Up.” Laura C. Bruns and Phil Chidester, Illinois State University

2509

2:30 - 3:45 p.m.

Salon D

**GIRLS, GAMES, AND GENDERED INEQUALITIES**

*Sponsor:* Women's Caucus  
*Chair:* Joy L. Daggs, Culver-Stockton College

*Participants:*

- “8-bit patriarchy: A trend content analysis of female presence in three decades of video games.” Scott Walus, University of Missouri, Columbia  
“Serenity not found: A feminist analysis of Joss Whedon’s Firefly.” Rachel Davidson, Indiana University Purdue University, Indianapolis  
“TheKnot.com and community: Reinforcing expectations one bride at a time.” Lara Stache, University of Wisconsin, Milwaukee

*Respondent:* Becky DeGreef, North Dakota State University

**2510**

**2:30 - 3:45 p.m.**

**Salon E**

**A CAREER IN TEACHING COMMUNICATION:  
HIRING PRACTICES OF TWO AND FOUR YEAR INSTITUTIONS: PART TWO**

*Sponsor:* Graduate Student Caucus

*Chair:* Anji L. Phillips, University of Missouri, Columbia

*Participants:*

- J. Kevin Barge, Texas A & M University  
Becky Belter, Jackson Community College  
Jennifer D. Dixon, University of Missouri, Columbia  
Jayne R. Henson, University of Missouri, Columbia  
Ed Schwarz, Prairie State College  
Cheri J. Simonds, Illinois State University  
Jennifer Willis-Rivera, University of Wisconsin, River Falls

This session is continued from the previous session. It is intended to guide faculty in the hiring process, as well as, graduate students who are on the verge of the hiring process. Best practices of hiring experiences will be shared. Finally, a hiring “how to” from administrators, faculty, and graduate students will be discussed.

**2511**

**2:30 - 3:45 p.m.**

**Salon F**

**COMPETITIVE PAPERS IN COMMUNICATION EDUCATION**

*Sponsor:* Communication Education

*Chair:* Shawn T. Wahl, Angelo State University

*Participants:*

- “Teachers and students as Facebook friends: The effects of teacher biological sex and computer-mediated self-disclosure on student, classroom, and teacher outcomes.” Richard E. Murphy, Wayne State College, Joseph P. Mazer, Ohio University, and Cheri Simonds, Illinois State University  
“Perceived instructor verbal aggressiveness in the college classroom: Message types and reasons for use.” Scott A. Myers, Maria Brann, and Matthew M. Martin, West Virginia University  
“Students’ emotional experiences in the classroom: The role of teachers’ communication competence, immediacy, and clarity.” Scott Titsworth, Ohio University, Margaret M. Quinlan, University of North Carolina, Charlotte, and Joseph P. Mazer, Ohio University

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

**2512**

**2:30 - 3:45 p.m.**

**Salon H**

**THEY'RE EVERYWHERE!  
WHAT IS TO BE DONE ABOUT ADJUNCT FACULTY IN ACADEME?**

*Sponsor:* Adjunct/Temporary Faculty Caucus

*Chair:* Lora Cohn, Park University

*Participants:*

Vicki Crooks, West Virginia University  
Nicole Johnson, Ball State University  
Rusty Norris, Park University  
Leighann Rehtin, Northern Kentucky University  
Cheryl L. Skiba-Jones, Trine University  
Ashley Vasquez, Johnson County Community College  
Thimios Zaharopoulos, Park University

AACU's Greater Expectations Report outlines a picture of education in the future that focuses on a curriculum that requires students to apply their knowledge to diverse problems and faculty to have high teaching standards, design coherent curricula, and individually and collectively to assume responsibility for the curriculum. A university run on adjunct faculty will have difficulty attaining this goal because of the realities of the adjunct lifestyle and the traditional attitude toward adjunct faculty. Overcoming these barriers requires a shift in traditional attitudes toward the integration of adjunct faculty in their departments and institutions. Members of this panel will discuss the present and future role of adjunct faculty in academe. Share your views of the needed changes and the contributions the field can make in shaping that future.

**2513**

**2:30 - 3:45 p.m.**

**Salon I**

**STATE OF MISSOURI  
GENERALIZATIONAL DIFFERENCES, STRESS-ADAPTION, AND PROGRAM STABILITY  
FOR ENCULTURATING MILLENIALS INTO SPEECH AND THEATRE CO-CURRICULAR  
PROGRAMS**

*Sponsor:* States Advisory Council

*Chair:* Scott Jensen, Webster University

*Participants:*

Gina Jensen, Webster University  
Scott Jensen, Webster University

University researchers have paid much attention to the nature of generations and how each differs from previous generations. Literature and experience both suggest that many factors influence particular traits that define generations—traits that impact the cultures in which members of these generations live and communicate. This paper examines the current generation of college students—millennials, the uniqueness of this generation, and the particular challenges faced by today’s college student in co-curricular speech and theatre programs. Both the exigencies and celebrations of millennials are discussed and strategies for adaptation and maintenance of essential tenets of the program. Application of the stress-adaptation-growth model for cultural adaptation is given attention. The program includes discussions with high school educators concerning transitional issues and the potential for cooperative ventures to ease the process for both students and educators.

2514

2:30 - 3:45 p.m.

Salon M

**CHALLENGE, ENGAGE, CHANGE: CONSIDERING COSMOPOLITANISM AS A  
FRAMEWORK FOR INTERCULTURAL RESEARCH**

*Sponsor:* Intercultural Communication

*Chair:* Satoshi Toyosaki, Southern Illinois University, Carbondale

*Participants:*

“More than the sum of its parts: A cosmopolitan framework for cross-cultural adaptation in an international student group.” Miriam Sobré-Denton, Southern Illinois University, Carbondale

“The cosmopolitics of judging human rights practices.” Jay Brower, Western Connecticut State University

“Shifting identities: Cyber cosmopolitanism.” Ahmet Atay, University of Louisville

“Understanding cosmopolitan engagement as flexible acculturation.” Robert Carlsen, Southern Illinois University, Carbondale

“Cosmopolitanism and the ‘space of communicative praxis’.” Jim Petre, Southern Illinois University, Carbondale

This paper session has been conceived to create a forum for approaches to the study of intercultural communication using cosmopolitanism as a theoretical framework. ‘Cosmopolitanism’ is a postmodern perspective on the effects of multiple border crossings on identity and communication at the global and local levels. This perspective, while well-utilized in anthropology, sociology, and political science, is under-applied to communication research. We argue that the process of moving between global and local in the creation of cosmopolitan identity encapsulates a profoundly communicative phenomenon. We believe that cosmopolitan theory provides an innovative perspective through which to approach intercultural communication research. The presenters in this session address multiple approaches integrating cosmopolitanism within communication studies. Themes include the formulation of a cosmopolitan context for rhetorical/intercultural research; cosmopolitics as a forum for human rights; global hybrid experiences in virtual and real space; flexible acculturation; and how cosmopolitanism situates cross-cultural adaptation in a postmodern age.

*Respondent:* Satoshi Toyosaki, Southern Illinois University, Carbondale

**2601**

**4:00 - 5:15 p.m.**

**Caprice 1 & 4**

**CONVERGENT APPROACHES TO NEWS RESEARCH: FRAMING AND GATEKEEPING IN  
PRINT, TV AND ONLINE**

*Sponsor:* Media Studies  
*Chair:* Robert Gutsche, Jr., University of Iowa

*Participants:*

- “A frame analysis of construction of emerging health risks in print media coverage of MRSA.” Vinita Agarwal, University of Louisville, Nadine A. Yehya, Ranjani Rao, and Howard E. Sypher, Purdue University
- “Representations of teenagers in adult morning news.” Nichole Folkman, Illinois State University
- “(Mis)Diagnosing silence: A cultural criticism of the Virginia Tech news coverage of silence as public pedagogy, Richie Neil Hao, University of Denver
- “The influence of the news media on perception of African Americans and attitudes toward welfare policy.” Jae-Hong Kim, Indiana State University
- “Users as news gatekeepers online.” Ericka Menchen-Trevino, Northwestern University

**2602**

**4:00 - 5:15 p.m.**

**Caprice 2**

**COMMUNICATION EDUCATION AND CIVIC ENGAGEMENT: STRATEGIES FOR  
CHALLENGING, ENGAGING, AND CHANGING STUDENTS**

*Sponsors:* Communication Education  
Basic Course  
*Chair:* Adam C. Jones, Illinois College

*Participants:*

- “A new pedagogy of engagement for communication educators: A repeated measures examination of the effects of student participation in the Political Engagement Project.” Stephen K. Hunt and Kevin R. Meyer, Illinois State University
- “Social issues, critical thinking, and summer writing: A different kind of camp.” Nancy Hill-McClary, The Ohio State University
- “Politics doesn’t affect me...does it?: The effects of counter-attitudinal advocacy on students’ political and civic engagement attitudes.” Elizabeth Chupp, University of Illinois, Urbana-Champaign
- “Being a PEP(py) instructor: A qualitative examination of the Political Engagement Project.” Jenna Russell, Illinois State University

*Respondent:* Scott Titsworth, Ohio University

**2603**

**4:00 - 5:15 p.m.**

**Mayflower 1 & 2**

**COMMUNICATION THEORY BUSINESS MEETING**

*Sponsor:* Communication Theory  
*Chair:* Renee Robinson, Saint Xavier University



2604

4:00 - 5:15 p.m.

Rookwood

**STATE OF IOWA  
PROCESSING DISASTER: THE COMMUNICATION OF THE EASTERN IOWA  
FLOOD OF 2008**

*Sponsor:* States Advisory Council

*Chair:* David C. Klope, Mount Mercy College, Cedar Rapids, Iowa

*Participants:*

“Living the flood: A performance appraisal.” Matt Ford, Theatre Cedar Rapids, Cedar Rapids, Iowa

“Civic discourse and its importance in surviving the flood: One community’s experience.” David Wendt, Keokuk High School, Keokuk, Iowa

“Analyzing absence: The rhetorical role of the Cedar Rapids Mayor in the flood of 2008.” David C. Klope, Mount Mercy College, Cedar Rapids, Iowa

The Eastern Iowa flood of 2008 will go down in history as the greatest disaster in the history of the region. Those involved in professional communication, whether in the academic (research and/or teaching) or business community, have a unique role to play in the activity of processing disaster. As those trained to think and act on a “meta” level, they can reflect back, analyzing and synthesizing this processing, assessing coping and change in the cultural community; describing and proposing action that needed to happen as the cultural communities work on communication to restore a sense of normalcy and hope. Panelists will model the discussion by engaging in their reflection on flood communication, and then open the floor for all to participate in providing a heuristic experience: to generate new insight, provoke new forms of response, so as to encourage the useful processing of community natural disaster.

2605

4:00 - 5:15 p.m.

Rosewood

**LOOKING BACK / LOOKING FORWARD:  
ANALYZING THE OBAMA PRESIDENCY**

*Sponsor:* Political Communication

*Chair:* Mary C. Banwart, University of Kansas

*Participants:*

Mitchell S. McKinney, University of Missouri

Robert Rowland, University of Kansas

Judith S. Trent, University of Cincinnati

David Zarefsky, Northwestern University

This senior scholar panel will discuss the communication successes and failures of the first (plus) year of the Obama presidency, and also look ahead to the 2010 mid-term elections. The panel will combine individual presentations with audience participation and discussion.

2606

4:00 - 5:15 p.m.

Salon B

**EMBODIED MATTERS: CHALLENGING RHETORICAL REPRESENTATIONS AND  
PUBLIC DISCOURSES OF THE BODY**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Jacqueline McNally, Northern Kentucky University

*Participants:*

- “Running like a girl: The case of Caster Semenya and the (inter)sexed body.”  
Stephanie L. Young, University of Southern Indiana
- “Life after death: The dead body as a communicative pedagogical tool.” Heather  
Carmack, Missouri State University
- “ ‘Fat’ as unhealthy, asexual, and abnormal: Rhetorical constructions of the body on  
*The Biggest Loser*” Jennifer Dunn, Dominican University

*Respondent:* Michaela D.E. Meyer, Christopher Newport University

**2607**

**4:00 - 5:15 p.m.**

**Salon C**

**TOP PAPERS IN INTERCULTURAL COMMUNICATION**

*Sponsor:* Intercultural Communication

*Chair:* Ahmet Atay, University of Louisville

*Participants:*

- “The intersectional workings of Whiteness: A representative anecdote.” Dustin Bradley  
Goltz, DePaul University, and Jason Zingsheim, Governors State University \*
- “An exploratory investigation of the relationship between ethnocentrism and  
intercultural willingness to communicate in Chinese college students.” Margaret  
Miller Butcher, Fort Hays State University and Carrol Haggard, Fort Hays State  
University
- “An afrocentric perspective: African American women writers and speculative fiction.”  
Tonja Lawrence, Wayne State University
- “I do...or do I?: Negotiation and identity conflict within the context of Indian arranged  
marriage.” Brianne Berogan, Illinois State University and Jenifer Bowman,  
Illinois State University\*\*

*Respondent:* John R. Baldwin, Illinois State University

\*Top Paper

\*\*Top Student Paper

**2608**

**4:00 - 5:15 p.m.**

**Salon D**

**TOP PAPERS IN INSTRUCTIONAL RESOURCES**

*Sponsor:* Instructional Resources

*Chair:* Heather Nesemeier, Minnesota State University, Moorhead

*Participants:*

- “The more you know: A comprehensive examination of the instructional film in the United States.” Colleen Fitzpatrick, Saint Mary’s College
- “‘Now you’re speaking my language’: Teaching students to translate scholarly research into lay vernacular.” Jennifer D. McCullough and Elizabeth A. Munz, Purdue University, and Graham B. Bodie, Louisiana State University
- “Improving online communication: Tips for online instructors.” Emily Honchar McWorthy, Kirkwood Community College
- “Service-learning in public and private university missions: Students’ perceptions and reflections.” Donna Pawlowski, Creighton University and Linda B. Dickmeyer, University of Wisconsin, La Crosse

*Respondent:* Amanda Brown, University of Wisconsin, Stout

**2609**

**4:00 - 5:15 p.m.**

**Salon E**

**CREATING ORGANIZATIONAL MEMBERS THROUGH COMMUNICATION**

*Sponsor:* Organizational and Professional Communication

*Chair:* Mary Hoffman, University of Wisconsin, Eau Claire

*Participants:*

- “Message content and sources during organizational socialization.” Zachary P. Hart, Northern Kentucky University
- “Church commitment: Measuring a multidimensional concept.” Ryan Chesnut, Southern Illinois University, Edwardsville
- “Discourses and struggles: Identity and the boundary spanning of information technology professionals.” Andrew Herrmann, University of Missouri, Columbia
- “Food for thought: Inadequate discipline and organizational identification in the case of a graduate student government.” Rahul Mitra, Purdue University
- “Socializing emotion management.” Tessa M. Pfafman, Western Illinois University

*Respondent:* Mary Hoffman, University of Wisconsin, Eau Claire

**2610**

**4:00 - 5:15 p.m.**

**Salon G**

**CIVIC ENGAGEMENT IN ARGUMENTATION AND DEBATE CLASSROOMS:  
ACTIVITIES IN THE U.S. AND ABROAD**

*Sponsor:* Argumentation and Forensics

*Participants:*

- “Civic engagement in argumentation and debate classes: The state of the art.” Barbara Pickering, Abbie Syrek, and Vanessa Hatfield, University of Nebraska, Omaha
- “Yes, but do students know what to do? Teaching argument and participatory civic skills.” Shannon McCraw, Southeastern Oklahoma State University
- “Using argumentation and critical thinking for fostering democracy.” Joe Zompetti, Illinois State University

The papers/presentations will discuss the incorporation of civic engagement activities into the college classroom. We will consider how argumentation and debate classes can contribute to the civic

engagement activities on college campuses and abroad.

**2611**

**4:00 - 5:15 p.m.**

**Salon H**

**SUPPORTING ADJUNCT FACULTY: THERE'S MORE TO IT THAN HIRING**

*Sponsor:* Adjunct/Temporary Faculty Caucus

*Chair:* Lynn Norris, Park University

*Participants:*

“The current state of adjunct faculty training programs.” Lora Cohn, Park University

“Support structures and programs for adjunct faculty.” Myra Young, Johnson County Community College

“Benefits of an adjunct faculty training program.” Ashley Vasquez, Johnson County Community College

“Training and mentoring of online adjunct faculty.” Rusty Norris, Park University

“Examining the Teaching Module for Adjunct Certification Training.” Teresa Helmick, Johnson County Community College

**2612**

**4:00 - 5:15 p.m.**

**Salon I**

**SCHOLARSHIP AS PROCESS:  
REFLECTION, INTEGRATION, AND ELABORATION**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* John Caughlin, University of Illinois, Urbana-Champaign

*Participants:*

Dawn O. Braithwaite, University of Nebraska, Lincoln

Steven R. Wilson, Purdue University

William R. Cupach, Illinois State University

Brant R. Burleson, Purdue University

Sandra Metts, Illinois State University

The goal of this session is to underscore the process by which initial theoretical and empirical interests shape research agendas through the process of reflection, integration, and elaboration. Five leading interpersonal scholars will explain the origins of their research agendas, summarize key findings, and identify new directions for future research that emerged from this reflection. The panel moderator will address the contributions of these research agendas to the interpersonal area currently and in the future.

**2613**

**5:30 - 6:30 p.m.**

**Salon F**

**COCKTAIL HOUR CONTEMPLATIONS: CSCA PAST PRESIDENTS SHARE  
REVELATIONS AND EPIPHANIES ABOUT THE DISCIPLINE**

*Sponsor:* CSCA Past-Presidents

*Facilitator:* A. L. Terry, Bethel University, St. Paul, MN

*Participants:*

Melissa Beall, Northern Iowa University

Nancy J. Brule, Bethel University

Carolyn Calloway-Thomas, Indiana University

Dennis Gouran, Pennsylvania State University  
Lawrence Frey, University of Colorado  
Sandra Metts, Illinois State University  
Charles Stewart, Illinois State University  
Judith Trent, University of Cincinnati  
Lynn Turner, Marquette University  
David Zarefsky, Northwestern University

This panel will provide opportunity for a brief comment from past-presidents of CSCA as to what they have expected from their discipline, the surprises that have come their way regarding these expectations, and both encouraging words and disappointments about what they have encountered along their path in the communication discipline, academia, and CSCA. Aspects of civil engagement, research, teaching, service, mentorship, and other issues will be discussed. This is an active audience-discussion participation panel. Refreshments will be served.

**5:30 - 6:30 p.m.**

### **BUSINESS MEETINGS**

<b>2701</b>	Rhetorical Theory and Criticism	<b>Salon B</b>
<b>2702</b>	Intercultural Communication	<b>Salon C</b>
<b>2703</b>	Instructional Resources	<b>Salon D</b>
<b>2704</b>	Organizational and Professional Communication	<b>Salon E</b>
<b>2705</b>	Argumentation and Forensics	<b>Salon G</b>
<b>2706</b>	Adjunct/Temporary Faculty Caucus	<b>Salon H</b>

**2800** **6:30 - 9:00 p.m.** **Hall of Mirrors**

### **CSCA PRESIDENT'S PARTY**

*Sponsors:* CSCA President, Christina S. Beck  
CSCA First Vice-President, Stephen K. Hunt

Join us for a lively and festive celebration of Christina S. Beck's presidency and the spirit of service that echoed through her convention. We're going to dance to a terrific DJ, eat great food, and celebrate Christina's wonderful contributions to our organization and discipline. Like last year, we invite you to bring a poster to display at the party that tells the story of the work you are doing to advance the pedagogy and scholarship of civic engagement.

**2900** **8:45 p.m. - ???** **Meet in Lobby**

### **FOURTH ANNUAL CSCA PUB CRAWL**

*Sponsor:* CSCA First Vice-President, Stephen K. Hunt  
*Coordinator:* Adam W. Tyma, University of Nebraska, Omaha

Join your fellow conference attendees for a night out in downtown Cincinnati. This year's pub crawl

includes stops at \_\_\_\_\_. Join us for one or all of the stops along the way! If you preregister, you can order your own commemorative pub crawl t-shirt to wear during our adventure. This even provides you with an excellent opportunity to connect with other attendees as well as to sample Cincinnati night life.

## Saturday, April 17, 2010

3101

8:00 - 9:15 a.m.

Rookwood

### BREAKFAST NOOKS

*Sponsors:* CSCA First Vice-President, Stephen K. Hunt

Please join us for one of our featured “Breakfast Nook” panels as well as continental breakfast items.

3201

9:30 - 10:45 a.m.

Caprice 1 & 4

### TAKING THE FEAR OUT OF FEMINISM

*Sponsor:* Women's Caucus

*Chair:* Amanda Brown, University of Wisconsin, Stout

*Participants:*

Amanda Brown, PhD, University of Wisconsin, Stout  
Jacki Brucher Moore, Kirkwood Community College  
Heather Nesemeier, Minnesota State University, Moorhead  
Amy Aldridge Sanford, Northeastern State University  
Alison Aurelia Fisher, PhD, James Madison University  
Jane Grabowski, Kirkwood Community College

Following a lively roundtable discussion at last year’s convention of what it means to be a feminist, female professor, this year’s panelists are tackling the more specific question, “How do we take the fear out of feminism?” Students often come to our classes and institutions with the perception that feminism is evil, blasphemous, unnecessary, and/or outdated. In this roundtable discussion panelists and participants will share some of their most effective classroom strategies, activities, and assignments that help generate the proverbial “ah ha!” moment as students begin to understand what feminism is all about and why it’s relevant to their lives.

3202

9:30 - 10:45 a.m.

Caprice 2

### TURNING THOSE REJECTIONS INTO “REVISE AND RESUBMITS”: TIPS ON GETTING PUBLISHED IN RHETORICAL THEORY AND CRITICISM

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Ryan Shepard, University of Kansas

*Participants:*

Debbi Hatton, Sam Houston State, American Communication Journal  
Kim Powell, Luther College, Journal of Communication Studies  
Robert Rowland, University of Kansas, book author, *Democracy is Not a Fragile Flower: Ronald Reagan at Westminster and the End of the Cold War*

3203

9:30 - 10:45 a.m.

Caprice 3

**FROM UGLY BETTY AND HIJRA, TO THE LATTER DAY SAINTS AND THE  
HEARING/DEAF COMMUNITIES: NEGOTIATIONS OF 'NORMALCY' AND 'OTHERNESS'  
IN INTERCULTURAL COMMUNICATION**

*Sponsor:* Intercultural Communication

*Chair:* Heidi A. Mau, Temple University

*Participants:*

"The beautiful and the ugly: An analysis of the Marianistic concept of beauty in the Mexican telenovela *La Fea Más Bella*." Tisha Ortega, Illinois State University

"The good immigrant: The illegal immigration narrative in *Ugly Betty*." Cynara Medina, Ohio University

"Get the gist? Linguistic constructions of reality among hearing and deaf cultures." Ciera Ganster, Penn State Berks

"Worthy 'Gods' and 'goddesses': The meaning of modesty in the normalization of Latter-day Saint gender roles." Rosemary Avance, University of Pennsylvania

"Negotiating survival/navigating performance." Radhica Ganapathy, Penn State Berks

*Respondent:* Keith Berry, University of Wisconsin, Superior

**3204**

**9:30 - 10:45 a.m.**

**Mayflower 1 & 2**

**TOP PAPERS IN PUBLIC RELATIONS**

*Sponsor:* Public Relations

*Chair:* Donald P. Jones, Trine University

*Participants:*

"Apologetic rhetoric and image repair in the Knicks/Nuggets brawl." Rebekah Watson, University of Missouri\*

"Corporate historical responsibility: Dealing with a history of forced labor and Nazi collaboration at Volkswagen." Claudia I. Janssen, Purdue University

"Miscommunication in the Sago, West Virginia, mining disaster: The challenges of engaging the public through narrative." Michael E. Burns and Robert S. Littlefield, North Dakota State University

*Respondent:* Jeffrey Brand, Millikin University

\* Top Paper

**3205**

**9:30 - 10:45 a.m.**

**Rookwood**

**GREAT IDEAS FOR TEACHING – G.I.F.T.**

*Sponsor:* G.I.F.T.

*Chair:* Maggie Sullivan, Loras College

*Participants:*

1. "Performing the city." Tom Duncanson, Millikin University
2. "Modeling how social loafing impacts the small group process." Tiffany R.



Wang, University of Nebraska, Lincoln and Judy Shannon, Texas  
Christian University

3. "Picture this: Feelings through photography." Kelly E. Tenzek, University of Wisconsin, Milwaukee
4. "Public relations leadership: An art and science." Bonita Dostal Neff, Valparaiso University
5. "Exploring diversity: Challenging, engaging, and changing perspectives through travel." Diana Hadad, Wayne State University
6. "Presenting pathos: Engaging students through application." Jennifer L. Walton, Ohio Northern University
7. "In-class community journalism." Robert S. Jersak, Century College
8. "'You are a grounded theorist for the day': Teaching students grounded theory." Tony Docan-Morgan, University of Wisconsin, La Crosse
9. "Skill triangulation in group presentations: Collaboration, civic engagement & collective public speaking." Lisa K. Glueck, Winona State University
10. "Challenging Dove's campaign for real beauty to engage students and foster change in ethical communication." Tim McKenna, Illinois State University

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. At the session the number in the program will correspond to the presenter's location. Every ten minutes audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.

**3206**

**9:30 a.m.-12:15 p.m.**

**Rosewood**

**MOVING BEYOND THE TOWN HALL MEETING: BEST PRACTICES IN PROMOTING  
CITIZEN ENGAGEMENT AND CIVIL DISCUSSION**

*Sponsors:* Communication Ethics and Freedom of Expression  
Political Communication

*Chair:* Laura W. Black, Ohio University

*Participants:*

- "Reflecting on the history of public discussion" William Keith, University of Wisconsin, Milwaukee
- "National Issues Forums." John Dedrick and Alice Diebel, The Kettering Foundation, Dorothy Battle, University of Cincinnati
- "Engaging citizens in the exploration and development of possibilities for public policy." Jeff Prudhome and Dennis Boyer, The Interactivity Foundation
- "National Issues Forums and the 'Coping with the Cost of Health Care' deliberative forums." Kara N. Dillard and Nicole Baxley, Institute for Civic Discourse and Democracy
- "The Arkansas Forums Consortium: Fostering public discussion through collaboration with university and community partners." Christina Standerfer, University of Arkansas
- "Ordinary democracy: Enabling the voice of the citizen in policy making in Denver, CO." Stephen Griffin, University of Denver
- "Do beliefs about the political orientations of others affect political discussions? Arguments for political labeling as an inhibitor of successful deliberation."

Hillary C. Shulman and Gwen M. Wittenbaum, Michigan State University  
“To tweet and blog is to deliberate and engage? Exploring online and offline forms of communication to facilitate increased social capital among young citizens.”  
Darin J. Gully, University of Missouri, Columbia

**3207**

**9:30 - 10:45 a.m.**

**Salon B**

**COMMUNICATING GUILT, HURT, AND EMPATHY IN CLOSE RELATIONSHIPS**

*Sponsor:* Interpersonal and Small Group Communication  
*Chair:* Daniel Strasser, University of Denver

*Participants:*

“An examination of family-targeted hurtful messages used in romantic relationships.”  
Tyler M. Louk-Marinelli, Scott A. Myers, Megan R. Dillow, and Matthew M. Martin, West Virginia University  
“When saying “I’m sorry” isn’t enough: Rejection of apologies and their consequences.” Benjamin Chiles and Michael Roloff, Northwestern University  
“The relationship between hurtful messages and guilty feelings.” Tsai-Shan Shen, Eastern Michigan University.  
“The dark (and bright) side of communicating empathy in close relationships.” Sai Sato, University of Nebraska, Lincoln

*Respondent:* Elizabeth Ribarsky, University of Illinois, Springfield

**3208**

**9:30 - 10:45 a.m.**

**Salon C**

**COLLECTING AND INTERPRETING DATA FROM NEW MEDIA TECHNOLOGIES:  
CHALLENGES AND OPPORTUNITIES**

*Sponsors:* Media Studies  
Communication Theory  
Graduate Student Caucus  
*Chair:* Andrew Ledbetter, Ohio University

*Participants:*

Jeffrey H. Kuznekoff, Ohio University  
Robert Alan Brookey, Northern Illinois University  
Ericka Menchen-Trevio, Northwestern University  
Richie Neil Hao, University of Denver  
Michelle Calka, Ohio University

The goal of this roundtable is to discuss new or adapted methodologies for studying new media and new communication technologies, aside from online surveys. In recent years we have seen the development and widespread adoption of new technologies that allow for a qualitatively different experience than with past communication technologies. As communication scholars, it is important for the discipline to adapt to these new venues of research and to develop methodologies that allow us to study these new virtual worlds. In this roundtable, scholars from multiple methodological backgrounds will share how they have studied these new areas from their particular approach. Some panelists take an ethnographic or interpretive approach, while others have relied on experiments and quantitative methods to inform their research interests. While many of these technologies provide abundant data, making sense of it is far from

straightforward and poses many challenges to rigorous researchers using many different methodologies. This panel will help other scholars understand different ways of collecting and making sense of these virtual worlds and new technologies.

3209

9:30 - 10:45 a.m.

Salon D

**TOP PAPERS IN ARGUMENTATION AND FORENSICS**

*Sponsor:* Argumentation and Forensics

*Chair:* Mike Bauer, Ball State University

*Participants:*

“Does it matter where you come from: An analysis of regional differences in competitive debate techniques.” Kristi Gerding Scholten, Truman State University and Nichelle D. McNabb, Otterbein College

“Searching for truth in what constitutes ethical behavior in individual events competition: Pedagogical possibilities for individual participation and community empowerment.” Emily M. Winderman, University of Georgia and Nick Romerhausen, Wayne State University

“Open source debate as a *Techne* of digital participatory culture.” Sarah Spring, University of Iowa\*

“Warming up to the visual: Identifying the advantages of visual argument through a case study of Al Gore’s *An Inconvenient Truth*.” Ryan Shepard, University of Kansas

*Respondent:* Joseph Sora, Duquesne University

\* Top Competitive Paper

3210

9:30 - 10:45 a.m.

Salon E

**STATE OF IOWA**

**CONCEAL AND CARRY ON CAMPUSES: WOULD COLLEGE STUDENTS ATTENDING CLASS WITH LOADED GUNS DETER ANOTHER MASSACRE?**

*Sponsor:* States Advisory Council

*Chair:* Marilyn Shaw, University of Northern Iowa

*Participants:*

Joy Daggs, Culver-Stockton College, Missouri  
Keith Hardeman, Westminster College, Missouri  
Marilyn Shaw, University of Northern Iowa  
Judy Vogel, Des Moines Area Community College, Iowa

Virginia Tech University. University of Shepherdstown. Arizona Nursing Home. University of Iowa. These are but four examples of many where angry college students shot and killed students, faculty, and staff on campuses. The gun issue itself is politically divisive, if not explosive. However, in April 2009, Missouri and Texas House of Representative members voted to lift bans of conceal and carry on public colleges and universities with the eventual aim of allowing students to bring firearms to classes. Is this the safest and most effective manner of deterring gun violence in college? Would it create more violence?

3211

9:30 - 10:45 a.m.

Salon F

**TOP THREE PAPERS IN COMMUNICATION EDUCATION**

*Sponsor:* Communication Education

*Chair:* Chad Edwards, Western Michigan University

*Participants:*

“Are emotional intelligence and contagion moderators of the association between instructors’ nonverbal immediacy cues and students’ affective learning?” Tiffany R. Wang, University of Nebraska, Lincoln and Paul Schrodtt, Texas Christian University

“Students’ attributions of instructor credibility as a function of instructors’ out-of-class support.” Adam C. Jones, Illinois College and Paul Schrodtt, Texas Christian University

“Assessing the role of peer relationships in the small group communication course.” Scott A. Myers, Stephanie Shimotsu, Kerry A. Byrnes, Brandi N. Frisby, James Durbin, and Brianna N. Loy, West Virginia University\*

*Respondent:* Shawn T. Wahl, Angelo State University

\*Top Paper

3212

9:30 - 10:45 a.m.

Salon G

**COMPETITIVE STUDENT PAPERS IN POLITICAL COMMUNICATION**

*Sponsor:* Political Communication

*Chair:* Kasie Roberson Mitchell, Miami University

*Participants:*

“Cycling as a political act: The framing and culture that create a new social movement.” Mitchael L. Schwartz, University of Kentucky

“Hillary Clinton through TIME: A close textual analysis of the (un)making of the first female president.” Danee Pye and Mary Anne Taylor, University of Texas, Austin

“Discourse analysis of the e-mail political messages in the 2008 Presidential Election Campaign.” Erich M. Hayes, University of Oklahoma

“Gender still matters: A functional analysis of congressional and gubernatorial television ads.” Rebekah Watson, University of Missouri

“The Green Belt Movement’s Peace Tent Initiative: How community communication and civic engagement help the reconciliation efforts in Kenya.” Anke Wolbert, Wayne State University

*Respondent:* Jay Self, Truman State University

3213

9:30 - 10:45 a.m.

Salon H

**(RE)FORMING CIVIC ENGAGEMENT IN THE POSTMODERN ERA:  
USING THE BASIC COURSE TO TRANSCEND STUDENT APATHY**

*Sponsor:* Basic Course

*Chair:* Dacia Charlesworth, Indiana University, Purdue University Fort Wayne

*Participants:*

Dacia Charlesworth, Indiana University, Purdue University Fort Wayne  
Nancy Curtin-Alwardt, Millikin University  
Michele Rees Edwards, Robert Morris University  
Diana L. Tucker, Ashland University

The value of a liberal education, based on the ideas of the Ancient Greek rhetorician Isocrates, has been celebrated throughout the Western world in various degrees. Most recently, the American Association of Colleges and Universities (AAC&U) has launched LEAP (Liberal Education and America's Promise) to emphasize the importance of undergraduate liberal education and to encourage colleges and universities to develop broad-based liberal education learning outcomes for all students regardless of their major. This panel begins with a theoretical overview that positions student apathy as a direct outcome of postmodernism and then presents specific strategies instructors of the Basic Course have used to motivate students to become engaged in community issues (e.g., invitational rhetoric, identity formation, and service learning). After the panelists present their strategies and outcomes, audience members will be encouraged to join the dialogue and share their experiences as well.

**3214**

**9:30 - 10:45 a.m.**

**Salon I**

**WHAT WERE WE THINKING?**

*Sponsor:* Argumentation and Forensics

*Participants:*

Virginia Chapman, Anderson University  
Robert Greenstreet, East Central University  
Gary Horn, Big Rapids, Michigan  
Larry Underberg, Southeast Missouri State University

Created to provide training in civic advocacy, the controversial National Educational Debate Association has provided a forum for "public audience" debate for over fifteen years. The Association's original founders discuss the accomplishments and shortcomings of the NEDA experiment.

**3215**

**9:30 - 10:45 a.m.**

**Salon M**

**I WANT MY SOAP BACK!: SOAP OPERA FANDOM, ONLINE ACTIVISM AND CIVIC  
ENGAGEMENT**

*Sponsor:* Media Studies

*Chair:* Ahmet Atay, University of Louisville

*Participants:*

Sarah Adams, North Dakota State University  
Christina S. Beck, Ohio University  
Ahmet Atay, University of Louisville

Jennifer L. Walton, Ohio Northern University

The goal of this discussion panel is to commemorate soap opera as a genre, interrogate their involvement in civic engagement, examine representation of various cultural groups, question the intentions of sponsors, interrogate the future of the genre, observe soap opera fans and their involvement in public discourse, and finally examine the soap opera fandom (online and offline) as a form of civic engagement. The panelists will introduce different issues that surround soap opera as television program and as a genre, and analyze different elements to highlight the potential visible and invisible links between representation of various cultural and social groups, storytelling techniques, fandom (online and offline), online fan-activism, and civic engagement.

**3301**

**11:00 a.m. - 12:15 p.m.**

**Caprice 1 & 4**

**STATE OF ILLINOIS  
TIME TO CHANGE: CHALLENGING OURSELVES TO REDEFINE TEACHER  
PREPARATION AND CONTENT**

*Sponsor:* States Advisory Council  
*Chair:* Larry Long, Illinois State University

*Participants:*  
Larry Long, Illinois State University  
Lindsay Soliman, Illinois State University  
Anna Wright, Illinois State University

The communication community has long argued the value that corporate America places on employee oral communication skills. Graduates who competently participate in group and team efforts, listen and process directions, and create meaningful oral and written messages become more effective contributors to society. However, our discipline has been reluctant to critically examine how we prepare ourselves and what we teach. Are we succumbing to group-think? This panel will discuss recent research regarding the impact of teacher preparation on attitudes concerning the value of communication instruction and a study of school leaders' opinions of the importance of communication instructional content. Research findings indicate that current teacher preparation trends are not sufficient and are thereby negatively influencing instructional practices.

**3302**

**11:00 a.m. - 12:15 p.m.**

**Caprice 2**

**SPOTLIGHT ON THE SCHOLARSHIP OF JOHN T. WARREN  
PERFORMATIVE PEDAGOGY AS A PEDAGOGY OF INTERRUPTION:  
DIFFERENCE AND HOPE**

*Sponsor:* Intercultural Communication  
*Chair:* Cheryl Nicholas, Penn State, Berks

*Participant:*  
John T. Warren, Southern Illinois University, Carbondale

In many ways, the work I do seeks to represent the key concepts behind this year's theme: Communication and Civic Engagement. As a critical scholar, I try to use theory and critique to bring complexities to the everyday, mundane ways that power is embedded (and obscured) in our communicative interactions. Embedded in our daily communication, perhaps just beneath the surface, lies the ideological struggle that we engage in each time we speak to each other across the differences that

separate us. In this paper, part of a larger project, I continue my research on *difference* (JIIC, 2008) and pose performative pedagogy as a potentially rich site of resistance. In this sense, performative pedagogy serves as a mechanism for me to “challenge, engage, and change” our sedimented ways of seeing power and difference.

*Respondents:* Cheryl Nicholas, Penn State, Burks  
Keith Berry, University of Wisconsin, Superior  
Deanna L Fassett, San Jose State University  
Lisa Ford-Brown, Columbia College  
Satoshi Toyosaki, Southern Illinois University, Carbondale

**3303**

**11:00 a.m. - 12:15 p.m.**

**Caprice 3**

**STUDENT PAPERS PANEL**

*Sponsor:* Communication Theory  
*Chair:* Keith Berry, University of Wisconsin, Superior

*Participants:*  
“Seeking Mrs. Right: Uncertainty reduction in online surrogacy ads.” Amy May and Kelly E. Tenzek, University of Wisconsin, Milwaukee  
“The culture industry: Version 6.5.” Heidi Mau, Temple University  
“Para-media interaction and media habituation: Extending McLuhan’s Sense Ratio Thesis for digital media.” Darin J. Gully, University of Missouri, Columbia  
“Propaganda 2.0: Remix culture and redefining persuasion.” Charley Reed, University of Nebraska, Omaha

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

**3304**

**11:00 a.m. - 12:15 p.m.**

**Mayflower 1 & 2**

**SOCIAL SUPPORT PROCESSES AMONG FAMILY & FRIENDS**

*Sponsor:* Interpersonal and Small Group Communication  
*Chair:* Haley Kranstuber, University of Nebraska, Lincoln

*Participants:*  
“Communicating during economic downturns: Construction of family resilience through intergenerational processes.” Kristen Lucas, University of Nebraska, Lincoln, Patrice M. Buzzanell, Purdue University  
“Freshmen engagement through communication: Communication skills as predictors of friendship formation strategies and rewarding social networks among college freshmen.” Bree McEwan, Western Illinois University, and Laura K. Guerrero, Arizona State University.  
“Are gender differences in responses to supportive communication a matter of ability, motivation, or both?: Reading patterns of situational responses through the lens of a dual-process theory.” Brant R. Burleson, Lisa K. Hanasono, Jessica J. Rack, Jennifer Gill Rosier, and Jennifer D. McCullough, Purdue University, Graham D. Bodie, Louisiana State University, Amanda J. Holmstrom, Michigan State University

“Who wants advice?: Predicting receptiveness to advice in support interactions.” Erina L. MacGeorge, Lisa Hanasono, Lisa Guntzviller, and Jerilyn Mincy, Purdue University.

*Respondent:* Andrew M. Ledbetter, Ohio University

**3305**

**11:00 a.m. - 12:15 p.m.**

**Rookwood**

**GREAT IDEAS FOR TEACHING – G.I.F.T.**

*Sponsor:* G.I.F.T.

*Chair:* Maggie Sullivan, Loras College

*Participants:*

1. “Communicating across cultures.” Cynthia A. Ridle, Western Illinois University
2. “Content-based impromptu presentations: Engaging students through reading responsiveness.” Renee Robinson Saint Xavier University
3. “Media awareness word draw.” Michele Schmidt, Northeastern State University
4. “Witness.” Stacey Macchi, Western Illinois University
5. “Self-concept presentation.” Deborah Chasteen, William Jewell College
6. “Super powers.” Mary Nuznov, Ball State University
7. “Creating a Public Service Announcement (PSA) for community issues: An alternative to the traditional persuasive speaking assignment.” Stephanie M. Ruhl, Scott A. Richmond, Caitlin Evans, and Christine M. Haywood, Western Michigan University
8. “Turning the classroom into a town hall: Civically engaging students in issues affecting campuses and communities.” Nick J. Romerhausen, Wayne State University and Emily M. Winderman, University of Georgia
9. “The world is flat: Global inventory—application for today’s changing marketplace.” Beth Lamoureux, Buena Vista University
10. “The Milliennial effect.” Kristen Pengelly, DePaul University

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. At the session the number in the program will correspond to the presenter’s location. Every ten minutes audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.

**3306**

**11:00 a.m. - 12:15 p.m.**

**Salon B**

**ENGAGING SPORTS: LESSONS LEARNED THROUGH RHETORICAL ANALYSIS**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Angela M. Jerome, Western Kentucky University

*Participants:*

“What is it about me that you guys don’t know?": Michael Jordan and the rhetoric of the public hero.” Phil Chidester, Illinois State University



- “The race must go on: The rhetorical triumphs and tragedies of Teresa Earnhardt and Dale Earnhardt, Inc.” Angela M. Jerome, Western Kentucky University  
“Symbolic Convergence: Jesse Owens, Berlin, Hitler, and the Athlete as Enthymeme.” Mike Milford, Tarleton State University  
“No sacred cows: An analysis of image repair strategies following the elimination of Mountaineer football.” Rachel Adams Walston, Western Kentucky University

*Respondent:* Julie A. Davis, College of Charleston

**3307** **11:00 a.m. - 12:15 p.m.** **Salon C**

**MEDIA STUDIES BUSINESS MEETING**

*Sponsor:* Media Studies

*Chair:* Danielle M. Stern, Christopher Newport University

**3308** **11:00 a.m. - 12:15 p.m.** **Salon D**

**CIVIC ENGAGEMENT AND THE UNDERGRADUATE: CHALLENGING EXISTING  
POLICIES ON ALCOHOL, TOBACCO, AND NUTRITION**

*Sponsors:* Argumentation and Forensics  
Undergraduate Honors Conference

*Chair:* Charles K. Rudick, West Virginia University

*Participants:*

- “Implementing RiverHawk Rides: A safe alternative to drinking and driving.”  
Christopher P. Larcade, Northeastern State University  
“Smoke huts as an alternative to a tobacco-free policy.” Dylan T. Medeiros,  
Northeastern State University  
“A cold cheese sandwich?: An argument for free school lunch programs.” Baylee S.  
Pittman, Northeastern State University

Three undergraduate students tackle existing policies within common schools and universities and offer alternatives to change the status quo. Topics include drinking and driving amongst college students, finding a place for smokers on a university campus, and feeding the hungry in our common schools.

*Respondent:* Larry R. Underberg, Southeast Missouri State University

**3309** **11:00 a.m. - 12:15 p.m.** **Salon E**

**CINCINNATI SPOTLIGHT PANEL:  
A CONVERSATION WITH LISA HUDDLESTON**

*Sponsor:* Health Communication  
CSCA First Vice-President, Stephen K. Hunt

*Chair:* Cady Short-Thompson, Northern Kentucky University

*Participant:*

Lisa Huddleston, Health Improvement Collaborative of Greater Cincinnati

One of only a few organizations of its type in the United States, the GCHC works cooperatively with more than 30 of the region's hospitals to promote high quality, high value health care. In this session, Lisa will be interviewed by Cady Short-Thompson about the organization's role in the Greater Cincinnati/Northern Kentucky region and how communication, in a variety of contexts, is integral to the organization and its mission. Ms. Huddleston will then illustrate her position as Manager of Communications by sharing the role the GCHC played in addressing the H1N1 crisis. Specifically, she will focus on the development and dissemination of centralized messaging on behalf of the Health Council member hospitals (and the sorts of messages that lend themselves to collective strategies); the development of communications to support area hospitals, such as uniform signage and Web-based resources; the Health Council's role addressing media issues involving the hospitals and the pandemic flu; and ongoing efforts to provide situational updates to member hospitals. Handouts and a question-and-answer session will be included.

**3310**

**11:00 a.m. - 12:15 p.m.**

**Salon F**

**COMMUNICATION EDUCATION BUSINESS MEETING**

*Sponsor:* Communication Education

*Chair:* Chad Edwards, Western Michigan University

**3311**

**11:00 a.m. - 12:15 p.m.**

**Salon G**

**PUBLIC HEALTH CHALLENGES: ORGANIZATIONAL ISSUE MANAGEMENT AND CIVIC ENGAGEMENT**

*Sponsor:* Organizational and Professional Communication

*Chair:* Heather M. Zoller, University of Cincinnati

*Participants:*

"Patient-centered or profit-driven? Comparing perspectives about the effects of new drug marketing policies on treatment options." Anna Rankin, University of Cincinnati

"The genetically modified food industry response to the issue of food allergies." Tabatha Sallee, University of Cincinnati

"A global perspective on Monsanto's management of the agricultural seed business." Collin Noronha, University of Cincinnati

"An educational responsibility: Teaching safe sex practices in Catholic schools". Annie Dames, University of Cincinnati

"The HPV vaccine and the pharmaceutical industry: Managing gender and health politics." Michelle Lohmann, University of Cincinnati

"Crisis management in the fashion industry: The health and body image of fashion models." Jessica Damman, University of Cincinnati

*Respondents:* Sarah Bonewits Feldner, Marquette University

Josh Boyd, Purdue University

Suzanne Boys, University of Cincinnati

3401

12:30 - 1:45 p.m.

Caprice 1 & 4

**(RE)STABILIZING THE ROLE OF THE BASIC COURSE: ELEVATING CRITICAL  
THINKING AS THE FOUNDATION FOR LEARNING**

*Sponsor:* Basic Course

*Chair:* Jayne L. Violette, Eastern Kentucky University

*Participants:*

“Thinking about change: Elevating the role of critical thinking for basic course pedagogy.” Jennifer Fairchild, Eastern Kentucky University

“Prompting change: The use of backward course design in restructuring basic course curriculum, student learning objectives, and assessment strategies.” John Strada, Eastern Kentucky University

“Implementing change: Successful strategies, assignments, and methodologies impacting critical thinking in basic courses of communication” Zachary Henning, Southern Indiana University

While the role of the basic course in communication is relatively stable across general education curriculum in colleges and universities across the United States, a recent resurgence in attention to critical and creative thinking in the classroom prompts important discussion about what philosophical and pedagogical changes are required to further strengthen basic course curriculum and student learning outcomes. This roundtable offers insights on definitions of critical thinking with an emphasis on the Paul/Elder Model (1995; 2001) and with the goal of fostering lively discussion on strategies for implementing key critical thinking assignments, activities, and assessments within the basic course.

3402

12:30 - 1:45 p.m.

Caprice 2

**ENGAGING THE COMMUNITY: EDUCATION IN ACTION**

*Sponsor:* Instructional Resources

*Chair:* Deborah Chasteen, William Jewell College

*Participants:*

"Contributing to the community: Pro bono work for non-profit organizations." Kirsten Theye, Concordia College

"Engaging theatre audiences beyond the stage." Nathan Wyman, William Jewell College

"Praxis: Operation Mission of Hope." Stephen Rendahl, University of North Dakota

"Engaging history: A celebration of the life of Rosa Parks." Claire Jerry, University of Illinois, Springfield

"Taking education to the “real world”: Communication studies students in the community." R.B. Bookwalter, Marshall University

"After school educational mentoring in public speaking." Deborah Chasteen, William Jewell College

3403

12:30 - 1:45 p.m.

Caprice 3

**COMPETITIVE PAPERS IN PERFORMANCE STUDIES AND THEATRE**

*Sponsor:* Performance Studies and Theatre  
*Chair:* Amy Pinney, Georgia College & State University

*Participants:*

- "At the mercy of ruin: Autobiography and landscapes of loss." Patrick Santoro, Southern Illinois University, Carbondale\*
- "Women's work: Deconstructing performance of female identity in Ulrich's *A Midwife's Tale: The Life of Martha Ballard, Based on Her Diary 1785-1812*." Nicole Mancino, Bowling Green State University
- "Lost!?: An autoethnographic cartography." Noah D. Lelek, University of Missouri
- "Performing Eastern Europeanness as ultimate otherness: A postcolonial analysis of four contemporary Romanian films." Sorin Nastasia, Southern Illinois University, Edwardsville and Diana Iulia Nastasia, University of North Dakota
- "The art of the new play reading: The showcase and the real." David J. Eshelman, Arkansas Tech University

*Respondent:* Amy Darnell, Columbia College

\* Top Paper

3404

12:30 - 1:45 p.m.

Mayflower 1 & 2

**COMMUNICATION AND CIVIL ENGAGEMENT DURING THE '01 RIOTS:  
AN ASSESSMENT OF PUBLIC RELATIONS LEADERSHIP**

*Sponsor:* Public Relations  
*Chair:* John Madsen, St. Ambrose University

*Participants:*

- "Bricks, sticks, fire, and protest: From simmering crisis to disgruntled publics' eruption." Damion Waymer, Public Relations and Communication & Diversity, Virginia Tech University
- "Living through the '01 riots from a leadership position." Nick Vehr, President of VEHR Communications, LCC, Cincinnati, Ohio
- "Development of public relations leadership during times of civic engagement." Bonita Dostal Neff, Head of the Public Relations Major, Valparaiso University, Indiana
- "Two strategies used to improve police community relations: The Rand model." S. Gregory Baker, Executive Manager of Community Relations for the Cincinnati Police Department

Just after CSCA members attending the '01 conference had noted how welcoming Cincinnati was, the '01 riot erupted with unpleasant photos that hit the media. This sharp contrast is explored to frame discussion of the role of public relations leadership in civic engagement. PR academics and practitioners, who have devoted scholarship and/or leadership to social unrest, bring together experiences in civic engagement and communication to reveal conditions and unique cultural aspects that bring about such a conflict.

*Respondent:* John Madsen, St. Ambrose University

**3405** **12:30 - 1:45 p.m.** **Rookwood**

**PAST OFFICERS' LUNCHEON**

*Sponsor:* CSCA President, Christina S. Beck

**3406** **12:30 - 1:45 p.m.** **Rosewood**

**UNDERGRADUATE HONORS CONFERENCE LUNCHEON  
AND GRADUATE SCHOOL FAIR**

*Sponsor:* CSCA Undergraduate Honors Conference

Undergraduate students and their advisors are invited to attend this luncheon, but all participants must pre-register in advance.

**3407** **12:30 - 1:45 p.m.** **Salon B**

**POLITICAL AND CIVIC ENGAGEMENT AT THE COMMUNITY COLLEGE:  
THE HEARTLAND EXPERIENCE**

*Sponsor:* Community College

*Chair:* Stephen K. Hunt, Illinois State University

*Participants:*

Sarah Diel-Hunt, Heartland Community College  
Pamela Sweetwood, Heartland Community College  
Paul Folger, Heartland Community College  
Alaina Winters, Heartland Community College

This spotlight session will feature the implementation of the Political Engagement Project, sponsored by the American Democracy Project, at Heartland Community College. From putting together a campus team to developing curricular and co-curricular programs to budget considerations, the discussion will center on the challenges faced and successes achieved to date: campus voter registration and information drives, a campus talk show on political issues, a course on activism, a service learning scholarship program, and efforts to articulate a civic engagement certificate with a civic engagement minor at the local four-year university.

**3408** **12:30 - 1:45 p.m.** **Salon C**

**ALL IN A TWITTER OVER TWITTER: KEEPING JOURNALISM  
RELEVANT IN AN AGE OF SOCIAL MEDIA**

*Sponsor:* Media Studies  
Communication Education  
Communication Theory  
Graduate Student Caucus

*Chair:* Danielle M. Stern, Christopher Newport University

*Participants:*

Kevin Dugan, Director of Social Marketing, Empower Media Marketing  
Taylor Dungjen, Editor in Chief, *The News Record*, University of Cincinnati's  
independent student-run news organization  
Robert Gutsche Jr., Doctoral Student, Journalism and Mass Communication,  
University of Iowa  
Mandy Jenkins, Social Media Editor, The Cincinnati Enquirer  
Michael Sheehy, Assistant Professor, Journalism, University of Cincinnati  
Elissa Sonnenberg, Assistant Director, Journalism, University of Cincinnati

New media technologies and increased market competition continue to reshape the news industry. While some scholars and practitioners have looked to this as a crisis, others have pointed to a much needed opportunity to reinvigorate journalism pedagogy, scholarship and practice. This spotlight panel brings together media scholars, students and practitioners from: The Cincinnati Enquirer, the UC journalism program, the UC student newspaper, the Iowa journalism program, and one of Cincinnati's top media marketing firms, to discuss how to keep journalism relevant to an increasingly fragmented, multi-tasking readership. Panelists will also offer perspectives on how journalism departments can and should embrace pedagogies and practices of community and social media, including Twitter, blogs and more.

**3409**

**12:30 - 1:45 p.m.**

**Salon D**

**ARGUMENTATION & FORENSICS AWARDS PRESENTATION**

*Sponsor:*

Argumentation and Forensics

*Chair:*

Larry R. Underberg, Southeast Missouri State University

**3410**

**12:30 - 1:45 p.m.**

**Salon E**

**WOMEN'S STRENGTH THROUGH DEMOCRACY AND SOCIAL MOVEMENTS**

*Sponsor:*

Women's Caucus

*Chair:*

Tracey Fredrick, Southwestern College

*Participants:*

"Feminist conundrums: Exploring commentaries about feminism and the candidacies of Senator Hillary Rodham Clinton and Governor Sarah Palin." Elizabeth A. Petre, Southern Illinois University, Carbondale  
"A feminist movement: What are 'we' *really* fighting for? A rhetorical analysis of race, gender, and democracy." Melissa Territo, Eastern Illinois University  
"Woman of the people: The transformation of Susan B. Anthony and the post-civil war woman's rights narrative." William R. Upchurch, Indiana University, Purdue University Fort Wayne

*Respondent:*

Robin Jones, Southwestern Oklahoma State University

**3411**

**12:30 - 1:45 p.m.**

**Salon F**

**SPOTLIGHT ON COLLABORATION: COMMUNICATION IN PALLIATIVE CARE  
ENVIRONMENTS**

*Sponsor:* Health Communication  
*Chair:* Rebecca S. Imes, Carroll University

*Participants:*  
Jennifer Hester, DNP, APRN, ACHPN, Palliative Care Clinical Nurse Specialist, The Christ Hospital  
Georgia Anderson, LISW, Social Worker, Barrett Cancer Center  
Jane Pruemer, PharmD, BCOP, FASHP, Oncology Clinical Pharmacy Specialist, University Hospital, Professor of Clinical Pharmacy Practice, University of Cincinnati

Palliative care is a growing part of health care in many communities; yet it is not often represented in health communication research. While the setting is under-represented, so are the health professionals who work there, particularly those who are not physicians. This panel features a nurse manager, pharmacist, and social worker who work specifically in palliative care settings. Each of the panelists will speak to trends in patient care, team-based care, and health care organizations in the area of palliative care. Breakout sessions will follow so attendees can sit and discuss ideas with the panelists. The hope is that new directions in research will be generated.

**3412** **12:30 - 1:45 p.m.** **Salon G**

**COMMUNICATION AUDITS: CHALLENGING AND CHANGING HOW WE USE AN "OLD"  
TOOL TO ENGAGE OUR STUDENTS AND OUR COMMUNITIES**

*Sponsor:* Organizational and Professional Communication  
*Chair:* Sarah Bonewits Feldner, Marquette University

*Participants:*  
Scott C. D'Urso, Marquette University  
Sarah Bonewits Feldner, Marquette University  
Aimee Hardinger, Marquette University  
Megan Appleby, Marquette University

The communication audit is a standard tool used in communication consulting, practice and research. Organizational communication scholars should think of the communication audit as a way to engage student thinking about theory in a "real world" laboratory setting, tapping into previously overlooked community partners, and of challenging how scholars and practitioners think about what constitutes effective organizational communication practice. This panel will be a roundtable and workshop hybrid that will address these issues and provide a forum for audience members to consider how we might expand and update our use of the communication audit in our teaching and research.

**3413** **12:30 - 1:45 p.m.** **Salon H**

**CIVIC ENGAGEMENT IN ENVIRONMENTAL AND HEALTH COMMUNICATION:  
RHETORICAL ANALYSIS OF OPPOSITIONAL ARGUMENTS**

*Sponsor:* Rhetorical Theory and Criticism  
*Chair:* Stephen Depoe, University of Cincinnati

*Participants:*  
“‘Nothing is scarier than the truth’: Apocalyptic *topoi* and the tipping point in *An Inconvenient Truth*.” Kathleen Hunt, University of Utah  
“What’s in a name? What *Man vs. Wild* says about the culture/nature dualism.” Michelle Lohmann, University of Cincinnati  
“Discourses of hope and truth: An analysis of the public-counterpublic relationship in the breast cancer movement.” Annie Dames, University of Cincinnati

*Respondent:* Stephen Depoe, University of Cincinnati

**3414** **12:30 - 1:45 p.m.** **Salon M**

**2011 CSCA PROGRAM PLANNER MEETING**

*Sponsor:* CSCA Second Vice-President, Scott A. Meyers

**3501** **2:00 - 3:15 p.m.** **Caprice 1 & 4**

**STATE OF OKLAHOMA  
GIVING VOICE TO MUTED GROUPS IN THE CLASSROOM**

*Sponsor:* States Advisory Council  
*Chair:* Arlie Daniel, East Central University, Oklahoma

*Participants:*  
Tracy Frederick, Southwestern Kansas  
Sheryl Lidzy, Emporia State University  
Robert Greenstreet, East Central University  
Arlie Daniel, East Central University

This roundtable will discuss ways in which marginalized groups are underrepresented in communication classes and activities. Participants will focus on how we give voice to those people who have different voices, and make our classrooms friendly to a non-white/male way of speaking.

**3502** **2:00 - 3:15 p.m.** **Caprice 2**

**INTERPERSONAL HEALTH COMMUNICATION**

*Sponsor:* Health Communication  
*Chair:* Karen Braselton

*Participants:*  
“Patients’ expectations effect on patient satisfaction.” Amber M. Schmisser, Southern Illinois University, Edwardsville  
“Sexual communication and relationship satisfaction in romantic relationships.”



Michelle Matsche, Southern Illinois University, Edwardsville  
"Mother-daughter sexual communication: The implications of acceptance and approval messages." Whitney Frahm, Ashley Fandrich, & Katie Hedberg, North Dakota State University  
"Relational uncertainty among victims of intimate partner violence: Making distinctions between sex and type of violent relationship." Jessica Eckstein, Western Connecticut State University

3503

2:00 - 3:15 p.m.

Caprice 3

### ENGAGING COMMUNICATION THROUGH ORGANIZATIONAL DISCOURSE

*Sponsor:* Organizational and Professional Communication

*Chair:* Angela Jerome, Western Kentucky University

*Participants:*

"The reality paradox: Managing organizational tensions through business rhetoric." Tessa M. Pfafman, Western Illinois University  
"Wellness in organizations: A historical perspective and a critical reading of current trends and future directions." Elizabeth Williams, Purdue University  
"Miracle or myth? A qualitative study of the communication strategies used to promote and oppose clean coal technology." Kendra (Baker) McClure, Eastern Illinois University  
"A conversation analytical approach to understand how a communication tool shapes business discussion." Franziska Macur, Edgewood College

*Respondent:* Angela Jerome, Western Kentucky University

3504

2:00-4:45 p.m.

Mayflower 1 & 2

### SHORT COURSE TEACHING THE COLLEGE COURSE IN ORGANIZATIONAL RHETORIC

*Sponsor:* CSCA First Vice-President, Stephen K. Hunt

*Note:* \$20 fee. Attendees must register by March 12.

*Facilitator:* Debra Ford, University of Kansas

Organizations create a vast amount of rhetoric in contemporary society. The college course in organizational rhetoric teaches students to use both rhetorical approaches and organizational theories to critique organizational messages. This short course is designed for instructors currently teaching or preparing to teach such an organizational rhetoric course. It may also be of interest to faculty members wishing to add a unit on organizational rhetoric to organizational communication, rhetorical criticism or public relations courses. The presenters will discuss a model for analyzing organizational rhetoric and share strategies for effectively teaching the course. Sage will provide complimentary copies of the textbook, *Organizational Rhetoric: Situations and Strategies* (Hoffman & Ford). Instructional materials, including sample syllabi, activities, assignments, grading rubrics, and sample case materials, will be distributed.

3505

2:00 - 3:15 p.m.

Rosewood

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**3506**

**2:00 - 3:15 p.m.**

**Rookwood**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**3507**

**2:00 - 3:15 p.m.**

**Salon B**

**TOP PAPERS IN POLITICAL COMMUNICATION**

*Sponsor:* Political Communication

*Chair:* Erin Blocher, University of Missouri, Kansas City

*Participants:*

“The Biden - Palin 2008 Vice Presidential Debate: An examination of gender and candidate issue expertise.” Mitchell S. McKinney, University of Missouri and Mary C. Banwart, University of Kansas\*

“Issues in civic engagement: An analysis of partisan issue ownership in 2004 and 2008 Rock the Vote public service announcements.” Corey B. Davis, University of Wisconsin, Whitewater

“Creating civic engagement in campaigns: On the primacy of message in candidate blogs.” Benjamin R. Warner, University of Kansas\*\*

“The failing school myth, the heroic teacher, and the political spectacle.” Richard Murphy, Wayne State College

*Respondent:* Michael Milford, Tarelton State University

\*Top Paper

\*\*J. Jeffrey Auer Top Graduate Student Paper

**3508**

**2:00 - 3:15 p.m.**

**Salon C**

**SPOTLIGHT PANEL:**

**ANALYZING THE VISUAL AND DISCURSIVE RHETORIC OF THE CREATION MUSEUM**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Ryan Shepard, University of Kansas

*Participants:*

Kristen Hoerl, Butler University  
Kristen Theye, Concordia University  
Gini Jones, University of Kansas  
Evan Center, University of Kansas

The Creation Museum is located near Cincinnati, and attendees are encouraged to visit the museum before attending this panel. A tour of the museum has been organized, departing Friday morning at 9:30 AM and returning Friday at Noon. Attendees taking this tour will receive discounted transportation and discounted museum tickets (but are required to pay a portion of the fees—the discount will be greater the more people that attend)! You can reserve your place on this trip at the CSCA registration desk for \$15 (which will go towards your ticket and transportation). The discussion will be lead by senior and junior scholars who specialize in visual rhetoric and/or the rhetoric of the creationism debate.

3509

2:00 - 3:15 p.m.

Salon D

**DEBATING CIVIC ENGAGEMENT IN COMMUNICATION CURRICULUM**  
**RESOLVED: CIVIC ENGAGEMENT PROJECTS SHOULD BE A REQUIRED PART OF**  
**COMMUNICATION CURRICULUM**

*Sponsor:* Graduate Student Caucus

*Chair:* Anji L. Phillips, University of Missouri, Columbia

*Participants:*

*Affirmative:* Mike Bergmaier, Ball State University  
Dallis Pike, Ball State University

*Negative:* Curtis R. Nash, Illinois State University  
Nathan T. Stewart, Illinois State University

The integration of civic engagement projects into communication curriculum has become increasingly popular. Consequently, students are encountering more courses that require civic engagement projects as a part of their course grade. Should instructors require civic engagement projects in their communication courses? You be the judge in this debate on civic engagement.

*Respondents:* Jayne R. Henson, University of Missouri, Columbia  
Nicole Johnson, Ball State University  
Kevin R. Meyer, Illinois State University

3510

2:00 - 3:15 p.m.

Salon E

**SERVICE LEARNING AND CIVIC ENGAGEMENT: STOCKING THE LUNCHBOX FOR AN**  
**EDUCATIONAL ODYSSEY**

*Sponsor:* Instructional Resources

*Chair:* Amanda Brown, University of Wisconsin, Stout

*Participants:*

Amanda Brown, University of Wisconsin, Stout  
Heather Nesemeier, Minnesota State University, Moorhead  
Adam Tyma, University of Nebraska, Omaha  
Kimberly Weismann, Dickinson State University

Service learning is becoming an increasingly common practice in higher education and is gaining prominence in the communication curriculum. Service learning provides students with empirical experience, reinforcing discipline specific knowledge in addition to extending learning beyond the traditional classroom experience. Within the communication discipline, service learning is used in courses ranging from public speaking to organizational communication to public relations. Service learning provides professors, students, and institutions an opportunity to bridge the gap between communities, businesses/organizations, and the institution. Each course presents unique challenges and opportunities. This panel explores service learning opportunities and experiences in a variety of communication courses. Panelists will discuss the challenges and opportunities associated with integrating service learning into one's courses effectively and how to avoid the associated pitfalls.

3511

2:00-3:15 p.m.

Salon F

**WE ARE (NOT) FAMILY: BALANCING COMPETING DEMANDS AND DISCOURSES OF PROFESSIONAL AND FAMILY ENGAGEMENT IN THE COMMUNICATION DISCIPLINE**

*Sponsor:* CSCA President, Christina S. Beck  
*Chair:* Amy Aldridge Sanford, Northeastern State University

*Participants:*  
Leah E. Bryant, DePaul University  
Rebecca Imes, Carroll University  
Paul Schrodt, Texas Christian University  
Jennifer Willis-Rivera, University of Wisconsin, River Falls  
Christina S. Beck, Ohio University  
Jacqueline Taylor, DePaul University

Few tensions in life are greater than the competing demands of work and family. In this discussion panel, we will explore the competing demands and discourses that graduate students, new professionals, and faculty members face as they attempt to balance the desire to establish their professional identities while meeting their familial obligations and maintaining their relationships. In particular, panel participants will continue the discussion about how work and family demands impact conference participation and hopefully provide guidance for future directions regarding how NCA and CSCA can help.

**3512**

**2:00 - 3:15 p.m.**

**Salon G**

**HOPE FOR MAKING A DIFFERENCE THROUGH COMMUNICATION:  
COMMUNICATION ACTIVISM AND ENGAGEMENT AT MULTIPLE LEVELS**

*Sponsor:* Communication Education

*Participants:*  
Lawrence R. Frey, University of Colorado, Boulder  
Jimmie Manning, Northern Kentucky University  
Teresa Heinz Housel, Hope College  
Lora Cohn, Park University  
Michaela D.E. Meyer, Christopher Newport University  
Kevin Hough, Roberto Clemente Community Academy

This roundtable session explores the possibility for making a difference through communication activism and engagement with a heightened focus on teaching and learning. The panel offers insights from a variety of scholars teaching or researching in various contextual areas, tailored to benefit communication activists at all levels, from timid beginners to veteran sages. After a short moderator-directed question-and-answer session with panelists about their experiences with and visions for communication activism and engagement, audience members will discuss the role of activism in the communication discipline; and their teaching, research, and service/activist endeavors.

**3513**

**2:00 - 3:15 p.m.**

**Salon H**

**DRAWING UNDERGRADUATE AND GRADUATE STUDENTS INTO THE RESEARCH  
PROCESS – NOT AS PARTICIPANTS, BUT AS COLLEAGUES**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Andrew M. Ledbetter, Ohio University

*Participants:*

Erik Green, University of Texas, Austin  
Cassandra LeClair-Underberg, Texas State University, San Marcos  
Scott Myers, West Virginia University  
Elizabeth Ribarsky, University of Illinois, Springfield  
Allison Thorson, University of San Francisco  
Scott Titsworth, Ohio University

Research lies at the heart of the communication discipline. Yet, engaging and challenging students in the research process presents a difficult task, even for the most inspired mentors. On this panel, a group of passionate teachers, both recent graduates and experienced scholars, share their insights into mentoring students through the research process. The panel will focus especially (but not exclusively) on involving undergraduate students in research—not as participants, but as assistants and co-authors. All panel participants will provide “take-away” information for panel attendees, such as example assignments, syllabi, or compiled thoughts. Attendees will be invited to share their experience and wisdom as well!

**3514**

**2:00-4:45 p.m.**

**Salon I**

**CIVIC ENGAGEMENT THROUGH ADAPTATION AND PERFORMANCE**

*Sponsor:* Performance Studies and Theatre

*Chair:* M. Heather Carver, University of Missouri

*Participants:*

Adapter/Director: Noah Lelek, University of Missouri  
Doodle: Mary Carpenter, University of Missouri  
Doodle's Brother: Andrew Rea, University of Missouri  
Mama: Elizabeth Trovall, University of Missouri  
Daddy: Nathan Zaring, University of Missouri  
Aunt Nicey: Chelsea Almany, University of Missouri

This adaptation of James Hurst's short story, "The Scarlet Ibis," uses civic engagement as a way to bridge the "town and gown" tensions of a university dominated city. "The Scarlet Ibis," adapted and directed by Noah Lelek, will feature five undergraduate performers. After the performance, a respondent will help lead a discussion of how such performance practices can continue to support civic engagement at many different levels of communities.

*Respondents:* Amy Pinney, Georgia College & State University  
David Eshelman, Arkansas Tech University

**3515**

**2:00 - 3:15 p.m.**

**Salon M**

**SOCIAL AND POLITICAL IMPACT OF THE MEDIA AND NEW TECHNOLOGIES  
IN MULTICULTURAL CONTEXTS**

*Sponsors:* Intercultural Communication  
Media Studies

*Chair:* Sachiko Tankei-Aminian, Florida Gulf Coast University

*Participants:*

Farshad Aminian-Tankei, Florida Gulf Coast University  
Ahmet Atay, University of Louisville  
Basma Botros, ECPI College of Technology  
Mark Cruea, Ohio Northern University  
Melanie Mills, Eastern Illinois University  
Kristin A. Shamas, University of Oklahoma  
Sachiko Tankei-Aminian, Florida Gulf Coast University

This roundtable discussion focuses on how media and new technologies have impacted our realities socially and politically in multicultural contexts. Panelists examine how media and new technologies can have a drastic impact on our understanding of current local—U.S. context—as well as global phenomena—specifically Iranian, Lebanese, and Egyptian contexts—and consequently on our intercultural/international communication. Such examination can lead us to further civic engagement and discourse on complex societal and political issues. This panel has invited panelists from diverse disciplines, ranging from cinema studies, media studies, intercultural/international communication, interpersonal communication, organizational communication, organizational / occupational culture studies, visual communication, broadcast journalism, civic engagement, critical pedagogy, and gender/sexuality studies. Employing this panel as an entrance to civic discourse, this panel invites the attendees' interactive participation.

**3601**

**3:30 - 4:45 p.m.**

**Caprice 1 & 4**

**CINCINNATI SPOTLIGHT PANEL: DISRUPTIVE BODIES—PERFORMANCE,  
NORMATIVITY, AND CINCINNATI PUBLIC SPACE**

*Sponsor:* Sexual Orientation and Gender Identity Caucus  
Performance Studies and Theatre

*Chair:* Jimmie Manning, Northern Kentucky University

*Participant:*

Ethan Philbrick, project cincinnatUS

Ethan Philbrick is a Cincinnati-based performance artist, queer organizer, and musician. Philbrick maintains a video-blog ([ethandancesinpublic.blogspot.com](http://ethandancesinpublic.blogspot.com)) that documents his performative interventions into public space in Cincinnati. His performances engage with ideas surrounding identity presentation and perception, spatial authority and control, and the individual or community's agency in disrupting hegemonic codes of behavior. He is the recipient of a grant from the City of Cincinnati to facilitate *project cincinnatUS*. *Project cincinnatUS* is a series of six large-scale participatory public space performances in urban Cincinnati which will take place between April and October of this year. During this session designed specifically for CSCA, Philbrick will discuss and demonstrate his techniques, engaging the participants in a performative disruption of their own making. Attendees of the session will then move into the streets of Cincinnati where they will stage their performance.

**3602**

**3:30 - 4:45 p.m.**

**Caprice 2**

**FROM SOCIAL MARKETING TO SERVICE LEARNING: INNOVATIVE IDEAS FOR  
ENGAGING STUDENTS IN HEALTH COMMUNICATION**

*Sponsor:* Health Communication

*Chair:* Elizabeth Gill, Eastern Illinois University

*Participants:*

Elizabeth Gill, Eastern Illinois University  
Matthew Gill, Eastern Illinois University  
Jennifer Kramer, College of St. Benedict/St. John's University  
Terri L. Russ, Saint Mary's College  
Jennifer Gibb Hall, Purdue University

Teaching health communication offers instructors the challenge of making what is already a largely applied field of study truly come alive in creative, relevant, and socially significant ways. Health communication is also uniquely situated to use service learning techniques that can have a real and significant impact on the lives of our students and the community. Panelists will briefly discuss ways they have made health communication (broadly defined) real for students through their use of integrative/ service learning projects and departmental internship programs. Ideas for encouraging student engagement with the campus and community will be highlighted as participants offer their own experiences and challenges in implementing, managing, and sustaining such projects. These projects include teaching communication skills in a homeless center, promoting a new student health center, working with the March of Dimes, and developing social marketing campaigns addressing needs specific to the campus. This roundtable will also encourage participation from audience members.

**3603**

**3:30 - 4:45 p.m.**

**Caprice 3**

**PROLETARIAN DELIBERATIONS ON ORGANIZATIONAL COMMUNICATION THEORY:  
FOREGROUNDING WORKING CLASS/BLUE COLLAR WORKERS' EXPERIENCES**

*Sponsor:* Organizational and Professional Communication

*Chair:* Michael Burns, North Dakota State University

*Participants:*

- "The social creation and taming of a "monster" through narrative: Balancing tensions between academic and professional staff in a multinational environment." Martha Shomaker, University of Houston, Downtown
- "What now?: An analysis of advice messages concerning job loss among blue collar workers." Mary F. Hoffman & Nicole J. Schultz, University of Wisconsin, Eau Claire
- "Blue-collar employees and work/life balance: What do we really know?" Renee Cowan, University of Texas, San Antonio, & Jaime Bochantin, Texas A & M University
- "Organizing the working class: Notes on organizational legitimacy from the field." Yogita Sharma, University of Texas, San Antonio
- "Sensemaking in a High-Risk Lifestyle: The Relationship Between Work and Family for Public Safety Employees and Their Families." Jaime Bochantin, Texas A & M University

*Respondent:* Patrice Buzzanell, Purdue University

**3604**

**3:30 - 4:45 p.m.**

**Rookwood**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**3605**

**3:30 - 4:45 p.m.**

**Rosewood**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**3606** **3:30 - 4:45 p.m.** **Salon B**

**POLITICAL COMMUNICATION BUSINESS MEETING**

*Sponsor:* Political Communication  
*Chair:* Erin Blocher, University of Missouri, Kansas City

**3607** **3:30 - 4:45 p.m.** **Salon C**

**CRITICAL INQUIRY SKILLS FOR CITIZEN PARTICIPATION:  
COMMUNICATION IN CIVIC AND POLITICAL ENGAGEMENT**

*Sponsor:* Communication Theory  
*Chair:* John A. Jones, University of Illinois, Chicago

*Participants:*  
Sandra Allen, Columbia College  
John A. Jones, University of Illinois, Chicago  
Julie McNellis, Saint Xavier University  
L. Renee Robinson, Saint Xavier University

Rigorous decision making in a democracy requires higher order thinking and questioning skills. Using Benjamin Bloom's taxonomy, the panel will examine the communication theory, models and practices which can contribute to informed citizen participation in governance.

**3608** **3:30 - 4:45 p.m.** **Salon D**

**AFROCENTRIC, ARAB AMERICAN, & ASIAN AMERICAN PERSPECTIVES: CRITICAL  
CONSIDERATIONS FOR THE FUTURE IN INTERCULTURAL COMMUNICATION**

*Sponsor:* Intercultural Communication  
*Chair:* Ahmet Atay, University of Louisville

*Participants:*  
Diane D. Hayes, Southern Illinois University, Edwardsville  
Kristin Shamas, University of Oklahoma  
Anna Wong Lowe, University of Oklahoma

This panel examines and dialogues about critical issues of three racial-ethnic discourses: a) Afrocentric perspectives, b) Arab American perspectives, and c) Asian American perspectives. The Afrocentric perspective celebrates a communal worldview that is holistically linked to Africa. In this celebration of difference, it is not a replacement of Eurocentric values but rather another perspective that emphasizes the African/African American experience with Africa as the central thread to our existence. The Arab American perspective emerges from the contested ethnic politics of both the US and the Middle East. Among Arab Americans, US pressures to "acculturate" to the norms of American "whiteness" are engaged and negotiated through ethno-sectarian frames rooted in the Middle East's colonial history and global international relations. Asian American perspectives also oscillate between assimilation as the model minority or honorary White, and forever foreigner or yellow peril. The panelists provide examples



for each perspective and ways in which the three intersect and diverge. Afterwards, panelists encourage audience members to engage in the dialogue.

**3609**

**3:30 - 4:45 p.m.**

**Salon E**

**STATE OF MINNESOTA  
USING STREAMING VIDEO IN PUBLIC SPEAKING (AND OTHER CLASSES)**

*Sponsor:* States Advisory Council

*Chair:* Dan Cronn-Mills, Minnesota State University, Mankato, Minnesota

*Participants:*

Dan Cronn-Mills, Minnesota State University, Mankato, Minnesota  
Warren Sandmann, Minnesota State University, Mankato, Minnesota  
Nan Johnson-Curiskis, Minnesota State University, Mankato, Minnesota

VHS tapes and the bulky camcorders are joining 8-track tapes as extinct technology. Public Speaking classes often relied on the ease the VHS camcorders to record student presentations. The shift to digital technology made the process more technical and complicated. MSU, Mankato has shifted to easy-to-use recorders and streaming-video servers to resolve the issue. Join us as we talk about the technology, equipment and implications of using streaming video.

**3610**

**3:30 - 4:45 p.m.**

**Salon F**

**THE NOVEL AS NOVEL:  
USING FICTION TO ENGAGE STUDENT LEARNING**

*Sponsor:* Instructional Resources

*Chair:* Amy Aldridge Sanford, Northeastern State University

*Participants:*

“Engaging *Pride and Prejudice* in interpersonal communication.” Dena Huisman, University of Wisconsin, La Crosse  
“Engaging *Bel Canto* in organizational communication and *The Namesake* in intercultural communication.” Rebecca Imes, Carroll University  
“Engaging *Neuromancer* in communication, technology and society.” Malynnda Johnson, University of Wisconsin, Milwaukee  
“Engaging *Ender's Game* in introduction to communication.” Scott Titsworth, Ohio University

While textbooks are a standard part of classroom settings, works of fiction can enliven discussion of communication components and processes. The depth of detail far exceeds case studies and gives the students multiple opportunities to apply their classroom knowledge. As readers' interpretations may vary, the variety of viewpoints further shows the complexity of the communication process. This panel will discuss the use of various novels in the classroom. Discussion of the highlights and drawbacks of these works in the classroom setting will be discussed. Examples of formal and informal assignments will also be provided.

*Respondent:* Amy Aldridge Sanford, Northeastern State University

3611

3:30 - 4:45 p.m.

Salon G

**GETTING ENGAGED:  
MARRYING THE CLASSROOM TO COMMUNITIES IN THE  
BASIC COMMUNICATION COURSE**

*Sponsor:* Basic Course

*Chair:* Jennifer Silva McDade, Illinois State University

*Participants:*

Bryan E. Asbury, University of Iowa  
Christine Bruckner, Illinois State University  
Jennifer Silva McDade, Illinois State University  
Jenna Russell, Illinois State University  
Cheri J. Simonds, Illinois State University

The purpose of the panel is to describe the ways in which the basic course classroom can be more connected through civic engagement projects and, more specifically, can even be the source of larger projects. This panel will provide an overview of several large scale civic engagement projects facilitated within the basic course. Panelists will address curricular elements including developing learning outcomes and managing assessment as well as community elements including developing good partnerships in the community and gaining traction for your ideas on and off campus.

3612

3:30 - 4:45 p.m.

Salon M

**INCORPORATING RELEVANT MEDIA & ENCOURAGING CIVIC ENGAGEMENT IN THE  
INTERPERSONAL CLASSROOM**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Lara C. Stache, University of Wisconsin, Milwaukee

*Participants:*

Katie L. Turkiewicz, University of Wisconsin, Milwaukee  
Kimberly L. Kulovitz, University of Wisconsin, Milwaukee  
Melissa Maier, University of Wisconsin, Milwaukee  
Lara C. Stache, University of Wisconsin, Milwaukee

Despite the inundation of technology and media into students' lives, many remain unaware of current events, or how these events might impact their world. In keeping with this year's conference theme to "challenge, engage, and change," this panel addresses teaching interpersonal concepts as an opportunity and vehicle to achieve this goal. We believe that awareness is the foundation and catalyst for civic engagement. Instructors can go beyond the basic pedagogical objectives of imparting knowledge and achieving retention by using socially relevant media examples in the classroom. Media examples in the classroom serve the dual purpose of illustration and engagement by forcing students to critically analyze their own behavior and experiences. Each panelist will discuss and share examples of media use in teaching interpersonal concepts that result in high levels of student interest, civic engagement, and social awareness.

3701

5:00 - 6:15 p.m.

Caprice 3

**EXAMINING RELATIONAL IDENTITY:  
FAMILIES, COUPLES, & SOCIAL NETWORKS**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Tsai-Shan (Sam) Shen, Eastern Michigan University

*Participants:*

- “Couple joint identity: Conceptualization and gender effects.” Geoff B. Leatham, Megan M. Dowd, Sarah T. Zaitchik, University of Rhode Island
- “Oh, I didn’t know you were adopted!: The communication privacy management of adopted individuals to their social networks.” Haley Kranstuber, University of Nebraska, Lincoln
- “When two become one: Marital couples’ public performances, attachment, and identity gaps.” Carrie D. Kennedy-Lightsey, Indiana University Purdue University, Fort Wayne
- “What does religiosity have to do with the ‘birds and the bees’?: Examining the relationship of religiosity and parent-adolescent sex communication.” Rachel Price, University of Kentucky.\*

*Respondent:* Karla Mason Bergen, College of Saint Mary

\*Top Debut Paper

**3702**

**5:00 - 6:15 p.m.**

**Mayflower 1 & 2**

**ONE YEAR LATER: A PROGRESS REPORT ON THE BRIGANCE COLLOQUY ON PUBLIC  
SPEAKING AS A LIBERAL ART**

*Sponsor:* Basic Course

*Chair:* Todd McDorman, Wabash College

*Participants:*

Jennifer Abbott, Wabash College  
Bryan Fisher, Francis Marion University  
Darlene Hantzis, Indiana State University  
William Keith, University of Wisconsin, Milwaukee  
Todd McDorman, Wabash College  
David Timmerman, Wabash College

Participants in this roundtable discussion attended the Brigance Colloquy on Public Speaking as a Liberal Art to discuss connections between public speaking, the Liberal Arts, and democratic citizenship, with a primary focus on teaching the introductory speaking course. Our conversations focused on such topics as goals for the public speaking course, appropriate pedagogical methods and texts, and the benefits and drawbacks of extending the public speaking classroom into the local community.

**3703**

**5:00 - 6:15 p.m.**

**Rookwood**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**3704** **5:00 - 6:15 p.m.** **Rosewood**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**3705** **5:00 - 6:15 p.m.** **Salon H**

**THE TENSION BETWEEN THEORY AND PRACTICE: MEDIATORS' REFLECTIONS  
ABOUT THE FIELD OF CONFLICT RESOLUTION**

*Sponsor:* Communication Theory  
*Chair:* Kathleen Valde, Northern Illinois University

*Participants:*

- "Mediators, roles and conflict images: How do mediators see themselves?" Falon Kartch, Amber Louk and Lin Chen, University of Wisconsin, Milwaukee
- "Barriers to effective mediation." Amy May, Ashleigh Lund and Shan Lu, University of Wisconsin, Milwaukee
- "Receptivity and adaptability: Are practitioners using multiple models?" Anna Antos, Elizabeth Rankin & Carolyn Anderson, University of Wisconsin, Milwaukee
- "The evolution of mediation: Examining the influence of mediator background on mediation." Melissa A. Maier, Lauren Strharsky and Jean Vallier, University of Wisconsin-Milwaukee
- "Promoting communication in a practitioner-saturated field." Nathanael England, Amanda L. Stevens and Hsin-Yi Huang, University of Wisconsin, Milwaukee

*Respondent:* Nancy A. Burrell, University of Wisconsin, Milwaukee

**3706** **5:00 - 6:15 p.m.** **Salon B**

**DOING OUR CIVIC DUTY: HELPING YOU TO UNDERSTAND AND USE PUBLIC  
RELATIONS IN YOUR DEPARTMENT'S RECRUITMENT AND IMAGE ENHANCEMENT  
EFFORTS**

*Sponsor:* Public Relations

*Participants:*

- Diana L. Tucker, Chair of the Department of Communication Arts at Ashland University
- Jeannette Drake, Chair of the Department of Communication at Findlay University

As public relations professors and chairs of our departments, we see our civic duty as using our PR expertise to aid faculty (who may not have a PR background) in PR endeavors like recruitment and retention. We will discuss newer PR techniques geared toward college-aged students and overall branding techniques chairs can use. Attendees will get one-on-one attention to their PR problems and practical information/handouts to help their PR endeavors.

**3707** **5:00 - 6:15 p.m.** **Salon C**

**ASSESSING CIVIC AND POLITICAL ENGAGEMENT OF STUDENTS ACROSS THE  
COMMUNICATION CURRICULUM AT ILLINOIS STATE UNIVERSITY**

*Sponsor:* Political Communication  
*Chair:* Lance Lippert, Illinois State University

*Participants:*

- “Engaging faculty: Designing civic engagement criteria and facilitating professional development.” Joseph Zompetti, Illinois State University
- “Building foundations for engagement: Focusing on the basic communication course.” Jenna Russell, Illinois State University
- “Assessing the curriculum: Integrating civic and political engagement and measuring student learning.” Jennifer McDade, Illinois State University
- “Going forward: Implications for infusing civic engagement across the curriculum.” Stephen Hunt, Illinois State University

**3708**

**5:00 - 6:15 p.m.**

**Salon D**

**UNDERSTANDING AND ENGAGING TRAUMA STUDIES AND COMMUNICATION**

*Sponsor:* Health Communication  
*Chair:* J. Kole Kleeman, University of Central Oklahoma

*Participants:*

- “Dealing with disaster: Individual coping, community and response.” Patric R. Spence, Western Michigan University, Jennifer Burke, Prairie View A&M, Kenneth A. Lachlan, University of Massachusetts Boston
- “Engaging with traumatized communities: Gang prevention using communication methodologies.” J. Kole Kleeman, University of Central Oklahoma
- “Understanding soldiers as victims of war: Let there be light and the public controversy over battle fatigue in the aftermath of World War II.” Kathleen German, Miami University of Ohio
- “The Marshall University plane crash: Trauma, commemoration and healing.” Andrew Gooding, Marshall University
- “Stories of trauma: Public performances of personal narrative in post-war Sierra Leone.” Courtney E. Cole, Ohio University

*Respondent:* J. Kole Kleeman, University of Central Oklahoma

**3709**

**5:00 - 6:15 p.m.**

**Salon E**

**CULTURE SHOCK:  
THE DIFFERENCE BETWEEN MASTER’S AND DOCTORAL CULTURE**

*Sponsor:* Graduate Student Caucus  
*Chair:* Aimee Shandy, Northern Kentucky University

*Participants:*

- David Ta, University of Missouri, Columbia
- Rebekah Watson, University of Missouri, Columbia
- Jonathan Wickert, University of Missouri, Columbia
- Jessica M. Wilson-Kratzer, University of Missouri, Columbia
- Hayley Cole, University of Missouri, Columbia
- Evan Center, University of Kansas

3710

5:00 - 6:15 p.m.

Salon F

**THE HEALTHCARE DEBATE AND A DISCUSSION OF MEDICAL NEEDS  
TRADITIONALLY CONSIDERED WOMEN'S ISSUES**

*Sponsor:* Women's Caucus

*Chair:* Stormi Moskal, Bowling Green State University

*Participants:*

Jackie Brucher Moore, Kirkwood Community College  
Amanda Brown, University of Wisconsin, Stout

The current political and ideological debate on healthcare offers scholars an opportunity to look at traditional women's medical issues in a new and collaborative way. Using a spotlight on collaboration format allows scholars and professionals to come together for a lively discussion and a promise for continued collaborative research. This will not require or encourage a presentation of papers but will open a space to find kindred spirits looking for research partners and different perspectives. Although sponsored by Women's Caucus, we encourage men, women, wives, fathers and also experts in the field of medicine. This could be complimented with childless couples, either by choice or inability. Hopefully, this does not limit the possibility of discussing issues of rape, abortion, pre-existing female conditions, both genetic or due to a medical complications. The healthcare debate is overwhelming but also an opportunity to explore the communicative aspects of gender inequalities, of services, and of those in power making the decisions.

3711

5:00 - 6:15 p.m.

Salon G

**METHODS FOR USING NEW TECHNOLOGY IN THE CLASSROOM**

*Sponsor:* Instructional Resources

*Chair:* Richard E. Caplan, University of Akron

*Participants:*

"Using Panopto CourseCast System to record screen captures, PowerPoints and audio." Sylvia E White, University of Akron  
"Year one: Using laptop computers for teaching an introductory broadcast production course." Michael Murray, Western Illinois University  
"Communicating virtually with first year students." Dudley Turner, University of Akron  
"Expanding learning opportunities through mobile technology." Sharon A. Evans, Western Illinois University  
"Using Twitter as a teaching tool: A pilot study." Richard Caplan, University of Akron  
"Showcasing writing: Using D2L ePortfolio in the classroom." Val PIPPS, University of Akron  
"Small groups and technology: Let's meet on the web." Carolyn Anderson, University of Akron  
"Promoting civic engagement using new technology: A small group project." Patricia Hill, University of Akron

3712

5:00 - 6:15 p.m.

Salon M

**TECHNOLOGY AND ITS INFLUENCE ON STUDENT ENGAGEMENT**

*Sponsor:* Community College  
*Chair:* Arness M. Krause, Prairie State College

*Participants:*  
“Facebook: The change from Blackboard/Sakai.” B. J. Lawrence, Bradley University  
“E-Books: The new interactive trend in classrooms.” Christine Bruckner, Illinois State University  
“Clickers in the classroom, a community builder.” Ed Schwarz, Prairie State College  
“Blogging as a reflective tool.” Arness M. Krause, Prairie State College

**3800** **6:30 - 7:45 p.m.** **Boardroom 4**

**CSCA EXECUTIVE COMMITTEE MEETING**

*Sponsor:* CSCA Executive Committee

**3900** **8:00 - 10:00 p.m.** **Rookwood**

**SPOTLIGHT ON MEDIA AND ENGAGEMENT: A SOCIO-POLITICAL FILM FESTIVAL**

*Sponsor:* CSCA First Vice-President, Stephen K. Hunt  
*Chair:* Mark Leeman, Northern Kentucky University

*Participants:*  
“Through their eyes.” Leesha Thrower, Northern Kentucky University  
“The art of the possible.” Lynn Harter, Ohio University and Casey Hayward, Ohio University  
“Pontiac’s rebellion.” Brian Seay, Illinois State University  
“Gender codes.” Maha Moushabeck, Media Education Foundation and Alex Peterson, Media Education Foundation

This session features documentaries that explore important social and political topics including racism, living with cancer, community activism, and gender. Join us to screen the films and discuss strategies for using media to promote civic and political engagement.

## Sunday, April 18, 2010

**4101** **8:00 - 9:15 a.m.** **Salon G**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**4102** **9:30 - 10:45 a.m.** **Salon F**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**4103** **9:30 - 10:45 a.m.** **Salon G**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**4104** **11:00 a.m. - 12:15 p.m.** **Salon F**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**

**4105** **11:00 a.m. - 12:15 p.m.** **Salon G**

**UNDERGRADUATE HONORS CONFERENCE (see program insert for details)**