

Political Communication Interest Group Newsletter

Spring 2019

Message from the Chair

We have a great program planned for the upcoming conference in Omaha, and I hope you will enjoy all the work your colleagues are doing.

As we used the new online submission program this year, there were definitely some hiccups here and there – I greatly appreciate your patience and cooperation. Going forward, the online submission system will make things much easier! Chad McBride and Chad Edwards have worked tirelessly to make this online system work, and I thank them for all their time and efforts. If you see Chad and Chad at the conference, please make sure to thank them for all their hard work. Our program is very strong this year, and that is due to everyone that submitted papers and panels this year, as well as our 16 reviewers. Thank you all for your service to our interest group!

As I mentioned, we have an excellent program again this year. Our top paper panel will take place on Friday, April 5th at 9:30am featuring our Top Student Paper, “A Normative Pragmatic Theory of Situated Credibility,” by Daniel Chick of the University of Kansas, and our Top Paper, “Mr. Flake Gets Out of Washington: Republican Retirement Rhetoric and the Martyr’s Continuum in the Age of Trump,” by Wm. Bryan Paul and Joel Reed of the University of Missouri. Having read all the papers on the top paper panel, I assure you this is a session you don’t want to miss.

This year we will be giving the inaugural Trent Award. Please join us Friday, April 5th at 3pm for the panel, “Celebrating the Inaugural Judith S. Trent Award for Early Career Excellence in Political Communication.” Colleagues and former students will highlight Dr. Trent’s vast contributions to the field of political communication, and at the conclusion of the panel, Dr. Benjamin R. Warner, University of Missouri, will be awarded the 2019 Trent Award.

I would like to thank everyone that worked on the Trent Award Committee this year which involved crafting the award call, reviewing nominations and selecting a winner, as well as crafting bylaws for the award to be included in the interest group’s bylaws. Many thanks to Dianne Bystrom, Jimmie Manning, Mitchell McKinney, David McMahan, and David Zarefsky. They were a great group to work with, and have done a wonderful job establishing the criteria and foundation for this award.

Finally, please make sure to attend our group’s business meeting on Friday, April 5th from 11-12:15. The group’s leadership will update you on this conference and the 2020 conference, we will honor the top paper winners, elect our next secretary and vote on the proposed bylaw amendments which are included in this newsletter.

I will not be physically present in Omaha as I am on maternity leave. I want to thank Colene Lind and Joel Reed who have graciously stepped in to make sure the business meeting and the interest group is taken care of during the conference. I hope you all have a great conference in Omaha!

Sincerely,

Terri M. Easley-Giraldo
Johnson County Community College

Chair

Terri M. Easley-Giraldo
Johnson County Community College
Teasley3@jccc.edu

Vice Chair

Colene J. Lind
Kansas State University
colenejlind@ksu.edu

Secretary

Joel Reed
University of Missouri
joelreed@mail.missouri.edu

Proposed Bylaw Amendments

For the CSCA Political Communication Business Meeting we have 2 proposed amendments to our bylaws. These will be voted on during the Business Meeting as per our bylaws.

Amendment #1 –

Current Language:

ARTICLE IX: FINANCES

The Executive Committee of CSCA allocates funds to the interest group each year. These funds shall be used at the discretion of the chair.

Proposed Changes:

ARTICLE XII: FINANCES

The Executive Committee of CSCA allocates funds to the interest group each year. These funds shall be used at the discretion of the chair. **Funding for the J. Jeffery Auer Award, presented at the annual conference, to a minimum of \$100, shall be the first priority for allocated funds.**

Rationale:

For the last several years, we have always given the funds given to the interest group to the Top Student Paper. This just solidifies it in our bylaws and guarantees consistency with Interest Group Chairs. Additionally, the Roman Numeral was incorrect, there were 2 – IX's in the bylaws, XII is the correct numeration.

Amendment #2 – Entirely new language to be inserted

ARTICLE XIII: TRENT AWARD

Section 1. This award will be titled the “Judith S. Trent Award for Early-Career Excellence in Political Communication,” abbreviated as the Trent Award.

Section 2. This award honors an early-career scholar who has an outstanding record of research in the area of political communication. “Early-career” is defined as within the first 10 years of receiving a Ph.D. in Communication or a related field. An individual may apply multiple years but can only be awarded the Trent Award once.

Section 3. The monetary award will be funded through an endowment. Additional contributions will be collected to grow the fund.

Section 4. The Trent Award Committee will be composed of the Interest Group Chair and three established members of the Political Communication Interest Group appointed by the Interest Group

Executive Committee. Each member of the committee, except the Interest Group Chair, will serve a three-year term; terms will be staggered and established with the selection of the 2019 Trent Award Committee. Each year, one member will cycle off the committee and will be replaced by a member appointed by the Interest Group Executive Committee.

Section. 5. This committee will distribute the call for nominations to model the previous year's call by updating the application due date and will fairly vet nominations to determine a winner.

Section 6. The Chair of the Political Communication Interest Group shall serve as Chair of the Trent Award Committee, shall serve as a voting member, and will accept the award nominations.

Rationale:

The Trent Award Committee drafted these bylaws to codify the annual process for the Trent Award. The initial draft of the award was for someone in their first 15 years, but after discussion on the committee as well as with Dr. Trent, the group is recommending the award be for someone in their first 10 years. The rest of the committee structure and process is outlined.

Thursday 8:00 AM to 9:15 AM Doubletree Hilton Omaha Lewis

Rhetorical Approaches to Political Communication

Sponsors: Political Communication Interest Group; Rhetorical Theory and Criticism Interest Group

Chair: **Joshua P Bolton, Loras College**

Respondent: **Steven Melling, University of Missouri - Kansas City**

“Coaching the Need for More Public Dialogue: President Barack Obama’s Decentralized Presidential Leadership and Approach to American Citizenship” **Thomas A Salek, Concordia University-Chicago**

“Opposite Sides of the Same Story: The 2011 SOPA/PIPA Debates and the Myth of the American Dream.” **Adam Christopher Knowlton, Midland University**

“The Kitchen Debate in Context: A Transnational Communication Historiography” **Joel Lansing Reed, University of Missouri**

“We would not want the ‘cancer’: Flynn’s religion and health metaphor” **Amnee Elkhaid, University of Missouri**

This panel of competitive papers explores a variety of historical political issues through rhetorical analysis. These papers analyze how political change is articulated in political discourse and debates.

Thursday 9:30 AM to 10:45 AM Doubletree Hilton Omaha Lewis

Doing the best that they can: Local officials cope with political crises.

Sponsor: Political Communication Interest Group

Chair: **Mark Noe, Park University**

“A tight race and new voting machines: Johnson County officials engage the community but can’t avoid the crisis” **Lora Cohn, Park University**

“Cheerleaders can’t kneel but White Supremacists won’t be judged: the University, inconsistency, and free speech.” **Kevin McCarty, Southern Illinois University Carbondale**

“County in Crisis: Clay County Missouri and the dialogue of distraction.” **Ashley Vasquez, Johnson County Community College**

“This time it’s the bishops: Examining organizational responses in the Catholic Church sex abuse crisis” **Kathleen M Edelmayer, Madonna University**

“‘I heard a boom!’: Civic dialog through social media in Independence, Missouri.” **Rusty Norris, Park University**

All politics is local is a commonly used cliché. When we look at issues in political communication though, we are drawn to cases where the Senators or Governors have messed up and must work to overcome the damage to their persona or be forced to resign. This panel focuses on local "crises" to learn more about how lower-level officials act when things go wrong. We examine a variety of local crises ranging from religious institutions, to county actions, to university policy and how citizens respond to their efforts.

Thursday	11:00 AM to 12:15 PM	Doubletree Hilton Omaha	Lewis
----------	----------------------	-------------------------	-------

Looking Back – Looking Forward: Examining the Elections of 2018 & 2020

Sponsor: Political Communication Interest Group

Chair: **Nicholas Labinski, University of Wisconsin-Stout**

Speakers:

Mary Banwart, University of Kansas

Dianne G. Bystrom, Iowa State University

Mitchell S. McKinney, University of Missouri

Trevor Parry-Giles, National Communication Association/University of Maryland

Judith S. Trent, University of Cincinnati

Benjamin R. Warner, University of Missouri

Kelly L Winfrey, Iowa State University

With the 2018 midterm elections setting the stage for the 2020 presidential campaign, join a roundtable discussion with several political communication scholars who will discuss the outcome of the midterm elections, the impact of these elections on President Donald Trump's re-election campaign, and also look ahead to the likely Democratic presidential candidates, the strategies and messages that will make up the 2020 presidential contest. Audience participation will be invited.

Thursday	12:30 PM to 1:45 PM	Doubletree Hilton Omaha	Dodge
----------	---------------------	-------------------------	-------

Strategies to Get Out the Vote in 2018: An Assessment from Nebraska Organizations

Sponsor: Political Communication Interest Group

Chair: **Dianne G. Bystrom, Iowa State University**

Speakers:

Katie Weitz, Advokatie

Joanna Lindberg, League of Women Voters of Greater Omaha

Tiffany Joekel, Women's Fund of Omaha

This panel features representatives from Nebraska organizations that were active in registering citizens to vote and getting them to the polls for the November 6, 2018, midterm elections. The organizations represented used both traditional communication methods as well as social media and other digital strategies, particularly in reaching out to single women with children, millennial voters, and other under-represented populations.

Thursday	3:30 PM to 4:45 PM	Doubletree Hilton Omaha	Lewis
----------	--------------------	-------------------------	-------

In Dialogue about Gender and Politics: Examining the Messages and Effects in the 2018 Election Cycle

Sponsor: Political Communication Interest Group

Chair: **Anna Valiavska, University of Missouri**

Respondent: **Benjamin R. Warner, University of Missouri**

“A Rhetorical Analysis of Mixed Gender and Co-Gender Debates in the 2018 U.S. Elections” **Molly Hardy; Mitchell S. McKinney, University of Missouri; Josh C Bramlett, University of Missouri-Columbia**

“Gender, Sexism, and Candidate Image: Voter Perceptions of Candidates in 2018” **Michael Kearney; Mary Banwart, University of Kansas**

“Women Persuading Women: The Effectiveness of Gender Targeted Campaign Advertising in the 2018 Midterm Election” **Kelly L Winfrey, Iowa State University**

“‘Year of the Woman’ Political Campaigns: A Comparison of TV Ads from 1992 and 2018” **Dianne G. Bystrom, Iowa State University**

This paper panel examines the dialogue of political candidates and voters in 2018 to better understand the influence of gender in the mid-term elections. The studies presented examine how dialogue around sexual harassment/assault in 2018 were reflected in political candidate advertising compared to ads from the very similar election of 1992, how women voters responded to messages from women candidates, how debate dialogue differed dependent upon whether a woman was featured in the race, and the role that sexism played in evaluating and supporting female and male candidates. By bringing together analyses of candidate messages and their effects, this panel offers an important look at the role of gender in 2018 to better understand the communicative space of and about women, and their relevance within it.

Friday	8:00 AM to 9:15 AM	Doubletree Hilton Omaha	Lewis
--------	--------------------	-------------------------	-------

Analyses of Framing and Civic Engagement

Sponsor: Political Communication Interest Group

Chair: **Joel Lansing Reed, University of Missouri**

Respondent: **Thomas A Salek, Concordia University-Chicago**

“Goblins, Ghouls, and the GOP: Horror Framing in Televised Campaign Advertisements during the 2008 Election” **Fielding E Montgomery, Baylor University**

“Hacked: Defining the 2016 Presidential Election in the Liberal Media” **Jacob W Justice, The University of Kansas; Brett Bricker**

“Institutional Commitment to Civic Engagement as Predictors of Civic Outcomes” **Dakota C Horn, Bradley University**

“The Presentation of the Government of Iran and its Officials in the U.S. News Articles: Frame Analysis of the New York Times Articles Before and After the Nuclear Deal” **Mehrnaz Khanjani, University of Iowa**

This panel explores framing and civic engagement efforts through analysis of a variety of political issues. Diverse methodological approaches are used to examine framing and civic engagement efforts in these various political contexts.

Friday 9:30 AM to 10:45 AM Doubletree Hilton Omaha Lewis

Political Communication Interest Group: Top Papers

Sponsor: Political Communication Interest Group

Chair: **Colene Lind, Kansas State University**

Respondent: **Mitchell S. McKinney, University of Missouri**

“A Normative Pragmatic Theory of Situated Credibility” (**Top Student Paper**) **Daniel Macon Chick, University of Kansas**

“A Visual Analysis of Corporate Image Management: TransCanada’s Keystone XL Pipeline Videos” **William Kelvin, Kent State University**

“Barack Obama as Phronimos: Understanding Obama’s Somber Tone in Announcing the Death of Osama bin Laden” **Nicholas Labinski, University of Wisconsin-Stout**

“Mr. Flake Gets Out of Washington: Republican Retirement Rhetoric and the Martyr’s Continuum in the Age of Trump” (**Top Paper**) **Wm. Bryan Paul, University of Missouri; Josh C Bramlett, University of Missouri-Columbia; Joel Lansing Reed, University of Missouri**

This collection represents the best scholarship submitted to the group this year. Each paper explores a different aspect of political communication, representing the diversity of scholarship conducted within the political communication interest group.

Friday 11:00 AM to 12:15 PM Doubletree Hilton Omaha Lewis

Political Communication Interest Group: Business Meeting

Sponsor: Political Communication Interest Group

Chair: **Terri Easley-Giraldo, Johnson County Community College**

Vice-Chair: **Colene Lind, Kansas State University**

Secretary: **Joel Lansing Reed, University of Missouri**

Friday 3:00 PM to 4:15 PM Doubletree Hilton Omaha Lewis

Spotlight Panel: Celebrating the Inaugural Judith S. Trent Award for Early Career Excellence in Political Communication

Sponsors: Political Communication Interest Group; Amy Aldridge Sanford, CSCA President

Chair: **Mitchell S. McKinney, University of Missouri**

Speakers:

David Zarefsky, Northwestern University

Mary Banwart, University of Kansas

Dianne G. Bystrom, Iowa State University

Trevor Parry-Giles, National Communication Association/University of Maryland

Mitchell S. McKinney, University of Missouri

Judith S. Trent, University of Cincinnati

Benjamin R. Warner, University of Missouri

Amy Aldridge Sanford, Texas A&M University, Corpus Christi

Join the Political Communication Interest Group for a panel celebrating the inaugural Judith S. Trent Early Career Excellence in Political Communication Award. Colleagues and former students will highlight Dr. Trent's vast contribution to the field with her extensive research on presidential campaigns, communication strategy, and women in politics. At the conclusion of the panel, Dr. Benjamin R. Warner will be awarded the 2019 Trent Award.

Friday 3:00 PM to 4:15 PM Doubletree Hilton Omaha Missouri

The Rhetorical Machinations of our 45th President: Ambiguity, Disorder and Poststructuralist Chaos.

Sponsors: Political Communication Interest Group; Rhetorical Theory and Criticism Interest Group

Chair: **Christopher J Oldenburg, Illinois College**

Respondent: **Donald Jones, Trine University**

“Dialogues of Temporal Discourse and Civic Agency: Rhetorical Frameworks of < Change >, < Again >, and the Temporalities that Divide us” **Scott Mitchell, University of Wisconsin-River Falls**

“The (Trump) Tower(s) of Babel: Shortcoming or Beneficial Rhetorical Apparatus?” **Matt Bringham, James Madison University**

“Trumped Up Realism: Donald Trump's Use of the Realist Style on Twitter” **Kensey Dressler, Missouri State University; David Bailey**

Saturday 9:30 AM to 10:45 AM Doubletree Hilton Omaha Lewis

Political Communication in Dialogue about Civic Engagement: Hearing from the Voices of Voters and Candidates

Sponsor: Political Communication Interest Group

Chair: **Josh C Bramlett, University of Missouri-Columbia**

Respondent: **Kelly L Winfrey, Iowa State University**

“Analyzing Tweets from Candidates for the U.S. Congress in the 2018 U.S. Midterm Elections” **Audrey Abeyta, University of Missouri; Iuliia Alieva, University of Missouri; Jihye Park, University of Missouri-Columbia; Benjamin R. Warner; Lingshu Hu, Missouri School of Journalism; Michael Kearney**

“How Risky is Political Engagement?: Examining Risk as a Predictor of Political Behavior in 2018” **Elnaz Parviz; Mary Banwart, University of Kansas**

“Riding the Pink Wave?: Predictions and Results of the Women's Vote in 2018” **Dianne G. Bystrom, Iowa State University**

“The Question of Gender: Catalyst or Opportunity?” **Bryan Paul; Anna Valiavska**

This paper panel presents political communication research focused on dialogue around political engagement, political behaviors, and political messages. The studies presented examine what young voters believe about political engagement and behaviors based on their perceptions of associated risk, how voters chose to engage during the 2018 election cycle and the "gaps" that emerged, the messages from candidates seeking to reach and persuade voters on social media platforms, and finally candidate reflections on their own experiences in dialogue with their electorate. Joining together to better understand the dialogue about what it means to be politically active and engaged, this panel explores political communication from various stakeholder perspectives in 2018.

Saturday	11:00 AM to 12:15 PM	Doubletree Hilton Omaha	Lewis
----------	----------------------	-------------------------	-------

Political Communication in Global Context

Sponsor: Political Communication Interest Group

Chair: **Colene Lind, Kansas State University**

Respondent: **Soumia Bardhan, Kansas State University**

“Cultural Counter-Terrorism: A Rhetorical Criticism of Cultural Artifact Reproduction” **Crii Lewis Cox, Kansas State University**

“Gender in Islamic Propaganda: Understanding the Portrayal of Women in the Islamic State’s Magazine Rumiya” **Cassidy Stefka, Kansas State University; Delta Wilson**

“Le Pen and the FN: An Analysis of France’s Changing Populism” **Marlene Pierce, Kansas State University**

“What Does Fake News Really Sound Like? Analysis of English-Language RT” **Colene Lind, Kansas State University**

Lest we forget in the fury that is American politics today, the United States is not an island. And as Cass Sunstein recently observed of our global political condition, "Liberal democracy has enjoyed much better days." At a time when tribalism resounds in nationalistic discourses across Europe, India, United States, and Russia, this panel seeks to demonstrate the interconnectedness of our shared political concerns. By focusing on topics of global interest, including right-wing populism, media manipulation and fake news, and violent political movements, we find parallels in very different places, and, therefore, opportunities for dialogue and learning from one another. These papers also demonstrate the importance of political communication and, when taken together, they suggest that communication scholarship could provide avenues past the violence, political mistrust, and institutional alienation that pervade on a global scale today.

Saturday	12:30 PM to 1:45 PM	Doubletree Hilton Omaha	Lewis
----------	---------------------	-------------------------	-------

The Unconventional President: Examining the Presidency of Donald J. Trump

Sponsor: Political Communication Interest Group

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

Speakers:

Dianne G. Bystrom, Iowa State University

Mitchell S. McKinney, University of Missouri

Trevor Parry-Giles, National Communication Association/University of Maryland

Barbara Pickering, University of Nebraska at Omaha

Robert C Rowland, University of Kansas

David Zarefsky, Northwestern University

The presidency of Donald J. Trump has been variously described as unconventional, unprecedented, even unpresidential; and while our 45th president has garnered considerable opposition, he also maintains a fervent following of supporters. What is the appeal of this unorthodox president? Also, as those who seek to replace the incumbent president in 2020 begin their campaigns, who are the most formidable opposition candidates and what messages might provide the strongest challenge to Trump's reelection? This panel of political communication scholars will discuss the Trump presidency and

approaches to exploring this most unconventional president. The panel will combine short individual presentations with audience participation and discussion.

Saturday 3:30 PM to 4:45 PM Doubletree Hilton Omaha Lewis

Speaking of Politics: A project to improve political engagement on campus

Sponsor: Political Communication Interest Group

Chair: **Barbara Pickering, University of Nebraska at Omaha**

Speakers:

Jodi Benenson, University of Nebraska Omaha

Andrea M Weare, University of Nebraska Omaha

Stephen Hunt, Illinois State University

Lance Rolland Lippert, Illinois State University

Barbara Pickering, University of Nebraska Omaha

Anthony Starke, University of Nebraska Omaha

The 2016 election season and its aftermath reflected a low moment in American politics. Extreme polarization, divisive rhetoric, disagreement about what constitutes facts and truth, have led to deep frustration within American society. Campuses nationwide are struggling to find ways to improve political learning, civil dialogue, and participation in this divisive and polarized political context. This panel explores a national research-to-practice initiative designed to improve student political learning and participation in democracy.