

Table of Contents 2015 ECA Annual Convention – Philadelphia

(THIS PAGE UNDER CONSTRUCTION)

ECA LEADERSHIP	X
WELCOMES	X
2015 GENERAL CONVENTION INFORMATION	X
• Registration Hours	X
• Exhibit Hours	X
• Convention Space Map	X
• Events (& VP Panels) Overview	X
• 2015 USC Sessions Overview	X
• 2015 Interest Group Chairs / Planners	X
• 2015 Paper and Panel Selection Committees	X
• 2015 Convention Sponsors	X
• ECA Business Meetings at a Glance	X
• Short Courses	X
2015 DAILY SCHEDULE OF CONVENTION PANELS, EVENTS, & SESSIONS	
• Wednesday/ Basic Course Conference	X
• Thursday	X
• Friday	X
• Saturday	X
• Sunday/ WHY, FOX, Academia Community Program	X
2016 CONVENTION INFORMATION	
• 2016 Leadership and Planning Team	X
• 2016 Call for Papers	X
ECA HISTORY	
• Presidents	X
• Second Vice Presidents	X
• Secretaries, Treasurers, Executive Directors, Journal Editors	X
• ECA Awards	X
• Distinguished Research Fellows	X
• Distinguished Teaching Fellows	X
• Committee of Scholars	X
• Life Members	X
• Convention Sites (Past, Present, Future)	X
INDEXES	
• 2016 Event and Panel Sponsors	X
• 2016 Convention Participants	X

Eastern Communication Association Officers and Staff

(THIS SECTION UNDER CONSTRUCTION)

2015 Convention Planners

(THIS SECTION UNDER CONSTRUCTION)

Welcomes

(THIS SECTION UNDER CONSTRUCTION)

2015 General Convention Information

ECA 2015 CONVENTION REGISTRATION HOURS

Wednesday, April 22: (morning) 7:30 – 10:00 AM; (evening) 4:30-7:00 PM
Thursday, April 23: 7:30 AM – 4:30 PM
Friday, April 24: 7:30 AM – 4:30 PM
Saturday, April 25: 7:30 AM – 2:00 PM
Sunday, April 26: (event check-in) 7:30 – 9:30 AM

Director of Member Services: **Kathie Cesa**
ECA Executive Director: **Ronald C. Arnett**

Online Pre-Registration is strongly encouraged. Go to:
http://ecasite.org/aws/ECA/pt/sp/p_convention_registration

Registered convention attendees will receive name badges at ECA Convention check-in that serve as “admission tickets” to events, sessions, and panels.

ECA 2015 CONVENTION EXHIBIT HOURS

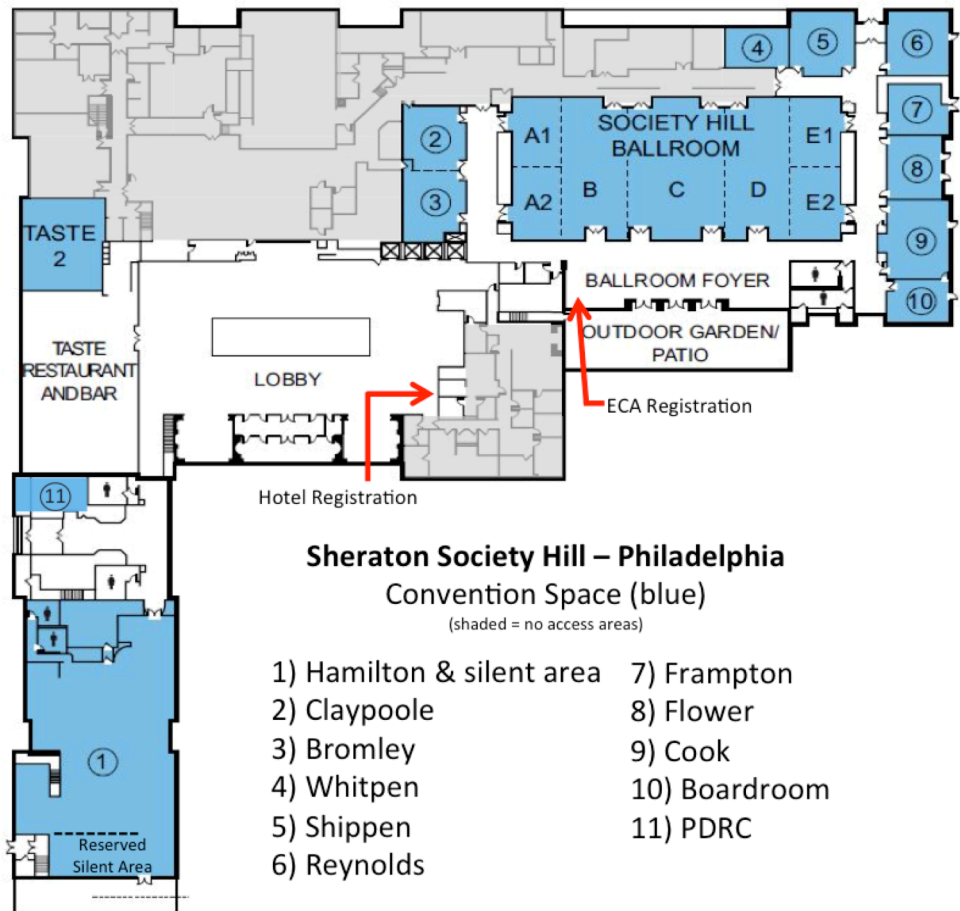
Exhibitors will be assigned table space in the Convention area. Exhibitors must keep their exhibits to the assigned space during the set times. (Materials must be broken down at the end of close time per day.)

Wednesday, April 22: no exhibit space set up
Thursday, April 23: 11:30 AM – 4:30 PM
Friday, April 24: 8:00 AM – 5:00 PM
Saturday, April 25: 8:00 AM – 3:00 PM
Sunday, April 26: (event check-in) 7:30 – 9:30 AM

ECA 2015 Marketing Director: **Andrew R. Spieldenner**
ECA 2015 Convention Primary Planner: **J. Kanan Sawyer**

ECA 2015 CONVENTION SPACE

SHERATON SOCIETY HILL CONVENTION MAP



2015 Events Overview

(THIS SECTION TO BE UPDATED FOR FINAL PROGRAM)

WEDNESDAY, APRIL 22, 2015

To be collated

THURSDAY, APRIL 23, 2015

To be collated

FRIDAY, APRIL 24, 2015

To be collated

SATURDAY, APRIL 25, 2015

To be collated

SUNDAY, APRIL 26:, 2015

To be collated

2015 Undergraduate Scholars Conference Sessions

(THIS SECTION UNDER CONSTRUCTION)

2015 Interest Group Chairs / Planners

(THIS SECTION UNDER CONSTRUCTION)

2015 Paper and Panel Selection Committees

(THIS SECTION UNDER CONSTRUCTION)

2015 Convention Sponsors

(THIS SECTION UNDER CONSTRUCTION)

ECA Business Meetings at a Glance

(THIS SECTION UNDER CONSTRUCTION)

2015 Short Courses

(THIS SECTION UNDER CONSTRUCTION)

Wednesday, 7:30-10:00 AM / 4:30-7:00 PM**Ballroom Foyer****REGISTRATION OPEN**

Registered convention attendees will receive name badges that serve as “admission tickets” to select events, sessions, and panels. NOTE: REGISTRATION CLOSED MID-DAY WEDNESDAY.

Wednesday, 8:00-8:15 AM**Hamilton****BASIC COURSE CONFERENCE 2015 (BCC15) WELCOME & BREAKFAST**

Sponsor: Basic Course Conference 2015 (BCC15)
 Chair 1: **Tracey Quigley Holden**, University of Delaware
 Chair 2: **Annette M. Holba**, Plymouth State University

Basic Course Conference 2015 (BCC15) Co-Chairs, Tracey Quigley Holden and Annette M. Holba will welcome all BCC15 attendees while sharing the focus and foundation of the 2015 conference. Attendees will be served a breakfast buffet to extend through the welcome and first session. *This session is open to only registered BCC15 attendees.*

Wednesday, 8:45-9:45 AM**Hamilton****BCC15 SESSION ONE: STEMING THE BASIC COURSE – COMMUNICATION STRATEGIES FOR STEM STUDENTS**

Sponsor: Basic Course Conference 2015 (BCC15)
 Facilitator: **Lori B. Miraldi**, Penn State University

Science, Technology, Engineering, and Mathematics (STEM) students can benefit from a new style for technical presentations. Assertion-Evidence is a research-based approach to slide design that improves focus, delivery, and comprehension of technical information. This session will provide an overview of the Assertion-Evidence method and examples from an engineering public speaking course. *This session is open to only registered BCC15 attendees.*

Wednesday, 10:00-11:30 AM**Hamilton****BCC15 SESSION TWO: ABCs FOR EVERYONE – INTEGRATING ASSESSMENT INTO THE BASIC COURSE DESIGN (SHORT COURSE)**

Sponsor: Basic Course Conference 2015 (BCC15)
 Facilitator: **Katie Gerst**, Temple University

Katie Gerst, Assistant Professor and Dean's Teaching Fellow, is responsible for teaching core business communications courses at the Fox School at Temple University. She directed the Fox School's assessment efforts to assure learning and to comply with AACSB International accreditation standards and will lead the session participants through the Fox School model as well as a demonstration for how to integrate assessment into the basic course. The assessment session will take on a longer “teaching” / short course format. Be prepared to work and learn! *This session is open to only registered BCC15 attendees.*

Wednesday, 12:00-1:30 PM**Hamilton****BASIC COURSE CONFERENCE 2015 (BCC15) KEYNOTE ADDRESS & LUNCHEON: THE LIVING COURSE – LEARNING, LEADING, AND SERVING THROUGH THE BASIC COMMUNICATION COURSE****Sponsor:** Basic Course Conference 2015 (BCC15)**Speaker:** **Joseph Valenzano III**, University of Dayton

Joseph Valenzano III, University of Dayton will discuss the state of the basic course in higher education and the importance of innovation in creating and sustaining the basic communication course in university curricula. He will also address how basic course instructors, directors and administrators can and should see the course as an opportunity to learn, lead and serve both the students we encounter and the discipline at large. *This session is open to only registered BCC15 attendees.*

Wednesday, 1:45pm-2:45 PM**Hamilton****BCC15 SESSION THREE: WHAT IS TECHNOLOGY'S PLACE IN THE BASIC COURSE... LET'S TALK ABOUT IT! (ROUND TABLE)****Sponsor:** Basic Course Conference 2015 (BCC15)**Facilitator:** **Annette M. Holba**, Plymouth State University

In the act of experimenting with various uses and kinds of technology as well as evaluating web-based platforms for her public speaking course, Annette Holba confronted important questions about the utility of technology use in the basic course. This round table is about offering those questions to the audience, gathering collective feedback, sharing perspectives and ideas, and creating a network for future resources and collaboration. *This session is open to only registered BCC15 attendees.*

Wednesday, 3:00-4:00 PM**Hamilton****BCC15 SESSION FOUR: INNOVATION IN TEACHING – INTERTEACHING TECHNIQUES****Sponsor:** Basic Course Conference 2015 (BCC15)**Facilitator:** **Joseph Valenzano III**, University of Dayton

Through Interteaching students can practice explanation, persuasion, and dialogue in low-pressure assignments that promote reading, retention and continued practice of class material. Joe Valenzano will both explain how this strategy can be included in courses as well as, through an interactive session, have participants practice Interteaching as well. *This session is open to only registered BCC15 attendees.*

Wednesday, 4:15-5:00 PM**Hamilton****BCC15 SESSION FIVE: THE BASIC COURSE TODAY AND TOMORROW – LESSONS LEARNED FROM THE BASIC COURSE TASK FORCE SESSION**

Sponsor: Basic Course Conference 2015 (BCC15)

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

During his year serving as NCA's president, Steve Beebe commissioned two task forces to focus on ways to strengthen the basic course. According to Beebe: "The primary goal of this initiative is to strengthen the basic Communication course and, via the basic course, to enhance the profile of the Communication discipline in U.S. colleges and universities." Isa Engleberg sat on the Basic Course Task Force and will share their conclusions and recommendations. The panel will continue the dialogue about the direction of the basic course. *This session is open to only registered BCC15 attendees.*

Wednesday, 5:15-6:30 PM**Hamilton****BCC15 BASIC COURSE CONFERENCE 2015 (BCC15) RECEPTION**

Sponsor: Hayden-McNeil

Location: Prime Stache Restaurant (off site)

BCC15 presenters and attendees are invited to continue their conversations at the day's end with a reception hosted by publisher Hayden-McNeil. Come enjoy appetizers and beverages with your colleagues while continuing to network in a relaxed, off-site venue. (Volunteers will walk attendees the ½ block distance to the restaurant, owned by Philadelphia Eagle, Brent Celek.) *This session is open to only registered BCC15 attendees and requires an event RSVP.*

Thursday, 7:30 AM-4:30 PM**Ballroom Foyer****REGISTRATION OPEN**

Registered convention attendees will receive name badges that serve as “admission tickets” to select events, sessions, and panels.

Thursday, 8:30-11:45 AM**Hamilton****ECA EXECUTIVE COUNCIL MEETING I****LEADERSHIP**

Thomas R. Flynn, Chair (President)
J. Kanan Sawyer (First Vice President)
Jason S. Wrench (First Vice President Elect)
Danette Ifert Johnson (Immediate Past President)
Ronald C. Arnett (Executive Director)

EX OFFICIO MEMBERS

Benjamin R. Bates (CQ Editor)
Don W. Stacks (CRR Editor)
Annette M. Holba (QRRC Editor)
Trevor Parry-Giles (Archivist)
Susan Drucker (ECA Legal Counsel)
Rod Carveth (ECA Representative to NCA 2014 Nominating Committee)
Katie Neary Dunleavy (ECA College/University Representative to NCA Legislative Council)
Jean Ann Streiff (ECA High School Representative to NCA Legislative Assembly)
Kerry Byrnes (ECA Community College Representative to NCA Legislative Assembly)
Andrew R. Spieldenner (2015 Director of Marketing and Exhibits)
Nicole Blau (2016 Director of Marketing and Exhibits)
Nicholas Bowman (Interim Social Media Director for ECA)

INTEREST GROUP REPRESENTATIVES

Nancy Wiencek (Applied Communication)
Carl T. Hyden (Argumentation and Forensics)
Jerry L. Allen (Communication Administration)
D.L. Stephenson (Communication Law & Ethics)
Catherine Wright (Communication and Technology)
James M. Durbin (Communication Traits)
Jessica Papajcik (Community College)
Sarah N. Heiss (Health Communication)
Kristen Campbell Eichhorn (Instructional Communication)
Kathleen Glenister Roberts (Intercultural Communication)
Cem Zeytinoglu (Interpretation and Performance Studies)
Elvera Berry (Kenneth Burke)
Kimberley J. Hannah (Media Communication)
Mary C. Toale (Nonverbal Communication)
Robin Mathis (Organizational Communication)
Craig T. Maier (Philosophy of Communication)
Tracey Quigley Holden (Political Communication)
Valerie Lynn Schrader (Rhetoric & Public Address)
Michael Miller (Theory and Methodology)
Lorin Basden Arnold (Voices of Diversity)

Thursday, 12:30-1:45 PM

Hamilton

HOW TO BUILD A SUCCESSFUL STUDY ABROAD PROGRAM (SHORT COURSE)

Sponsor: Short Courses
 Chair: **Dante E. Morelli**, Suffolk County Community College
 Respondent: **Scott W. Dunn**, Radford University

This course will provide participants with tools and resources to successfully develop and implement a study abroad program. Whether you have never conducted a study abroad program or wish to build upon an existing program, this course will provide a number of resources. Topics include, but are not limited to, how to recruit students and market study abroad programs, budgets, assessment, the unique experience of teaching abroad, preparing students beforehand, and course creation and management. *Short Courses require pre-registration.*

Thursday, 12:30-1:45 PM

PDRC

ECA RESEARCH FELLOWS BUSINESS MEETING

Thursday, 12:30-1:45 PM

Bromley

WHEN STUDENTS TALK: UNDERSTANDING IN AND OUT-OF-CLASS COMMUNICATION

Sponsor: Instructional Communication
 Chair: **Kristen L. Farris**, The University of Texas
 Respondent: **Ann Bainbridge Frymier**, University of Miami

“How Do Teachers Help Students Feel Connected to their Peers?: The Influence of Teacher Power and Authenticity on Classroom Connectedness”

Sara LaBelle, Chapman University

Zac D. Johnson, Murray State University

“Word-of-Mouth Communication about College Instructors and Courses”

Hannah Ball, West Virginia University

Scott A. Myers, West Virginia University

“Where Are My Priorities: The Impact of Work/Life Balance for College Students”

Jordan Atkinson, West Virginia University

Scott A. Myers, West Virginia University

“Leveling the Playing Field: Deliberating How Cold-Calling Might Enhance Gender Equity in the Classroom”

Elise J. Dallimore, Northeastern University

Julie H. Hertenstein, Northeastern University

Marjorie B. Platt, Northeastern University

Instructional communication would not exist without students. Papers in this panel offer investigations of student communication both between students and from instructors to students – and allow instructors to better understand their audiences and strategies for effective communication with students.

Thursday, 12:30-1:45 PM**Claypoole****INFLUENCING AND EDUCATING THROUGH MEDIATED CHANNELS**

Sponsor: Media Communication
 Chair: **Alane Presswood**, Ohio University
 Respondent: **Cheryl Bracken**, Cleveland State University

“Media Educator as Provocateur of Deliberative Practice: Negotiating Historical Tensions in Media Literacy Pedagogy that Persist in Contemporary Practice”

Michael Robb Grieco, Temple University

“Food for Thought: Instagram at the Intersection of Food, Culture, and Identity”

Jake Dionne, Syracuse University

“The Medium is the Ministry: Televangelism and the Electronic Age Church”

Brent C. Sleasman, Gannon University

“Influences from Media and Relevant Others on Student Choices to Pursue Higher Education: A Critical-Qualitative Approach”

Scott A. Mitchell, Wayne State University

Jake J. Nickell, Wayne State University

The competitively selected papers on this panel focus on the role that the media holds as educator in today’s society. The topic will be approached from four different angles, which highlight the impact that the media can have on the influencing of both viewers and consumers.

Thursday, 12:30-1:45 PM**Boardroom****IS IT BETTER TO BE ARTICULATE OR INTELLIGENT IN AMERICAN POLITICS? A PUBLIC DEBATE**

Sponsor: Argumentation and Forensics
 Chair & Respondent: **Timothy Barney**, University of Richmond

Allison Hahn, Baruch College - CUNY

Taylor Hahn, University of Pittsburgh

Sean Luechtefeld, University of Maryland, College Park

Thomas McCloskey, University of Maryland, College Park

Having viewed the 2014 midterm congressional campaigns and those from previous elections, the participants in this session will engage in a public debate centered on the following proposition: “Resolved: It is better to be articulate than intelligent in American politics.” Following a 40-minute debate and comments from the respondent, audience members will be invited to ask questions and engage panelists on the advantages and drawbacks of various approaches to political debates.

Thursday, 12:30-1:45 PM

Cook

THE STATUS OF AFRICAN AMERICAN MALES IN THE COMMUNITY COLLEGE: A PANEL-AUDIENCE DISCUSSION

Sponsor: Community College

Chair: **Rebecca M. Townsend**, Manchester Community College

Respondent 1: **Isa Engleberg**, Prince George's Community College

Respondent 2: **Truman R. Keys**, Western Connecticut State University

“Community Colleges: An Institution of Success or an Institution of Stagnation?”

Jaietta Jackson, Youngstown State University

“Community Colleges and Culturally Competent Programs”

Kendrick Roundtree, Morgan State University

What is the status of African American males in community colleges? Given the predominance of African Americans at community colleges, it is important to understand why this is, and how education levels can be increased. Participants in this session will hear two research presentations on contemporary research about African American males at community colleges followed by a respondent. Facilitated discussion of the significance and consequences of the findings will take the balance of the session.

Thursday, 12:30-1:45 PM

Flower

FACILITATING DIFFICULT CLASSROOM CONVERSATIONS

Sponsor: Instructional Communication

Chair: **Sarah Flinko**, Duquesne University

“Working Through Conflicts about Race and Sex/Gender in the Classroom: An Ethnographic Study of Three Undergraduate Classes”

Sheryl B. Goodman, Ursinus College

Amanda Lucock, Ursinus College

“Civility in Controversial Conversations: Framing an Ethic of Conflict in the Classroom”

Craig T. Maier, Duquesne University

Hannah Cherico Karolak, Duquesne University

“Conflict Mapping as Reflective Practice: A Response to Controversial Topics in the Classroom”

Amanda G. McKendree, University of Notre Dame

Honoring challenges to deliberation, this panel will explore moments of facilitating difficult classroom discussions when conflict and controversy are part of the learning objectives. We will consider effective and ineffective strategies and/or approaches to these discussions. Panelists will identify common types of conflict that can occur in the classroom, address strategies for de-escalating conflict in the classroom, and offer possibilities for reframing conflicts into moments of learning.

Thursday, 12:30-1:45 PM**Frampton****TOP COMPETITIVE PAPERS IN ORGANIZATIONAL COMMUNICATION**

Sponsor: Organizational Communication
 Chair: **Joe E. Lybarger**, Stark State College
 Respondent: **Stacy M. Smulowitz**, The University of Scranton

“The Effect of Aggressive Communication Traits on Organizational Assimilation”
Michael Sollitto, Texas A&M University - Corpus Christi
Gregory A. Cranmer, West Virginia University

“Playing a Part: The Presence of Formal and Informal Roles in Student Organizations”
Lauren Albers, Ohio University

This panel features the top two competitive papers from the Organizational Communication Interest Group from this year’s submissions. These competitively selected papers explore the influence of communication traits and roles on intra-organizational interactions, and discuss practical implications for use in the successful management of organizations.

Thursday, 12:30-1:45 PM**Reynolds****A BURKEAN STUDY OF DELIBERATION: MEDIA AS SOCIAL COMMENTARY**

Sponsor: Kenneth Burke
 Chair: **Greg Coles**, The Pennsylvania State University
 Respondent: **Bryan Crable**, Villanova University

“The Giver: Deliberative Re-orientation”
Victoria Houser, Roberts Wesleyan College

“Burking” Adam Levine: De-Liberation in Maroon 5”
Matthew Thomas, Roberts Wesleyan College

“ISIS and Identification: A Deliberate Transformation”
Kendall Havener, Roberts Wesleyan College

“Banksy and Burke: Visual Dissent as Comic Corrective”
Jonathan Mead, Roberts Wesleyan College

How relevant is Burke to an understanding of contemporary public expressions of “deliberation”? This panel examines contemporary representatives of four different media: literature, music, social media, and graffiti. Illustrating a range of trained incapacities that either hinder or promote adoption of new orientations, panelists consider how the four examples function as social commentary and deliberatively transform orientations. Burkean perspectives are shown to both reveal what is taking place and provide agencies of re-orientation.

Thursday, 12:30-1:45 PM

Shippen

SPIRITUAL AND SECULAR TENSIONS: RELIGIOUS IDIOMS, RHETORIC, AND POPULAR CULTURE

Sponsor: Rhetoric & Public Address
 Chair: **Jill M. Weber**, Hollins University
 Respondent: **Christine Hirsch**, SUNY Oswego

“Memory in Cereal” *

Amanda House, University of Pittsburgh

Hanna Martin, University of Pittsburgh

“Christian Script-ure: Testimony as Rhetorical Template for Living”

Eric C. Miller, Bloomsburg University of Pennsylvania

“The Gospel According to Terence Powderly: Labor’s Move Into the Political”

Yvonne Slosarski, University of Maryland, College Park

Three competitive papers look at a host of rhetorical contexts populated by Christian narratives, myths, and ideologies. From the use of testimonial forms in evangelical training ministries, to the historical “gospel of work” movement within Gilded Age labor circles, to the jeremiadic sermons of Wheaties boxes, these panelists find inspiration for their rhetorical criticism in surprising places.

* **Undergraduate Student Debut**

Thursday, 12:30-1:45 PM

Whitpen

DELIBERATING THE MATERIALITY OF MEDIA TECHNOLOGIES IN COMMUNICATION STUDIES

Sponsor: Communication and Technology
 Chair: **Elizabeth Pitts**, North Carolina State University
 Respondent: **Kathleen Oswald**, Villanova University

“The Body in Video Games: The Merging of the Biological and Digital”

Samantha Crown, Rowan University

“Digital Media and The Production of the Diabetic Subject”

Chelsea K. Hampton, North Carolina State University

“Race in Ubiquitous Media Landscapes”

Seth Mulliken, Northeastern University

“Online Advertising, HTTP, and the Apparatus of Capture”

Daniel Synk, North Carolina State University

The research investigations presented in this panel focus on the materiality of the relationship between communication and technology. Notions of race, body, critical theory, media studies, and game studies viewed through a communication and technology lens present the audience with a useful framework for understanding the impact that technology has on the broadest social constructs. ECA members with an interest in each of these areas are invited to participate in our discussions as we deliberate on their connections.

Thursday, 12:30-1:45 PM**Ballroom A1****THERE OUGHT TO BE AN AMENDMENT: A ROUNDTABLE DELIBERATING COMMUNICATION AND THE CONSTITUTION**

Sponsor: Communication Law & Ethics

Chair: **D.L. Stephenson**, Western Connecticut State University

“Original Intent and Campaign Finance”

Donald A. Fishman, Boston College

“On The Internet, We are All Citizens Speaking on Matters of Public Concern: Revisiting Garcetti and Amending the Constitution to Protect Employee Speech”

Warren Sandmann, William Paterson University

“Hobby Lobby and Pandora's Box: Why Congress Should Not Permit Corporations to Be ‘Persons’ Who Practice Religion”

Juliet Dee, University of Delaware

“Excluding Corporations and Monetary Contributions from First Amendment Protection”

Martin Wallenstein, John Jay College

“The Case for a Constitutional Right to Privacy and Communication-Free Zones”

Harvey Jassem, University of Hartford

“Freedom from Expression”

Susan Drucker, Hofstra University**Gary Gumpert**, Urban Communication Association

“If you want to truly understand something, try to change it” (Lewin). As ECA returns to Philadelphia, where the Constitution was written – and home of the Constitution Center, this panel explores ideas for improving our Constitution. Each panelist proposes an amendment followed by a panel deliberation on the proposition in order to enhance our understanding of freedom of expression, privacy and the U.S. Constitution.

Thursday, 12:30-1:45 PM**Ballroom A2****PERSUASION, FEARS, AND TRAITS**

Sponsor: Communication Traits

Chair: **Rachel L. DiCioccio**, University of Rhode Island

“The Influence of Technology Apprehension and Temperament on Media Uses and Gratifications During a Potentially Dangerous Crisis”

Jerry L. Allen, University of New Haven**Eun-A Park**, University of New Haven**Elizabeth Christian**, University of New Haven

“The Influence of Trait Anxiety on Information Processing: An Elaboration Likelihood Study”

Michael Appelbaum*, University of Central Florida

“The Effect of Images on Narrative Identification and Persuasion” *

Julie Kent, University of Central Florida

John D’Angelo, University of Central Florida

“A Preliminary Examination of the Relationships Between Prosopagnosia and Selected Communication Traits”

Mark Hickson III, The University of Alabama at Birmingham

James A. Katt, University of Central Florida

“Communication Traits, Disgust, and Health Information Seeking for Stigmatizing Illnesses”

Katherine Weeks, University of Connecticut

Carolyn Lagoe, University of New Haven

These studies examine constructs from persuasion to prosopagnosia, all linked in one way or another to human communication traits.

* **Debut Paper**

Thursday, 12:30-1:45 PM

Ballroom E1

TOP PAPERS IN MEDIA ECOLOGY

Sponsor: **Media Ecology**

Chair: **Michael H. Plugh**, Fordham University

“Redefining Privacy and Anonymity Through Social Networking Affordances”

Angela M. Cirucci, Temple University

“Value and Meaning of Work and Leisure in Relation to Technique in Society”

Lisa Enright, Duquesne University

“Production of Value Through Online Affective Labor: Discourses About Pinterest and Gender on Academic Blogs”

Bistra Nikiforova, University of New England

“A Media Framing Content Analysis of Coverage of ‘Fracking’ in Two Competing Newspapers in Northeastern Pennsylvania: Part One of a Two-Part Study”

Jane Elmes-Crahall, Wilkes University

Shawn Carey, Wilkes University

These papers examine social media, work, leisure, blogging, and journalism using a variety of mediaecological approaches, drawing from the work of Jacques Ellul, Joshua Meyrowitz, Erving Goffman, Sherry Turkle, and others. Papers were chosen and ranked on the basis of their cogency in addressing such issues as formal cause, symbolic environments, the role of technological development in formation of culture, framing, and schema theory.

Thursday, 12:30-1:45 PM**Ballroom E2****SUPPORT OF SELF AND OTHERS: DISCUSSIONS OF DISCLOSURE, EMPATHY, & WELL-BEING**

Sponsor: Health Communication
 Chair: **Maureen M. Louis**, Cazenovia College
 Respondent: **Sarah N. Heiss**, University of Vermont

“Exploring the Decision to Disclose an Unintended Pregnancy: A Theoretical Consideration” *
Michelle L. Futerfas, University of Maryland, College Park

“‘Chemo Is Not a Walk in the Park, But It’s Doable’: Supportive Communication in an Ovarian Cancer Support Community” *
Dinah A. Tetteh, Bowling Green State University

“Managing Meanings of Embodied Experiences Theory: Towards a Discursive Understanding of Becoming Healthier”
Kimberly Field-Springer, Ashland University
Katie Margavio Striley, The University of North Carolina at Chapel Hill

“Put-Downs and Pick-Me-Ups: Positive and Negative Humor Use, Psychological Well-Being, and Motives to Communicate”
Shannon T. Carton, West Virginia University
Melanie Booth-Butterfield, West Virginia University

This panel of competitive papers explores myriad topics surrounding the ways in which support, empathy, humor, and embodied experiences influence individuals’ well-being. Specifically, papers examine disclosure of unintended pregnancy, expressions of support in an online cancer support group, and the benefits and consequences of humor to overall well-being.

* **Debut Graduate Student Paper**

Thursday, 12:30-1:45 PM**Taste 2****ART, STIGMA, AND ENTREPRENEURSHIP: DELIBERATING NEW THEORETICAL AND METHODOLOGICAL APPROACHES**

Sponsor: Theory and Methodology
 Chair: **Heather M. Stassen-Ferrara**, Cazenovia College
 Respondent: **Megan M. Dowd**, Hamilton College

“The ‘Art Pill’: Empowerment and Disempowerment in Social Philanthropy”
Anna K. Turnage, Bloomsburg University of Pennsylvania

“Battling the Stigma: Combat Veterans’ use of Social Support in an Online PTSD Forum”
Alexandru Stana, Fayetteville State University
Mark A. Flynn, Coastal Carolina University

“Statistical Significance or Lived Experience? Making the Case for Qualitative Studies in Entrepreneurship”

Eric D. Waters, The University of Texas at Austin

Competitively selected papers that focus on the visual rhetoric of public spaces, expand the social support framework, and consider qualitative research methods to better understand entrepreneurship.

Thursday, 2:00-3:15 PM

PDRC

ECA TEACHING FELLOWS BUSINESS MEETING

Thursday, 2:00-3:15 PM

Bromley

EMERGING AND EVOLVING NOTIONS OF AMERICAN WOMANHOOD IN RHETORICAL HISTORY

Sponsor: Rhetoric & Public Address

Chair: **Alane Presswood**, Ohio University

Respondent: **Jill M. Weber**, Hollins University

“The Pen of Puritan Womanhood: Anne Bradstreet’s Rhetorical Negotiations of Conflicting Puritan Doctrines”

Meredith I. Styer, University of Maryland, College Park

“The Virtuous, Peaceful Citizen: Courting the ‘Woman Vote’ in the 1920 Presidential Election”

Melissa Lucas, University of Maryland, College Park

“Lean In or Leave Before You Leave?: False Dichotomies of Choice and Blame in Public Deliberation about Working Motherhood”

Jennifer L. Borda, University of New Hampshire

This competitive paper panel traces significant articulations of American womanhood and gendered citizenship during key moments of national history when such notions were being re-defined and re-constituted, including in seventeenth-century Puritan Massachusetts, 1920s-era post-19th amendment political campaigns, and in 21st century popular culture through the Lean In phenomenon. Panelists will engage in important conversations around the evolution of women’s public deliberation of their own roles, and powerful and problematic interpretations of those roles by others.

Thursday, 2:00-3:15 PM

Claypoole

NEGOTIATING INTERPERSONAL COMMUNICATION IN ROMANTIC RELATIONSHIPS

Sponsor: Interpersonal Communication

Chair: **Jessalyn Vallade**, University of Kentucky

Respondent: **Katherine Thweatt**, SUNY New Paltz

“Dating and Religion: Reducing Uncertainty Through Self-disclosure”

Lance K. Bennett, West Chester University of Pennsylvania

“The Parlor, Pontiac, and Profile: How Technology Has Changed Seeking Romance”

Aviva Gordon, Wayne State University

“Vengeance, Verbalization, and Venting: Dissatisfying Sex, Sexual Complaints, and Relationship Qualities”

Shannon T. Carton, West Virginia University

Megan R. Dillow, West Virginia University

“Privacy Boundaries and Heartbreak: Communication Privacy Management and the Break-up in Romantic Relationships”

Kristen M. Maggio, University of Delaware

Deliberation is necessary in negotiating activities in romantic and potentially romantic relationships. The papers on this panel examined topics in romantic relationships that can be seen as challenging or sensitive topics of discussion: from seeking or planning a date to expressing needs in a relationship to ending a relationship.

Thursday, 2:00-3:15 PM

Boardroom

RESEARCH, COLLABORATION, AND EDUCATION THROUGH SOCIAL MEDIA AND MOBILE TECHNOLOGY

Sponsor: Communication and Technology

Chair: **Joel Ward**, Geneva College

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

“Exploring College Students Use of Facebook and LinkedIn”

Shaun M. Anderson, West Virginia University

Matthew M. Martin, West Virginia University

Ashli Knotts, West Virginia University

Hunter L. Paul, West Virginia University

Elizabeta Klein, West Virginia University

“An Experimental Design of Navigating a Research Facility Using Various Mobile-Mediated Devices: Exploring the Role of Traditional and New Technologies”

Rebecca K. Britt, South Dakota State University

Julia DeCook, South Dakota State University *

“Population Automation: An Interview with Wikipedia Bot Pioneer Ram-Man”

Randall Livingstone, Endicott College

“Connection, Collaboration and Unity via Microblogging: Power of Discourse in Initiating and Coordinating Social Movements in China”

Yang Liu, University of Oklahoma

In our ever social and mobile world – and with technology playing a role to both assist in and facilitate our interactions, these four papers address the crucial question, “how far does social media take us?” Each paper presents research on the connection between society, technology, and communication – but we ask that audience members come to provide their own perspectives, findings, and deliberative commentary.

* **Debut Graduate Student Paper**

Thursday, 2:00-3:15 PM**Cook****GETTING ENGAGED BY ANY MEANS NECESSARY: POLITICS, CITIZENSHIP AND KNOWLEDGE**

Sponsor: Political Communication
 Chair: **Alexandria LaRose**, University of Delaware
 Respondent: **John Kares Smith**, SUNY Oswego

“Producing A Televised Community Forum On Civic Engagement: A Case Study”
Michael Boyle, West Chester University of Pennsylvania

“The Effects of Individual Differences on Political Information Efficacy: A Gubernatorial Analysis”
Kristina Contreras, Radford University
Scott W. Dunn, Radford University

“Kristi Noem and Joni Ernst for Congress: The “Common (Wo)Man” Rhetorical Appeal”
Lauren Harris, University of Maryland, College Park

“How Disagreement in Political Discourse Leads to Political Engagement: A Mixed Method Approach”
Hyun Kyung Oh, George Mason University

The papers on this panel focus on a critical issue in politics and citizen engagement. Each paper addresses the issue of engagement from a unique perspective and offers analysis of the range of efforts made to boost citizen participation, knowledge, and voting.

Thursday, 2:00-3:15 PM**Flower****APPLIED COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING**

Sponsor: Applied Communication
 Chair: **Annette Madlock Gatison**, Southern Connecticut State University

Thursday, 2:00-3:15 PM**Frampton****ORGANIZATIONAL COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING**

Sponsor: Organizational Communication
 Chair: **Cristina González Alcalá**, The University of Akron

Thursday, 2:00-3:15 PM**Reynolds****FIFTEEN YEARS OF COMMUNIBIOLOGY: FUTURE DIRECTIONS IN COMMUNICATION THEORY AND RESEARCH**

Sponsor: Communication Traits
 Chair: **Joan O'Mara**, University of Hartford

Jerry L. Allen, University of New Haven
Kristen Campbell Eichhorn, SUNY Oswego
Mark Hickson III, The University of Alabama at Birmingham
James A. Katt, University of Central Florida
Joan O'Mara, University of Hartford
Mary C. Toale, SUNY Oswego
Jason S. Wrench, SUNY New Paltz

Fifteen years ago Beatty and McCroskey proposed the communibiology paradigm as an alternative to social learning models of communication traits. This perspective proposed that inherited neurobiological structures are responsible for human behavior, including communication. Building on this perspective, this panel looks at current trends and suggests future directions relative to communication trait theory and research.

Thursday, 2:00-3:15 PM**Shippen****HIDDEN RISKS: APPLYING RISK ORDERS THEORY TO EXPLORE MORAL, SOCIAL, IDENTITY, AND CULTURAL COMPONENTS OF RISK COMMUNICATION**

Sponsor: Health Communication, Theory and Methodology
 Chair: **Laura D. Russell**, Denison University
 Respondent: **Kimberly Field-Springer**, Ashland University

“The College Experience: A Risk Orders Theory Perspective of Binge Drinking” *
Kevin Anglim, Hamilton College

“Thinspiration: Analyzing Social Media Representation of Body Image through Risk Communication” *
 Polly Bruce, Hamilton College

“Risks Associated with the Usage of Methadone Maintenance Versus Non-Opioid Replacement Therapy for Heroin Addiction” *
Zoe Escandon, Ashland University

“Considering Risks to Identity through Social Media Use” *
Connor O'Brien, Hamilton College

Risk orders theory is a constructionist theory of risk attending to hidden moral, social, identity, and cultural risks created in the penumbra of constructed physical risks. The theory interrogates consequences of risk discourse and illuminates the complications humans face as we struggle to live with our profound desire to avoid threats. This all undergraduate student panel has been accepted by

two Interest Groups to present research specifically aimed at testing and expanding risk orders theory in student specific contexts.

***Student Debut Paper**

Thursday, 2:00-3:15 PM

Whitpen

DELIBERATING THE NATURE OF LEARNING AS A KEY COMMUNICATION ACTIVITY ACROSS THE LIFESPAN

Sponsor: Instructional Communication

Chair: **Jennifer Waldeck**, Chapman University

Jennifer Waldeck, Chapman University

Ruth Kay, Detroit Country Day School

Jean Ann Streiff, Oakland Catholic High School

Sara Weintraub, Regis College

Zac D. Johnson, Murray State University

Sara LaBelle, Chapman University

The purposes of this panel are to discuss (1) four developmental phases for learning being considered by communication scholars representing a variety of divisions, and (2) a renewed call for the examination of formal and informal learning experiences outside of the secondary educational setting. Attendees will leave this panel with new ideas about the interplay between learning and communication across the lifespan that is central to growth, development, and accomplishment of our human potential.

Thursday, 2:00-3:15 PM

Ballroom A1

SELF-DISCLOSURE AND COMMUNICATION OPENNESS: CAN “YOU” OVERSHARE ABOUT BREASTFEEDING, SEX, FEMINISM, AND MENTAL HEALTH?

Sponsor: Voices of Diversity

Chair: **Lorin Basden Arnold**, Rowan University

“Needy Mothers, Coddled Children: A Qualitative Content Analysis of Public Comments about Extended Breastfeeding in the United States”

Jennifer E. Potter, Towson University

“Sexual Self-Disclosure between Queer-Identified Intimate Partners”

Valerie Rubinsky, Emerson College

Angela M. Hosek, Ohio University

“Prevalence and Valence of Stay-at-Home and Working Mothers’ Stereotypes”

Kelly G. Odenweller, West Virginia University

“Does Culture Handicap Communication Openness about Mental Health on Community College Campuses?”

Truman R. Keys, Western Connecticut State University

The quantity, quality, and frequency we self-disclose information about ourselves and others shapes our self-image and others impressions of us. Sometimes our openness to discuss information about ourselves is related to the impressions we do or do not want to create. This panel addresses topics where our decisions to over- or under-share have personal and societal implications.

Thursday, 2:00-3:15 PM**Ballroom A2**

AGING GRACEFULLY BENEATH CAPE AND COWL: REFLECTIONS ON THE FUTURE OF THE COMICBOOK INDUSTRY

Sponsor: Media Communication

Chair: **Nicholas David Bowman**, West Virginia University

James M. Durbin, The University of Akron

Joseph E. Lybarger, Stark State University

Nicholas Scott Smith, Wayne State University

Shawn Starcher, Kent State University

Guy Wade, Wayne State University

Participants will discuss the current directions and future implications of various mediums on the future of the comicbook industry. The mediums discussed will include television, digital, games, print and film and their impact on a popular industry that was once on the verge of collapse. The comicbook and superhero are among the most influential items in modern media and whether the current popularity is sustainable is a topic of great importance to industry and scholars.

Thursday, 2:00-3:15 PM**Ballroom E1**

A WORKSHOP SESSION: PUBLIC SPEAKING CAN BE TAUGHT EFFECTIVELY ONLINE WITH A LITTLE HELP FROM YOUR FRIENDS

Sponsor: Community College

Chair: **Tom Donlan**, Montgomery County Community College

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

“Reflections of a Creator and Lead Trainer”

Meredith Frank, Montgomery County Community College

“Reflections of a Trainer and Trainee”

Ralph Gigliotti, Montgomery County Community College

“Kristi Noem and Joni Ernst for Congress: The “Common (Wo)Man” Rhetorical Appeal”

Lauren Harris, University of Maryland, College Park

“Reflections of a Trainee”

Christine Piatkowski, Montgomery County Community College

“Reflections of a Trainee”

Eva Blackwell, Montgomery County Community College

At last year’s convention, we presented a panel that focused on the discourse and dissent within our own community of communication educators over whether public speaking should be taught online.

The take-away for many participants was a team teaching training program developed to insure quality instruction of public speaking online at MCCC. This workshop session will present an update on the program and offer an opportunity for brainstorming about implementing a team teaching training program.

Thursday, 2:00-3:15 PM

Ballroom E2

**DELIBERATING PLACES OF COMMUNITY: A LOOK AT WAYS PLACES AND COMMUNITIES
MAKE IMPACTS**

Sponsor: Argumentation and Forensics

Chair: **Andi McClanahan**, East Stroudsburg University of Pennsylvania

“Creating a Civil Space: Suffragists Take to Chautauqua’s Prestigious Amphitheatre”
Jane Elmes Crahall, Wilkes University

“Remembering the Johnstown Floods: Community Must Precede Commemoration”
Theodore F. Sheckels, Randolph-Macon College

“Community Deliberation and Activism: The High Line Goes from Derelict to Desirable”
Carl T. Hyden, Morgan State University

“Circles and Squares: The Physical Legacy of William Penn’s Philadelphia”
John Hepp, Wilkes University

Places have the ability to make powerful arguments. Most notably, these places are often memorials or monuments to people or events. But other kinds of places can do this, too. This panel covers four very different places, but each of them argues something very important about community and the roles that community plays in society.

Thursday, 2:00-3:15 PM

Taste 2

PERSUASION IN CONTEMPORARY CULTURE: KENNETH BURKE, CULTURE, AND EDUCATION

Sponsor: Kenneth Burke

Chair: **Erik Garrett**, Duquesne University

“Rhetoric as Equipment for Education”
Kris Rutten, Ghent University

“The Rhetoric of Spin”
Ronald Soetaert, Ghent University

“Kenneth Burke and the Rhetoric of the Human Sciences”
Herbert W. Simons, Temple University

This panel emerges from the conference Rhetoric as Equipment for Living: Kenneth Burke, Culture and Education (Ghent University – Belgium - May 2013), which was the first major conference devoted to Kenneth Burke outside of the United States. The contributors to this panel have continued

developing projects and collaborations that respond to the double aim of the conference: to explore the educational implications of Burke's corpus and to explore the international legacy of his work.

Thursday, 3:30-4:45 PM

Hamilton

THE CONVENTION PANEL: A PUBLIC OR PRIVATE AFFAIR?

Sponsor: Communication and Technology, First Vice President

Chair: **Gary Gumpert**, Urban Communication Association

Ronald C. Arnett, Duquesne University
Nicholas David Bowman, West Virginia University
Susan Drucker, Hofstra University
Donald Fishman, Boston College
Thomas R. Flynn, Slippery Rock University
Trevor Parry-Giles, University of Maryland
Kristin Roeschenthaler Wolfe, Edinboro University
J. Kanan Sawyer, West Chester University of Pennsylvania

Is a convention presentation (and subsequent audience questions) a public or private event? Should a program participant expect to see or hear himself or herself on Facebook or YouTube after participating in a conference session? Should a program participant record himself or herself and publish that event on Facebook or YouTube?" These are among several complex ethical and regulatory questions to be considered in this roundtable session.

Thursday, 3:30-4:45 PM

PDRC

INTERPRETATION AND PERFORMANCE STUDIES INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Interpretation and Performance Studies

Chair: **Jennifer L. Shamrock**, Monmouth University

Thursday, 3:30-4:45 PM

Bromley

STRUGGLE FOR IDENTITY: CONTESTED NOTIONS OF AUTHENTICITY, EXPRESSION, AND POWER

Sponsor: Voices of Diversity

Chair: **Celeste Lacroix**, College of Charleston

"Racial Determinism and the Black Family: The Negro Family, "Moynihan Revisited," and Negotiations Of Race, Class, And Gender In the 21st Century"

Jessica Lu, University of Maryland, College Park

"(Trans)lating Identity: Gender Identity Formation and Expression"

Phillip E. Wagner, The University of Kansas
Adrianne Kunkel, The University of Kansas
Benjamin Compton, The University of Kansas

“Deliberating on Black Masculinity: Scripting LeBron James Before and After ‘The Decision’”

Sean Fourney, East Stroudsburg University of Pennsylvania

Timothy J. Brown, West Chester University of Pennsylvania

“The Macklemore Fallout: Investigating Notions of Race and Authenticity in Hip-hop Following the 2014 Grammy for Best Rap Album Controversy”

Scott A. Mitchell, Wayne State University

This panel emerges from the conference Rhetoric as Equipment for Living: Kenneth Burke, Culture and Education (Ghent University – Belgium - May 2013), which was the first major conference devoted to Kenneth Burke outside of the United States. The contributors to this panel have continued developing projects and collaborations that respond to the double aim of the conference: to explore the educational implications of Burke’s corpus and to explore the international legacy of his work.

Thursday, 3:30-4:45 PM

Claypoole

COMPETITION AND AGGRESSION IN FRIENDSHIPS

Sponsor: Interpersonal Communication

Chair: **Hailey Gillen**, West Virginia University

Respondent: **Elaine Zelley**, La Salle University

“Friendship, Competition, and Fantasy Sports”

C. Leigh Nelson, James Madison University

Isaac Woo, James Madison University

Eric Fife, James Madison University

“Narcissism and Collective Narcissism as Predictors of Young Adult Females’ Intergroup and Intragroup Social Aggressiveness in College Sororities” *

Bethany Mutter, Suffolk County Community College

“The Dark Side of Sisterhood: Social Learning Factors as Predictors of Intergroup and Intragroup Social Aggressiveness in College Sororities” *

Bethany Mutter, Suffolk County Community College

The dark side of communication has been a topic of deliberation amongst interpersonal communication scholars for more than a decade. These authors examined how competition and aggression in friendships impact interpersonal communication.

* **Debut Paper**

Thursday, 3:30-4:45 PM

Boardroom

POPULAR CULTURE, CITIZENSHIP, AND DISCOURSES OF INCLUSION AND EXCLUSION

Sponsor: Rhetoric & Public Address

Chair: **Heather M. Stassen-Ferrara**, Cazenovia College

Respondent: **Valerie Lynn Schrader**, Penn State Schuylkill

“Imagine Whirled Peas: Pageant Controversy, Interviews, and Deliberative Democracy”

Mia E. Briceño, Wilkes University

“‘We the People’: The Curious Acceptance of the Xenophobic Villain by WWE Audiences”
Steve Granelli, Ohio University

“Framing the Public Discourse Across Time: National Issues Forums Guides on Immigration in the U.S. (1986-2013)” *

Leanna Smithberger, James Madison University

In this dynamic and diverse panel, three competitive papers examine unconventional rhetorical artifacts and find significant tensions in the constitution of modern-day citizenship. According to these panelists, on the pageant stage, in the wrestling ring, and in the pages of National Issues Forum brochures, important rhetors are constructing narratives of who is in “in” and who is “out” through influential definitions of gender, nation, and immigrant.

* **Debut Student Paper**

Thursday, 3:30-4:45 PM

Cook

C³ –CORE COMPETENCIES IN COMMUNICATION: LET THE DELIBERATION BEGIN

Sponsor: Instructional Communication

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

Kristen M. Berkos, Bryant University

Kerry Byrnes, Collin College

Scott A. Myers, West Virginia University

Candice Thomas-Maddox, Ohio University, Lancaster

Sara Weintraub, Regis College

What skills do our Communication Studies majors need in order to emerge as competitive candidates in the job market? Who should be involved in decisions regarding the creation of core competencies? How do we assess student competence? Panelists will address these questions and share their perspectives as program administrators, NCA Task Force members, instructors, and textbook authors. Audience members are encouraged to join the debate as we discuss the role of ECA in addressing these issues.

Thursday, 3:30-4:45 PM

Frampton

ARGUMENTATION AND FORENSICS INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Argumentation and Forensics

Chair: **Jade Olson**, University of Maryland

Thursday, 3:30-4:45 PM

Reynolds

HUMOROUS MEDIA OR POLITICAL COMMENTARY? DELIBERATING THE ROLE OF PARODY IN POLITICAL DISCOURSE

Sponsor: Media Communication, Political Communication

Chair: **Nancy Bressler**, James Madison University

Respondent: **Jack Banks**, Temple University

“Decision 3012 in New New York: A Look at How Futurama Comments On Current Events”
Julia E. Largent, Bowling Green State University

“It’s Our Party – We Can Do What We Want!”
Nancy Bressler, James Madison University

“Standing up to Billionaires: A Rhetorical analysis of John Stewart's attempt to purchase CNN”
Nicholas Prephan, Wayne State University

“Faux News with Arthi Chandra”
Arthi Chandrasekaran, Bowling Green State University

As ECA deliberates various altered contexts for debating political discourse, this panel celebrates our 2015 theme by engaging in several humorous contexts that expose and emphasize political discourse. Through analyses of sitcoms, sketch comedy, and faux news programs – and utilizing diverse research methods including textual and audience analyses, rhetorical criticism, and performative autoethnography, this panel considers to what extent parody can further advance and deliberate political commentary.

Thursday, 3:30-4:45 PM

Shippen

FROM ANALOG TO DIGITAL, MASS TO SOCIAL MEDIA: 20 YEARS IN THE DISCIPLINE

Sponsor: Communication and Technology, Media Communication

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

Respondent: **Matthew Lombard**, Temple University

Theresa Bolmarcich, Vertex Inc.

Cheryl Bracken, Cleveland State University

Judi Puritz Cook, College of New Jersey

Gisela Gil, Fairfield University

Selcan Kaynak, Bogazici University

Arthur Lizie, Bridgewater State University

Jodi Radosh, Alvernia University

Jennifer Snyder-Duch, Carlow University

This roundtable discussion features seven scholars who began their careers together as graduate students in the former Mass Media & Communication Program at Temple University 20 years ago. Each has a unique vantage point as media scholars who academically matured with the introduction of the World Wide Web, social media, and mobile phones. They will

encourage a deliberative conversation about how the changing media landscape has impacted teaching, research, and activism in the discipline.

Thursday, 3:30-4:45 PM

Whitpen

FROM ANALOG TO DIGITAL, MASS TO SOCIAL MEDIA: 20 YEARS IN THE DISCIPLINE

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

“Symbolic Appetites: The Debate over Genetically Modified Foods”
Robin Kanak Zwier, Villanova University

“Terministic “Rescreening” and the Reclamation of Derogatory Terms”
Greg Coles, The Pennsylvania State University

“Creating Monsters: A Burkean Look at Frankenstein and I, Robot”
Steven Zwier, Duquesne University

“Recalcitrance and Social Media Networks”
Matthew Mancino, Duquesne University

Burke's theories allow us to uncover complexities in our symbolic constructions that we may never have recognized otherwise. For instance, Burke uses the term “recalcitrance” to refer to the resistance the world shows to humanity’s symbolic constructions of it. We are proposing that this notion is useful for examining symbolic constructions as disparate as the rhetoric of marginalized groups, major themes in science fiction novels, the genetically-modified food debate, and the evolution of social networking platforms.

Thursday, 3:30-4:45 PM

Ballroom E1

**CRAFTING CONVINCING CAMPAIGNS: DISCUSSIONS OF EXTANT HEALTH INITIATIVES
 ACROSS CONTEXTS**

Sponsor: Health Communication
 Chair: **Hannah Ball**, West Virginia University
 Respondent: **Megan M. Dowd**, Hamilton College

“Visualizing Cervical Cancer Prevention: A Qualitative Exploration of Cervical Cancer Infographics as Innovative Health Communication”
Candace Parrish, Virginia Commonwealth University *

“Deliberating About Mental Health Campaigns: An Alternative Framework for Stigma Reduction”
Virginia M. McDermott, High Point University

“Dilemmas in Representing Illness and Disability within Health Campaigns”
Nicole C. Eugene, Ohio University *

“Strategy, Tactics, and the Promotion of Social Health: An Analysis of Singapore’s ‘Thoughtful Me’ Campaign”

Benjamin R. Bates, Ohio University

This panel of competitive papers explores health campaigns in terms of efficiency, effectiveness, and offers guidance for future campaigns. Specifically, these papers note that campaign effectiveness could be increased through more interactive infographics, stressing patient efficacy, establishing more ethical guidelines for initiatives, and learning from resistant publics.

*** Debut Graduate Student Paper**

Thursday, 3:30-4:45 PM

Ballroom E2

ECA 2016 CONVENTION PLANNING MEETING I

Sponsor: ECA General Business

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

First Vice-President Elect, Jason Wrench, will walk all 2016 ECA Interest Group Chairs through the process of submitting Interest Group panels for the 2016 Convention in Baltimore. Two sessions are offered and all 2016 Interest Group Chairs/Planners must attend one (but not both) of the two sessions. Session II occurs on Friday.

Thursday, 3:30-4:45 PM

Taste 2

EXAMINATIONS OF FAMILIES, IDENTITY, AND INTERPERSONAL COMMUNICATION

Sponsor: Interpersonal Communication

Chair: **Kelly M. Odenweller**, West Virginia University

Respondent: **Marianne Dainton**, La Salle University

“Stepchildrens’ Perceptions of Relational Satisfaction, Emotional Support, Uncertainty, and Identity Management”

Jordan Atkinson, West Virginia University

Matthew M. Martin, West Virginia University

Mary E. Donato, West Virginia University

Andrew Roman, West Virginia University

Patrick McCowen, West Virginia University

“Predicting Chinese Individuals’ Intention to Have a Second Child: A Study Combining Cultivation Theory and the Theory of Reasoned Action” *

Yue Li, The North Carolina State University at Chapel Hill

“Comic-con as Family Affair: Considering the Role of Fandom in Family Communication”

Amy A. Williams, University of Albany

In today’s society, there are various ways in which families are formed and engage in family activities. It is no longer a Beaver Cleaver nor Brady Bunch world. The authors examined diverse dimensions within family communication to add to the deliberation about the constitution of family and family activities. These papers address the changing nature and definition of family in today’s society.

*** Debut Graduate Student Paper**

Thursday, 4:30-5:00 PM**Ballroom D****UNDERGRADUATE SCHOLARS CONFERENCE 2015 ORIENTATION**

Sponsor: Undergraduate Scholars Conference

Chair: **Kristin English**, Georgia College

Respondent: **Scott W. Dunn**, Radford University

All USC registered students are asked and encouraged to meet briefly with the USC co-chairs to go over Convention details and have any questions answered. This session is immediately preceding the Newcomers' Reception.

Thursday, 5:00-6:00 PM**Ballroom B****2015 NEWCOMERS' RECEPTION**

Sponsor: ECA

Hosts: **ECA Interest Group Representatives**

If you are... new to ECA, a graduate or undergraduate student, or any of our involved community members then please come join us for a special reception held in your honor. We will have members of our ECA leadership in attendance as well as representatives from each of our Interest Groups to help you get to know our association a bit better and for us to get to know you.

Thursday, 6:00-7:00 PM**Ballroom A1 & A2****2015 WELCOME RECEPTION**

Sponsor: Taylor & Francis

Host: **J. Kanan Sawyer**, ECA First Vice President

Welcome to Philadelphia!! ECA First Vice-President, J. Kanan Sawyer, welcomes all ECA 2015 Convention attendees. Please come join us for refreshments (and a cash bar) provided by Taylor & Francis.

Thursday, 6:30 PM**Reynolds****12 STEP MEETING**

Friday, 7:30 AM-4:30 PM
Ballroom Foyer
REGISTRATION OPEN

Registered convention attendees will receive name badges that serve as “admission tickets” to select events, sessions, and panels.

Friday, 8:00-9:15 AM
Hamilton
ANALYZING ENTERTAINMENT TELEVISION – BRINGING POLITICAL DISCOURSE TO LIGHT AND LIFE (SHORT COURSE)

Sponsor: Short Courses
 Facilitator 1: **Kate Dunsmore**, Fairleigh Dickinson University
 Facilitator 2: **Kathleen Haspel**, Fairleigh Dickinson University

This course presents a methodology based on a new integration of the work of Cooren, Kress and van Leeuwen, and Bourdieu. The methodology looks at articulating the dialogic structure of reality television as a source of political frames, discourses and narratives. This would be of interest to teachers of Political Communication, Theory and Methodology, and Media Communication. It is applicable to anyone who explores new approaches as well as those doing work in discourse analysis. *Short Courses require pre-registration.*

Friday, 8:00-9:15 AM
PDRC
CONTEXTUALIZING WOMEN’S HUMOR IN MEDIA: DELIBERATING THE DISTINCTIONS BETWEEN WOMEN’S HUMOR AND FEMINIST HUMOR

Sponsor: Voices of Diversity
 Chair: **Nancy Bressler**, James Madison University
 Respondent: **Jack Banks**, University of Hartford

“Hipster Sexism: Defining Ironic Humor through a Lens of Postfeminism”
Erika M. Behrmann, Bowling Green State University

“She’s a Super Freak: Fat Women and Deviant Sexuality”
MaryAnn Kozlowski, University of Kentucky

“Feminist Possibilities in Relocating from Stand-Up to Sitcom”
Nancy Bressler, James Madison University

“Projecting Feminism: Negotiating Mindy in The Mindy Project”
Arthi Chandrasekaran, Bowling Green State University

As ECA deliberates the advancements that have historically contextualized the possibilities within public discourse, this panel questions to what extent women's humor is marginalized because of the source of its humor and the method of its delivery. Through an analysis of social media, comedic movies, stand-up, and sitcoms, these panelists argue for a distinction between women's humor that can further marginalize and oppress individual voices, and feminist humor, that emphasizes feminist commonalities.

Friday, 8:00-9:15 AM**Bromley****EXAMINING THE STATE OF NONVERBAL COMMUNICATION RESEARCH & INVESTIGATIONS**

Sponsor: Nonverbal Communication

Chair: **Zac D. Johnson**, Murray State University**Kristen Campell Eichhorn**, SUNY Oswego**Katherine Thweatt**, SUNY New Paltz**Mary Toale**, SUNY Oswego

Our understanding of nonverbal communication, which grounds our understanding of human communication, is rapidly changing. This panel will present a reflective look at foundational investigations of nonverbal communication as they have led to the current state of research and future for this crucial component of our discipline. Attendees are invited to add perspectives and commentary such that we have the most comprehensive look at where our studies may or need to go in the future.

Friday, 8:00-9:15 AM**Claypoole****CONSIDERING END-OF-LIFE (EOL) COMMUNICATION: A ROUNDTABLE DISCUSSION****ENCOMPASSING COLLABORATIVE PERSPECTIVES OF CARE**

Sponsor: Health Communication, Interpersonal Communication

Chair: **Thomas Feeley**, SUNY Buffalo**Bonnie Joy McCracken**, SUNY Buffalo**Kelly Tenzek**, SUNY Buffalo**Lindsey A. Harvell**, James Madison University**Pei C. Grant**, The Center for Hospice and Palliative Care**Rachel M. Depner**, The Center for Hospice and Palliative Care**Jennifer M. Breier**, The Center for Hospice and Palliative Care

This roundtable discussion brings together academic and professional experts in end-of-life care. Discussion includes end-of-life processes from bad news delivery and terror management to patient and family empowerment, spirituality, counseling, and preserving dignity at end-of-life. In reviewing ongoing research efforts and deliberations about future directions for providing quality care, the overarching goal for the discussion is audience engagement and collaboration that promotes quality end-of-life care in a productive and meaningful way.

Friday, 8:00-9:15 AM**Boardroom****THEORY AND METHODOLOGY INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING**

Sponsor: Theory and Methodology

Chair: **Megan M. Dowd**, Hamilton College

Friday, 8:00-9:15 AM

Cook

WHISTLEBLOWING: CAUSE AND EFFECT

Sponsor: Communication Law & Ethics
 Chair: **Christine Hirsch**, SUNY Oswego

“*A Soldier’s Story: Violence, Justice and Deliberation*”
Nathaniel Nesmith, Middlebury College

“Whistling in the Dark: Whistle Blower Protection, National Security, and Deliberation on Public Policy Deliberation”
Martin Wallenstein, John Jay College of Criminal Justice

“Whistleblowing in a National Laboratory: Do Whistleblower Protections Apply to Federal Contractors, and How Is National Security Compromised When They Don’t?”
Cary Greenwood, Middle Tennessee State University

“Lane v. Franks: U.S. Supreme Court Misses the Chance to Fix the Employee Speech Doctrine”
Jason Zenor, SUNY Oswego

Whistleblowing occupies a prominent place in virtually any daily news cycle, and yet research into whistleblowing outside the confines of the federal government (and the management discipline that has mined the federal data) is limited. This panel attempts to address that void by providing insight into federal protections designed to encourage whistleblowing and protect the federal whistleblower. It offers the standpoint of federal whistleblowers themselves, who have chosen to share their almost-uniformly tragic stories of protections gone wrong.

Friday, 8:00-9:15 AM

Flower

**ARGUMENTATIVE INNOVATION IN POLICYMAKING, FORENSICS, AND POLICY DEBATE:
 SELECTED PAPERS IN ARGUMENTATION AND FORENSICS**

Sponsor: Argumentation and Forensics
 Chair: **Jade Olson**, University of Maryland, College Park
 Respondent: **Allison Hahn**, Baruch College - CUNY

“Rhetorical Inversions of Reality: Argumentation and Advocacy in the *1964 Hall Commission Report* and Its Implications for Health Care Policymaking”
Chris Cudahy, Crandall University

“‘Lightning’s About to Strike!’ Cypress Bay High School and the External Coaching Model for Forensics Social Capital”
Thomas McCloskey, University of Maryland, College Park

“Using Rationale Software to Guide Policy Debate Instruction”
Sydney Pasquinelli, University of Pittsburgh

These three competitively selected papers explore innovative strategies across three distinct arenas of argumentation: national policymaking, practices in competitive speech and debate, and policy debate instruction. Reviewers found that these papers demonstrate exemplary critical engagement with a

diverse body of deliberative texts and contexts. Each paper suggests directions for future innovation in the argumentative practices that affect us all.

Friday, 8:00-9:15 AM**Frampton****INSTRUCTIONAL COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING**

Sponsor: Instructional Communication
 Chair: **Kerry Brynes**, Collin College

Friday, 8:00-9:15 AM**Reynolds****ECA RESEARCH FELLOWS BUSINESS MEETING****Friday, 8:00-9:15 AM****Shippen****COMMUNITY COLLEGE INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING**

Sponsor: Community College
 Chair: **Rebecca M. Townsend**, Manchester Community College

Friday, 8:00-9:15 AM**Whitpen****THE RHETORIC OF POLITICAL DISCUSSION: PERSPECTIVES OF POLICY, DIALOGUE, AND REBELLION**

Sponsor: Undergraduate Scholars Conference
 Chair: **Dariela Rodriguez**, Ashland University
 Respondent: **Dariela Rodriguez**, Ashland University

“Rhetoric and U.S. Foreign Policy Strategies: Empathy and Morality”
Anthony C. Amiano, Manhattan College

“Invitational Rhetoric: A Solution to a Broken Political System”
Daniel Eckert, Messiah College

“Thank You for Revolting: Politeness in the Toolbox of Disobedience”
Elliott Memmi, Northeastern University

“Bringing Drones Home: CODEPINK and Anti-Drone Rhetoric in the United States”
Stephanie Pettit, American University

Friday, 8:00-9:15 AM

Ballroom A1

COMMUNICATION TRAITS & DELIBERATIVE PROCESSES: A CLEAR CONNECTION

Sponsor: Communication Traits

Chair: **Peter D. MacIntyre**, Cape Breton University

“Infante’s Doctoral Dissertation: Study of ‘Invention’ as Precursor to the Inventional System, Trait Argumentativeness, and Trait Verbal Aggressiveness”

Theodore A. Avtgis, Ashland University

“Trait Argumentativeness: The Role of Infante’s Inventional System in Deliberative Processes”

Andrew S. Rancer, The University of Akron

“Trait Disclosiveness: The Essential Role of Disclosiveness in Deliberative Processes”

Lynda L. McCroskey, California State University, Long Beach

“Twelve Angry Men: What Verbal Aggressiveness Research Implicitly Tells Us About Jurors and Their Deliberations”

Charles J. Wigley III, Canisius College

This scholarly panel describes the compelling nexus between communication trait research and deliberative processes. Research is highlighted that supports each author’s contention that our understanding and enrichment of deliberative processes can best occur through quantitative communication trait research. Each presenter will provide attendees with a meaningful handout.

Friday, 8:00-9:15 AM

Ballroom A2

PERSPECTIVES ON COMMUNICATION, TECHNOLOGY, AND CULTURE: A FOCUS ON THREE SUB-CULTURES

Sponsor: Communication and Technology

Chair: **Kelli Jean Smith**, William Paterson UniversityRespondent: **Jennifer Owlett**, William Paterson University

James Alford, William Paterson University

Sharmila Pixy Ferris, William Paterson University

Loretta McLaughlin-Vignier, William Paterson University

Soo-Kwang Oh, William Paterson University

Hilary Wilder, William Paterson University

Kyung-Hyan Yoo Yoo, William Paterson University

Communication is the definitive capability that distinguishes our species, and technology is in many ways synonymous with culture today. ICTs are now integral to the cultures of the West, with social media as the definitive technology of the 21st century. This panel presents diverse perspective on communication, technology and culture, with a broad focus on social media communication practices in three sub-cultures: the corporate culture, the academic culture, and the culture of online public opinion.

Friday, 8:00-9:15 AM

Ballroom E1

RHETORICAL DIMENSIONS OF THE ANTI-LGBTQ MOVEMENT: DIVERSE OPPOSITIONAL DISCOURSES

Sponsor: Rhetoric & Public Address
 Chair: **Mary L. Kahl**, Indiana State University
 Respondent: **Mary L. Kahl**, Indiana State University

“On the Defensive: A Narrative Analysis of NBC’s Brian Brown Interview”
Nicholas Prephan, Wayne State University

“Gubernatorial Responses Regarding *De Facto* Legalization of Same-Sex Marriage: A Thematic Analysis” *
Amber Hudson, Indiana State University
Jessica Foxworthy, Indiana State University
Mona Sulieman, Indiana State University

“Rhetorical Erasure: Religious Freedom Restorations, Terministic Screens, and Gay Rights”
Eric C. Miller, Bloomsburg University of Pennsylvania

“Good for the Gander: Freedom of Anti-LGBT Student Speech”
Paul Siegel, University of Hartford

This panel examines discourses emanating from organizations and individuals who oppose the contemporary LGBTQ movement. These papers examine the advocacy of NOM’s Brian Brown, gubernatorial responses to the legalization of same-sex marriages, the rhetorical construction of Religious Freedom Restoration Acts, and case law pertaining to anti-LGBTQ speech.

* **Student Debut Paper**

Friday, 8:00-9:15 AM

Ballroom E2

CONTEMPORARY APPROACHES TO THE STUDY OF ENTERTAINMENT

Sponsor: Media Communication
 Chair: **Shawn Starcher**, Kent State University
 Respondent: **C. Leigh Nelson**, James Madison University

“How High is Too High? The Impact of Frame Rate on Telepresence”
Ryan Lange, Alvernia University
Cheryl Bracken, Cleveland State University
Hocheol Yang, Temple University

“Let Me Entertain You! An Exploration and Explication of The Concept of Entertainment”
Nicholas Scott Smith, Wayne State University

“Cross-Cultural Audience Reception: Chinese’s Exposure to American Television Series”
Yang Liu, University of Oklahoma

The focus of these three competitively selected papers deals with several different aspects of the entertainment experience. This exploration spans from the discussion of the technical aspects of production, which influence consumption, to the way in which the viewer process these messages and the influence that numerous factors, including culture, have on this process.

Friday, 8:00-9:15 AM
Taste 2
TOP PAPERS IN PHILOSOPHY OF COMMUNICATION

Sponsor: Philosophy of Communication
 Chair: **Sarah Flinko**, Duquesne University
 Respondent 1: **Craig T. Maier**, Duquesne University
 Respondent 2: **Garnet C. Butchart**, Duquesne University

“‘I Shall Veil Myself to Speak’: Identity in Plato’s *Phaedrus*, Kenneth Burke, and Persuasion”
Christopher Adamczyk, Texas Tech University

“Philosophy of Communication and Hannah Arendt’s *Crisis of the Republic*: An Examination of the Homestead Crisis of 1892”
Susan Mancino, Duquesne University

The top two papers in the Philosophy of Communication Interest Group discuss fundamental questions posed by deliberation. Emerging from questions presented with existential urgency, *crises* open areas for debate, while the veiled power of *persuasion* influences how these debates unfold. Through analyses that touch upon both ancient and modern contexts, these papers remind us that the philosophy of communication addresses timeless issues of theory and practice. Two respondents will give their distinctive evaluations and invite substantial audience discussion.

Friday, 8:00-9:15 AM
Ballroom B
FINDING MEANING IN THE SPOKEN WORD: ANALYZING PUBLIC ADDRESS FOR KEY MESSAGES

Sponsor: Undergraduate Scholars Conference
 Chair: **Susan Carr**, Duquesne University
 Respondent: **Bonnie S. Jefferson**, Boston College

“The Perception of Coach K and His HOF Speech”
Amanda Sabella, George Mason University

“Healing through Hope: A Rhetorical Analysis of Barack Obama's National Eulogies”
Victoria West, Hollins University

“Burkean Analysis of Chimamanda Ngozi Adichie's Speech: ‘We Should All be Feminists’”
Marissa LaRose, Stonehill College

“Ideographs and Emma Watson's ‘HeForShe’ UN Address”
Christopher S. Todd, Northeastern University

“The Humanitarian Hero: St. Francis and His Use of Rhetoric”
Joelle Tomkins, Eastern University

Friday, 9:30-10:45 AM

Hamilton

GREAT IDEAS FOR TEACHING STUDENTS (G.I.F.T.S.) SESSION ONE

Sponsor: Community College, G.I.F.T.S.

Chair: **Jenny Warren**, Collin College

“Deliberating Effective Leadership Through ‘Sheldon’s Sacrifice’”

Nancy Bressler, James Madison University

“Empowering the Future Practitioner: Postmodernism in the Public Relations Classroom”

Stephanie Madden, University of Maryland, College Park**Katie Brown**, University of Maryland, College Park

“Effective Cognitive Processing of Similar but Different Disciplines in Strategic Communication”

Sun-A Park, Robert Morris University

“Deliberating a Disengagement: The Cumulative Impact of Leave-Taking Behaviors”

Eric Fife, James Madison University**C. Leigh Nelson**, James Madison University

“Winter is Coming: Teaching Monroe’s Motivated Sequence with Game of Thrones”

Erika M. Behrmann, Bowling Green State University

“Using Social Lubricants To Increase Conversationality”

Nathaniel Simmons, La Salle University

“Ethical Reasoning in Action: Using 8 Key Questions to Facilitate Group Decision-Making”

Timothy C. Ball, James Madison University

“Deliberation in the Classroom: Using Self-Reflection and Class Discussion to Understand Adaptive Structuration Theory”

Angela G. La Valley, Bloomsburg University of Pennsylvania

ECA 2015 is giving a special focus to G.I.F.T.S. (“Great Ideas for Teaching Students”) with two sessions and recognition of Top Papers. Panelists in Session Two share their class-tested G.I.F.T.S., which include activities, assignments, projects & simulations. Each address specific communication theories, concepts, skills or learning objectives. Attendees will have time to interact with multiple presenters and receive take-home materials for use in their own courses.

Friday, 9:30-10:45 AM

PDRC

DELIBERATING THE AMERICAN FIRST LADY: MATERNAL FRAME, RHETORICAL DISTANCE, AND SOCIAL STYLE

Sponsor: Rhetoric & Public Address

Chair: **Bonnie Jefferson**, Boston College (ret.)Respondent: **Molly Wertheimer**, The Pennsylvania State University

“Media’s Framing of the American First Lady: Historical Fit or Hysterical Fraud?”

Beth M. Waggenpack, Virginia Tech

“Framing Her Feminist Voice: Eleanor Roosevelt’s Maternal-Political Persona”

Lisa R. Barry, LaGuardia Community College - CUNY

“Negotiating and Enacting Power in the Role of First Lady: Michelle Obama and Social Style”

Anne F. Mattina, Stonehill College

The First Lady has been deemed the exemplar of America’s ideal woman, even as she must meet diverse expectations in an undefined role. While the First Lady is an archetype of American femininity, hers is also the place for challenges to women’s place in the political sphere. These panelists build on and extend these concepts, with each paper exploring a distinct aspect of how the first lady role has been historically framed and negotiated.

Friday, 9:30 -10:45 AM

Bromely

NONVERBAL COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Nonverbal Communication

Chair: **Zac D. Johnson**, Murray State University

Friday, 9:30-10:45 AM

Claypoole

DYNAMIC DISSENTS

Sponsor: Communication Law & Ethics

Chair: **Jason Zenor**, SUNY Oswego“Concurrence as Dissent: The Rhetorical Magic of the Brandeis Opinion in *Whitney v. California*”**Stephen A. Smith**, University of Arkansas“Deliberation and Dissent: How the Summer of 1919 Obscures Holmes’ Decision in *Abrams v. United States*”**David Dewberry**, Rider University“Strategy in Dissent: The Crisis in Education and Black’s Opinion in *Tinker v. Des Moines Independent School District*”**Dale Herbeck**, Northeastern University

This panel includes two former editors and the current editor of the Free Speech Yearbook/First Amendment Studies, who will discuss the dissents from three key First Amendment cases. The panel offers new insights into free speech issues and controversies, which can be beneficial to those who teach, research, and enjoy everything from the basic rhetoric course to advanced communication law courses.

Friday, 9:30-10:45 AM

Boardroom

MULTICULTURALISM, DIVERSITY, AND DEFINITIONS OF DIFFERENCE IN THE POST-MODERN ERA: TOKENISM AND PLURALISM REALIZED?

Sponsor: Voices of Diversity

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

“On Racialization...”

D.L. Stephenson, Western Connecticut State University

“Trotting out the Tokens: Police Brutality, Black Men, and the Specter of a Black Police Chief”

Reynaldo Anderson, Harris-Stowe State University

“You Know What They Say about Doing the Same Thing Over and Over Again: Recruiting & Retaining Diverse College Students”

Ronald Jackson II, University of Cincinnati

“The End of Meritocracy”

Richard Vatz, Towson University

Panelists will discuss, from varying ideological, cultural, philosophical, and intellectual perspectives and paradigms, issues of meritocracy, minority hiring, recruitment and retention, tokenism, and racialization in the Post-Civil Rights and Post-Modern era.

Friday, 9:30-10:45 AM

Cook

PUBLIC DIALOGUE AND DELIBERATION: A ROUNDTABLE DISCUSSION OF A NEW DIVISION IN THE NATIONAL COMMUNICATION ASSOCIATION (NCA)

Sponsor: First Vice President

Chair: **Todd Kelshaw**, Montclair State University

Lori Britt, James Madison University

J. Michael Hogan, Center for Democratic Deliberation

William Keith, University of Wisconsin-Milwaukee

Rebecca M. Townsend, Manchester Community College

Deliberation, the theme of our ECA convention, is timely given the events occurring in the National Communication Association. With a groundswell of support, the newly-forming Public Dialogue and Deliberation Division (PDD) aims to build scholarly interest in deliberation. This panel will feature founding signatories and steering committee members and will engage the audience in discussion about 1) what PDD will be, 2) the next steps, and 3) what perceived challenges might be.

Friday, 9:30-10:45 AM

Framton

TOP PAPERS IN INSTRUCTIONAL COMMUNICATION

Sponsor: Instructional Communication
 Chair: **Kerry Byrnes**, Collin College
 Respondent: **Jennifer Waldeck**, Chapman University

“Learning in an Undergraduate Quantitative Communication Research Methods Course: An Investigation of Students’ Perceptions of Topic Difficulty, Topic Understanding, and their Relationship with Math Anxiety, Need for Cognition, and Learning Strategies”

Yang Lin, The University of Akron

James M. Durbin, The University of Akron

Andrew S. Rancer, The University of Akron

“Instructors’ Use of Self-Disclosure and Content Relevance and Perceptions of Student Interest and Engagement”

Jordan Atkinson, West Virginia University

Alan K. Goodboy, West Virginia University

“Alleviating Student Dissent: The Role of Teacher Confirmation and Facework, and Rapport Between Instructors and Students”

Joseph L. Chesebro, SUNY Brockport

“Instructor Power Use and the Classroom Environment”

Melissa F. Tindage, West Virginia University

Alan K. Goodboy, West Virginia University

The papers in this panel received top reviews from the Instructional Communication Interest Group (ICIG) for 2015. They offer a variety of examinations of a variety of pedagogical tactics and methods – each of which serves to better inform our membership on the state of instructional communication. ICIG members and ECA attendees are invited to participate in discussions with the authors about their methods and ideas for future research.

Friday, 9:30-10:45 AM

Reynolds

ECA TEACHING FELLOWS SESSION

Friday, 9:30-10:45 AM

Shippen

WEATHER, CLIMATE, CRISIS, COMMUNITY: CAN COMMUNICATION PRACTICES AND PRACTITIONERS TURN RESISTANCE INTO RESILIENCE?

Sponsor: Applied Communication
 Chair: **Susan A. Jasko**, California University of Pennsylvania

Meredith L. Morgoch, Clemson University

Mike Egnoto, Ithaca College

Rowena L. Briones, Virginia Commonwealth University

Stacy M. Smulowitz, The University of Scranton

Darrin J. Griffin, The University of Alabama
Bruce Avery, Hofstra University

How can communication experts play meaningful roles in this current and urgent social pageant play? Panelists from six institutions will discuss and debate on the ongoing roles of traditional media, social media, communication consultants, civic and governmental leadership, and grassroots movements in transforming broad based complacency about natural disaster events into short and long range planning informed by scientific assessments and projections, community needs, public safety and national security concerns, and quality of life considerations.

Friday, 9:30-10:45 AM

Whitpen

CRITIQUING POPULAR CULTURE THROUGH MEDIA ANALYSIS

Sponsor: Media Communication
 Chair: **Scott A. Mitchell**, Wayne State University
 Respondent: **Joseph E. Lybarger**, Stark State University

“An Ideological Critique of The Dark Knight Returns”
Guy Wade, Wayne State University

“No Nerd Is An Island: A Textual Analysis of Modern Family’s Alex Dunphy”
Ronald Bishop, Drexel University

“Gender Stereotyping and The Jersey Shore: A Content Analysis”
 Jacqueline S. Anderson, William Paterson University
Sharmila Pixy Ferris, William Paterson University

Various figures in pop culture are the focus of the competitively selected papers on this panel. Three diverse techniques are implemented in the analyzing of the characters and storylines being presented.

Friday, 9:30-10:45 AM

Ballroom A2

(SOCIAL) DELIBERATIONS FROM SOCIAL MEDIA DATA: ECA 2014 AS A CASE STUDY ON SOCIAL MEDIA MARKETING, MANAGEMENT, ORGANIZATION AND PEDAGOGY

Sponsor: Communication and Technology
 Chair: **Rod Carveth**, Morgan State University

Nicholas David Bowman, West Virginia University
Moises Cardenas, West Virginia University
Thomas R. Flynn, Slippery Rock University
Hannah McLaughlin, Slippery Rock University
Douglas Strahler, Slippery Rock University

ECA 2014 marked the first official use social media as an integral part of convention planning, execution, and marketing. Members from all levels of ECA were involved in this process, including: ECA leadership, faculty, undergraduate and graduate students. Our panel collects these voices to demonstrate the institutional, organizational, practical, and pedagogical impact of ECA’s nascent social media effort – presenting a case study for effective social media pedagogy, theory, research, and practice.

Friday, 9:30-10:45 AM

Ballroom E1

PERFORMING MINDFULNESS, MINDFULLY PERFORMING: A ROUNDTABLE AND MINI WORKSHOP ABOUT MINDFULNESS IN TEACHING AND RESEARCHING (IN) PERFORMANCE STUDIES AND COMMUNICATION

Sponsor: Interpretation and Performance Studies
 Chair: **Deanna Shoemaker**, Monmouth University
 Respondent: **Deanna Shoemaker**, Monmouth University

Shauna M. MacDonald, Villanova University
Andrée E. C. Betancourt, Northern Virginia Community College
Elise E. Labbé, The University of South Alabama
Annette M. Holba, Plymouth State University

In this interactive, dialogue-based panel, participants will join the presenters in a discussion of “mindfulness” and its relationship with teaching and conducting research in Performance Studies and the larger Communication discipline. We will explain mindfulness as a concept, ponder its popularity as a cultural phenomenon, discuss its effectiveness and applicability in academic contexts (based in research and experience), and share short mindfulness exercises for participants to take with them into their academic and personal lives.

Friday, 9:30-10:45 AM

Ballroom E2

WHAT ARE THEY LEARNING? USING CORE COMMUNICATION COMPETENCIES TO ASSESS THE BASIC COURSE

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

Isa Engleberg, Prince George’s Community College
James A. Katt, University of Central Florida
Scott A. Myers, West Virginia University

From accreditation concerns to allocation of funds, course assessment has become an even more central focus of discussions about the role of the basic course in general education. One way of justifying the Basic Course is to demonstrate that students are accomplishing what we say they are accomplishing by using a set of core communication competencies with measurable outcomes. Panelists will address critical questions for completing assessment.

Friday, 9:30-10:45 AM

Taste 2

PHILOSOPHY OF COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Philosophy of Communication
 Chair: **Craig T. Maier**, Duquesne University

Friday, 9:30-10:45 AM**Ballroom B****ECA RESOLUTIONS COMMITTEE MEETING I**

Sponsor: ECA

Chair: **Pamela Marshall**, Rowan University**Friday, 9:30-10:45 AM****Ballroom D****MUSES, TV SHOWS, LIBRARIES, AND/OR BRILLIANCE: THE REAL STORY BEHIND HOW SCHOLARS GO FROM NO IDEAS TO STRONG SCHOLARLY PLANS**Sponsor: First Vice President, Theory and Methodology
Undergraduate Scholars ConferenceChair: **Lewis Freeman**, Fordham University**Benjamin R. Bates**, Ohio University**Juliet Dee**, University of Delaware**Thom Gencarelli**, Manhattan College**Renee Hobbs**, University of Rhode Island

What inspires academic research? How do professors, top scholars, or even students take interesting ideas and create strong research? These scholars answer those questions from their unique, personal perspectives as well as:

- How do you set up the "architecture" of your academic "files?"
- How do you structure your research?
- How do you go about the process of writing?

Attendees are encouraged to ask questions about all parts of the scholarly process.

Friday, 10:00-11:00 AM**Ballroom C****COFFEE CAFÉ LEADING TO THE 2015 ECA AWARDS RECOGNITION**

Grab a beverage (or a snack)... and come enjoy it while enjoying the 2015 Awards Ceremony.

Friday, 11:00-12:15 PM**Ballroom C****2015 ECA AWARDS RECOGNITION**

An important element of our organization is the recognition of our colleagues for their exceptional work and efforts. Members are nominated and selected for: the Distinguished Service Award, ECA Article of the Year, the Everett Lee Hunt Award, the Applied Urban Communication Research Grant, ECA Centennial Scholarships (M.A./M.S. and Ph.D.), the Ecroyd Teaching Excellence Award, the Past Officers' Award, and both ECA Research Fellows and ECA Teaching Fellows. All convention attendees are encouraged to join us for light refreshments and the award presentations.

Friday, 12:30-1:45 PM

Ballroom Foyer

COMPETITIVE UNDERGRADUATE POSTER SESSION I

Sponsor: ECA

Undergraduate students with “research in progress” have been competitively selected to present their ideas for the ECA membership. We encourage our ECA community to interact with and help guide our next generation of scholars.

“iPads Are a Student’s Best Friend: New Age Technology and Its Productivity in the Modernday Classroom”

Nicole Webb, The Lincoln University

“Disclosing Sexual History to Romantic Partners: Do Numbers Really Matter?”

Damarah I. Brown, Bloomsburg University of Pennsylvania

“Then and Now: The Kardiak Kids”

Haley Pittman and Courtney Troyer, Ashland University

“Societal outcasts: Michel Foucault and the Role of Madness in Society”

Danielle Perez, East Stroudsburg University

“Thinspirational Material on the Internet: How Thinspiration Blogs Encourage Eating Disorders in Young Women”

Erin Mortara, Ramapo College of New Jersey

“How does Literature Influence Children? Cognitive Dissonance and Dr. Seuss”

Jordan Dodson, Messiah College

“Assessing the Compliance of Students to a Tray-less Cafeteria Proposal”

Andrew Edelblum, The College of New Jersey

Flavie Guitard, The College of New Jersey

Kiran Patel, The College of New Jersey

“Implications of Concussions on American Football”

Karl Leisch, Eastern University

“Single Mother Effect: Defining your Masculinity”

Delvy Nanita, Ramapo College of New Jersey

“The Double-Edged Sword: The Hook-Up Culture’s Creation of a New Form of Sexism”

Kelsey McGrail, State University of New York at Geneseo

“Chasing a Moving Target: The Evolution of the Female Beauty Standard through Advertisements from 1890-1990”

Emily Tenenbaum, State University of New York at Geneseo

“What Changed? An Analysis of Communist Media from 1964-2014”

Rasha Shaker, Wilkes University

“The Effect of Social Media and Facework on Forming Identity”

Samantha Shepherd, James Madison University

“What do Your Posts Say about You?”

Lindsey Bosek, James Madison University

“The Appeal of Evil in *Breaking Bad*”

Sarah Goldy-Brown, Messiah College

“Feminist Theory and the Chick Flick: The Double Bind Facing Working Women in Film”

Molly Shilo, Fordham College at Rose Hill

“Daughters in Protective Families between the Ages of 18 and 25”

Monica Coniglio, Ramapo College of New Jersey

“Terror through the Smartphone”

Julia Lamar, Duquesne University

“Dramatism and the Execution of Genocidal Atrocity: A Textual Analysis”

Devin Dietrich, Messiah College

“Feminist Critique of *The Office*: The Transition of Jan Levinson into the Stereotypical Woman”

Emily Bristol, Eastern University

“The Iconicity of Tank Man”

Rachel Diep, Roger Williams University

Friday, 12:30-1:45 PM

Hamilton

STRATEGIC SOCIAL MEDIA – MINDFUL MARKETING IN THE DIGITAL ERA FOR ACADEMIC DEPARTMENTS AND INSTITUTIONS (SHORT COURSE)

Sponsor: Short Courses

Facilitator 1: **L. Meghan Mahoney**, West Chester University of Pennsylvania

Facilitator 2: **Edward J. Lordan**, West Chester University of Pennsylvania

With technologies constantly changing, it can be difficult for universities to understand how to navigate social media platforms in order to best meet department objectives and needs. This course will: provide an overview of the current digital landscape, detail how major social media platforms work, explore new media business models and theoretical strategies for creating message, and present specific academic campaigns. By the end of the course, participants should be able to effectively construct social media messages to meet individual departmental objectives. *Short Courses require pre-registration.*

Friday, 12:30-1:45 PM

PDRC

NEW JERSEY STATE COMMUNICATION ASSOCIATION 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: New Jersey State Communication Association

Chair: **Christopher Lynch**, Kean University

Friday, 12:30-1:45 PM

Bromley

DISSENTING ENTERTAINMENT: MUSIC, SPORTS, AND VIDEO GAMES AS COMMUNICATION

Sponsor: Undergraduate Scholars Conference
 Chair: **Hannah Cherico Karolak**, Duquesne University
 Respondent: **Scott W. Dunn**, Radford University

“The Nonverbal Gendering of the Passive and Sexualized Female”
Kathryn Tolkowsky, Boston College

“The Subculture of Electronic Dance Music: How Is it Defined?”
Tyler DiChiaro, Ramapo College of New Jersey

“Title IX: Friend or Foe?”
Samantha Brown, State University of New York at Geneseo

“Outer Heaven: Queer Analysis of the *Militaires Sans Frontières*”
Ian Watson, Temple University

Friday, 12:30-1:45 PM

Cook

ECA 2016 CONVENTION PLANNING MEETING II

Sponsor: ECA General Business
 Chair: **Jason S. Wrench**, SUNY New Paltz

First Vice-President Elect, Jason Wrench, will walk all 2016 ECA Interest Group Chairs through the process of submitting Interest Group panels for the 2016 Convention in Baltimore. Two sessions are offered and all 2016 Interest Group Chairs/Planners must attend one (but not both) of the two sessions. Session I occurs on Thursday.

Friday, 12:30-1:45 PM

Flower

CRISIS COMMUNICATION AND ACTIVISM

Sponsor: Undergraduate Scholars Conference
 Chair: **Valerie Lynn Schrader**, Penn State University Schuylkill
 Respondent: **Megan Dowd**, Hamilton College

“‘Good Night Malaysian 370’: A Generative Analysis of Malaysia Airlines’ Press Releases Following the Disappearance of MH370”
Rebekah Cartwright, McDaniel College

“Understanding the Sewol Crisis through Hofstede’s Cultural Dimensions”
Kitty T. Cheung, Northeastern University

“What Role Does Communication Play in Hunger and Food Insecurity?”
Haley Slone, High Point University

“Digital Feminisms: Debating Gendered Violence in the (Counter)Public Sphere”
Sonia Banaszcyk, Northeastern University

Friday, 12:30-1:45 PM

Framton

HOPE HAS CHANGED: NEW REFLECTIONS ON PRESIDENTIAL COMMUNICATION IN THE AGE OF OBAMA

Sponsor: Rhetoric & Public Address
 Chair: **Giuliana Sorce**, The Pennsylvania State University
 Respondent: **Trevor Parry-Giles**, National Communication Association

“Fracking the State of the Union: ‘Natural Gas’ and the Paradox of ‘Promise’”
Jake Dionne, Syracuse University

“Creating a Populist Public: Going Public as Constitutive Rhetoric”
Phillip M. Kostka, Jr., Georgia State University

“Sustaining Capitalism: An Analysis of Capitalist Ideology in the Race to the Top Initiative”
Scott A. Mitchell, Wayne State University

The contested discourses around the fracking of natural gas, the government shutdown of 2013, and the Race to the Top education initiatives are just three of the public challenges President Obama faced in his two terms leading the executive branch. And they provide a launching pad for a discussion in this competitive paper panel on the opportunities and conundrums of the 44th President’s unique rhetorical power.

Friday, 12:30-1:45 PM

Reynolds

INSTRUCTIONAL STRATEGIES FOR SUPERVISING UNDERGRADUATE WRITING

Sponsor: Instructional Communication
 Chair: **Megan M. Dowd**, Hamilton College
 Respondent: **Cheryl Casey**, Champlain College

Sarah N. Hiess, University of Vermont
Heather M. Stassen-Ferrara, Cazenovia College
Kimberly Field-Springer, Ashland University
Laura D. Russell, Denison University

Panelists experienced in supervising undergraduate student writing will discuss practical strategies that professors can use when supervising undergraduate writing in various contexts ranging from professional writing to thesis writing. The objectives of this panel are to provide audience members with tools to take back to their universities and immediately apply that help students develop as writers.

Friday, 12:30-1:45 PM

Shippen

DELIBERATING PROFESSIONAL CIVILITY IN PRECARIOUS TIMES: LIVING COMMUNICATIVE VIRTUE IN THE NEW WORLD OF WORK

Sponsor: Philosophy of Communication
 Chair: **Craig T. Maier**, Duquesne University
 Respondent: **Janie Harden Fritz**, Duquesne University

Craig T. Maier, Duquesne University
Annette Holba, Plymouth State University
Kristen Lynn Majocha, University of Pittsburgh at Johnstown
Amanda G. McKendree, University of Notre Dame
Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

Janie Harden Fritz's Professional Civility: Communicative Virtue at Work articulates a vision of communication ethics in organizations grounded in the goods of productivity, place, persons,

and profession. As economic uncertainty increasingly forces workers of all kinds into the ranks of what is called "the precariat," this panel will deliberate the emerging possibilities for Fritz's work in light of this changing marketplace, followed by a response by Fritz herself.

Friday, 12:30-1:45 PM

Ballroom A1

PUNKS, QUEERS, AND GOSPEL CHOIRS: AN EXAMINATION OF RADICAL IDENTITY PERFORMANCE IN MUSICAL SUBCULTURES

Sponsor: Interpretation and Performance Studies
 Chair: **Tomeka Robinson**, Hofstra University
 Respondent: **Andrée E. C. Betancourt**, Northern Virginia Community College

"We Shall Overcome" Performing Blackness in Traditional Gospel Music"
Sean Allen, Hofstra University

"Did We Not Put the Grrr in Grrrl?" Gender Performativity and Political Potential of Riot Grrrl"
Sierra Ortega, Hofstra University

"Outside the Staff: Bounce and the Performance of Queer Identities"
Jaysin Spradley, Hofstra University

"Performance Piece: Performing Race, Sexuality, and Gender through Music"
Sean Allen, Hofstra University
Jason Spradley, Hofstra University

By exploring the political performance of gender in Riot Grrrl culture, the performance of queer identities the underground hip-hop genre of Bounce, and performance of blackness in the Gospel tradition this panel intends to expand the discussion of the fluid nature of identity performance, namely, in terms of race, gender and sexuality. The panel will conclude with a performance integrating drama, poetry, and personal narrative.

Friday, 12:30-1:45 PM

Ballroom A2

DELIBERATING DIFFICULT ISSUES IN COMMUNICATION CLASSROOMS: A ROUNDTABLE DISCUSSION ON PEDAGOGY AND POSSIBILITY

Sponsor: Voices of Diversity

Chair: **Ruth J. Beerman**, Bloomsburg University of Pennsylvania

“#NotAllPrivileged: The Challenges and Opportunities of Deliberating Privilege in the Classroom”
Blake Abbott, Towson University

“Nonviolent Communication: Compassion during Critical Pedagogical Moments”
Christina E. Saindon, James Madison University

“‘We’ve Come a Long Way’: Drawing on Institutional and Intersectional Analyses to Conduct Classroom Deliberations”
Ruth J. Beerman, Bloomsburg University of Pennsylvania

“Experience as Expertise, Exception, and Excuse: A Pedagogical Paradox for Teaching Gender”
Erin Witte, Towson University

“Silence, Resistance, and Reluctant Acceptance: Negotiating Difficult Conversations Surrounding Rape, Rape Culture and Gender Violence”
Daniel S. Strasser, Rowan University

“Eracism: Using Ethical Intercultural Communication Principles to Facilitate Difficult Conversations of Race and Racism”
Kathryn Hobson, Bloomsburg University of Pennsylvania

“Difficult Deliberations: Observations and Experiences in the Health Communication Classroom”
Kelly Tenzek, SUNY Buffalo

Scholars in various fields agree that controversial topics pose challenges and opportunities for students’ learning. Beginning with the understanding that deliberation of topics is important and challenging, this roundtable highlights the role communication plays in the deliberation of such topics. The participants ground their discussions from several theoretical frameworks, including rhetorical perspectives, nonviolent communication, and institutional and intersectional analyses, as well as within specific contexts or courses, including gender, sexuality, race, and health communication.

Friday, 12:30-1:45 PM

Ballroom E1

STATE AND LOCAL POLITICS: DELIBERATING OUR FUTURES CLOSER TO HOME

Sponsor: Argumentation and Forensics, Political Communication

Chair: **Jane Elmes Crahall**, Wilkes University

“The D.C. Mayor’s Race, 2014: Running Against the Specter of Corruption”
Kathleen Kendall, University of Maryland, College Park

“Did He Buy the Election?: The Rhetorical Construction of Power in Tom Wolf’s Pennsylvania Gubernatorial Primary Campaign Win”

Andi McClanahan, East Stroudsburg University of Pennsylvania

“Television Advertising in Maryland’s 2014 Gubernatorial Election Campaign: Help or Hindrance in Voter Deliberation of the Issues?”

Carl T. Hyden, Morgan State University

“It’s Kinda Like a Faculty meeting: An Up-Close Look at the Congressional Race in Virginia’s Seventh District”

Theodore F. Sheckels, Randolph-Macon College

Too often national electoral politics dominate people’s attention. State and local politics tend to take a back seat. Yet, it’s what happens at state and local levels that has the greatest potential to directly affect our lives. This panel examines campaigns in a city, in two state gubernatorial races and a particularly interesting race in which two professors from the same college are seeking to replace a defeated Congressman.

Friday, 12:30-1:45 PM

Ballroom E2

EXAMINING CURRENT INTER/CULTURAL COMMUNICATION ISSUES

Sponsor: Intercultural Communication

Chair: **Ali E. Erol**, American University

Respondent: **Nathaniel Simmons**, La Salle University

“American and Finnish College Students’ Traits and Out-of-Class Communication with Instructors”

Daniel H. Mansson, Penn State Hazleton

Stephen M. Croucher, University of Jyväskylä

“Shall I Help a Stranger? Spiritual Intelligence and its Relation to Religiosity, Altruism, Ethnocentrism, Intercultural Willingness to Communicate, and the Intention to Act”

Kathleen D. Clark, The University of Akron

Yang Lin, The University of Akron

Virginia Maher, The University of Akron

“Autoethnographic Reflection on Research into Rwandan Former Refugees’ and Genocide Survivors’ (FRGS) Narratives and Discourses”

Seif Sekalala, Drexel University

“Women in Prison: Understanding the Intercultural Reality of Prison through Cultural Schema Theory in Netflix’s Orange is the New Black”

Ellen Santa Maria, West Chester University of Pennsylvania

This panel allows us to consider the nature of culture and how can we best understand it. Investigations here examine inter/cultural communication issues within Finland, the United States, and Rwanda.

Friday, 12:30-1:45 PM

Taste 2

AGREEING TO DISAGREE: AN INTERACTIVE SYMPOSIUM ABOUT COMMUNICATION THEORIES AND THEIR IMPACT ON NON-ACADEMIC, PROFESSIONAL SCENARIOS

Sponsor: Applied Communication, Organizational Communication
Facilitator: **Cristina González Alcalá**, Summit Education Initiative

“Saving Lives: Communication Training Of First Responders And Emergency Medical Personnel”
Theodore A. Avtgis, Ashland University

“Theory and Sport Practice”
Dariela Rodríguez, Ashland University

“Terror Management Theory and Airline Safety”
Lindsey A. Harvell, James Madison University

“Jury Selection as a Function of Communicator Style”
Charles J. Wigley, Canisius College

“Planned Organizational Change and Participant Perceptions”
Stacy M. Smulowitz, The University of Scranton

In the spirit of deliberation, this symposium invites the audience (including invited non-academic community groups) to consider a collection of research that examines the impact and applicability of organizational communication theories in professional environments. We will begin with an overview by our Facilitator followed presenters’ discussion of the themes of their research findings, and then invite the audience to engage on those themes in the spirit of promoting the unification of theory and practice.

Friday, 12:30-1:45 PM

Ballroom B

CONTENT, CONTEXT AND CONSEQUENCE: A DISCUSSION OF ORIGINAL RESEARCH ON COMMUNICATION AND THE 2014 MIDTERM ELECTIONS

Sponsor: Political Communication
Chair: **Dan Schill**, James Madison University

“Which Dog Will Hunt? Wendy Davis v. Greg Abbott in the 2014 Texas Gubernatorial Election”
Rita Kirk, Southern Methodist University

“Piling On or Pushing Back? The North Carolina Senate Campaign Between Kay Hagan and Her Republican Challenger”
John Llewellyn, Wake Forest University

“Personality and Issue Framing: An Analysis of the 2014 Virginia Senate Race”
Dan Schill, James Madison University

“Last Southern Democrat Standing: Mark Pryor and Tom Cotton in the 2014 Arkansas Senate Race”
Stephen A. Smith, The University of Arkansas

This session features four presentations of competitively selected research papers examining significant 2014 midterm elections – three congressional races and one gubernatorial – to move toward a more complete understanding of non-presidential campaign communication. Papers will address the communication strategies of the campaigns (content), the national and state-specific rhetorical situations (context), and the implications of each race for the country and for communication theory (consequence).

Friday, (DOUBLE SESSION) 12:30-3:15 PM

Ballroom D

DELIBERATION IN ACTION: INTERACTIVE CONSIDERATION OF THE FUTURE OF THE BASIC COURSE (ALL ECA ATTENDEES ENCOURAGED TO ATTEND)

Sponsor: First Vice President

Chair: **J. Michael Hogan**, The Pennsylvania State University

Facilitators: **David Dzikowski**, The Pennsylvania State University

Nichola Gutgold, The Pennsylvania State University

Rebecca Townsend, Manchester Community College

Eryn Travis, West Chester University of Pennsylvania

Kerry Brynes, Collin College

James M. Durbin, The University of Akron

Kristen Campbell Eichhorn, SUNY Oswego

Kristin English, Georgia University

Thomas R. Flynn, Slippery Rock University

Ann Bainbridge Frymier, University of Miami

Lance Holbert, Temple University

Ron Jackson II, University of Cincinnati

David Levasseur, West Chester University of Pennsylvania

Tobi Mackler, Montgomery County Community College

Pamela Marshall, Rowan University

Christine Pease-Hernandez, Slippery Rock University

Sharmila Pixy Ferris, William Patterson University

Elizabeth Saldan, University of Delaware

Valerie Swarts, Slippery Rock University

Rebecca Townsend, Manchester County Community College

Jennifer Waldeck, Chapman University

Susan Ward, Delaware County Community College

Sara Weintraub, Regis College

(tbd)

In recognition of ECA's 2015 theme, Deliberation: Philadelphia, the Center for Democratic Deliberation (CDD) at Penn State will facilitate a deliberative forum on the topic, "The Future of the Basic Course" that will occur in two stages: small group discussions then a town hall-style meeting – with the goal of identifying the key issues and considered solutions for the basic course. All convention attendees are welcome to participate.

Friday, 2:00-3:15 PM

Bromley

**INSTITUTE OF GENERAL SEMANTICS AFFILIATE ORGANIZATION 2015 ANNUAL ECA
BUSINESS MEETING**

Sponsor: Institute of General Semantics
Chair: **Thom Gencarelli**, Manhattan College

Friday, 2:00-3:15 PM

Claypoole

HEALTH COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Health Communication
Chair: **Heather M. Stassen-Ferrara**, Cazenovia College

Friday, 2:00-3:15 PM

Boardroom

MAINTAINING IMAGE IN POLITICAL MEDIA COVERAGE

Sponsor: Media Communication
Chair: **Ellen Santa Maria**, West Chester University of Pennsylvania
Respondent: **Guy Wade**, Wayne State University

“Reimagining “The Situation Room”: Memes of an Ambiguous Political Image”
Kimberley J. Hannah, University of Maryland, College Park

“#NotIntendedToBeAFactualStatement: Political Truth as a Thing of the Past?”
Christopher J. Gilbert, Indiana University

“‘This is a lie, stop it’: The Department of Veterans Affairs Misadventures in Image Restoration”
Douglas Wilbur, The University of Texas at San Antonio

The competitively selected papers on this panel focus on the concept of image and the ways that it is portrayed and preserved in different political media coverage situations.

Friday, 2:00-3:15 PM

Cook

**CONTEXTUALIZING WOMEN’S HUMOR IN MEDIA: DELIBERATING THE DISTINCTIONS
BETWEEN WOMEN’S HUMOR AND FEMINIST HUMOR (TOP USC PAPERS)**

Sponsor: Undergraduate Scholars Conference
Chair: **Scott W. Dunn**, Radford University
Respondent: **Kristin N. English**, Georgia College & State University

“Veiled Subordination: The Transmission of Gender Posing from Fine Art to Modern Advertising”
Chelsea Butkowski, State University of New York at Geneseo

“All It Takes Is a Like for Me to be Happy: Instagram and its Impact on Self-Concept”

Arlene Quinones, State University of New York at Oswego

Kaitlynn Fuller, State University of New York at Oswego

Nicole Wilson, State University of New York at Oswego

“Rage and Love: A Rhetorical Analysis of Green Day’s American Dichotomy”

Stephen J. Koffel, Eastern University

“The Future Looks Bleak?: Negotiation and Reimagination of Gender Roles in YA Dystopian Novels”

Jennie Conway, State University of New York at Geneseo

This panel features the best papers submitted the James McCroskey Virginia P. Richmond Undergraduate Scholars Conference.

Friday, 2:00-3:15 PM

Flower

COMMUNICATION PRINCIPLES FOR PROGRAMMATIC CHANGE: HOW TO DELIBERATE WITH YOUR COLLEAGUES TO CONDUCT ASSESSMENT, PRODUCE PROGRAM REVIEWS, AND IMPLEMENT CHANGE

Sponsor: Communication Administration

Chair: **Gayane Torosyan**, SUNY Oneonta

Respondent **Angela G. La Valley**, Bloomsburg University of Pennsylvania

“Knowing Your Audience to Serve Them Well: Using Audience Analysis and Person-Centered Communication for Successful Assessment, Program Review, and Implementation”

Kate Simcox, Messiah College

“Lessons Learned: Rapid Changes in University Assessment”

Stacy M. Smulowitz, The University of Scranton

“Communicating Change: Mindful Deliberation for Academic Excellence”

Mary Ann Danielson, Creighton University

“Using Multiple Modes to Communicate the Need for Change”

Dianne Garyantes, Rowan College

Communication departments are charged with the assessment of student learning, completion of thorough program reviews, and the implementation of action plans which improve student learning outcomes. Unfortunately, even communication departments encounter roadblocks to generative deliberation that would lead to positive change. This panel deliberates on specific ways that effective communication principles and practices equip us to overcome these challenges. Audience members will hear case studies that resulted in positive changes at a variety of institutions.

Friday, 2:00-3:15 PM

Framton

POLITICS, IDEOLOGIES, AND CIVIL LIBERTIES: EXAMINATIONS OF APPLIED COMMUNICATION CONSTRUCTS IN SOCIO-POLITICAL SETTINGS

Sponsor: Applied Communication
 Chair: **Nicole Files-Thompson**, The Lincoln University
 Respondent: **Janie Harden Fritz**, Duquesne University

“Deciphering the Ideological Shorthand of U.S.-Based White Supremacist ‘Hate Sites’”
Brett Barnett, Slippery Rock University

“A Politics of Contagion as a Liberatory Framework for Social Policies on Homelessness: An Exploration in Generative Metaphor and Biopolitical Thought”
Heather Curry, University of South Florida

“License and Registration (Please): Police Officers’ Use of Compliance-Gaining Communication with Other Officers and Citizens”
Alexander L. Lancaster, West Virginia University
Maria Brann, Indiana University - Purdue University Indianapolis

Applied communication allows us to examine communication research in a variety of contexts. This panel represents a mixture of research techniques all examining applied communication in social-political contexts – including: US based hate speech, social policies on homelessness, and compliance gaining by police officers.

Friday, 2:00-3:15 PM

Reynolds

THE USES AND RHETORIC OF VISUAL MEDIA

Sponsor: Undergraduate Scholars Conference
 Chair: **Leeanne Bell McManus**, Stevenson University
 Respondent: **Leeanne Bell McManus**, Stevenson University

“Viral Video Phenomenon: User Reaction and Sharing”
Breigh Madigan, Manhattan College

“Crippling Our Superheroes: Disability Representation in the Marvel Universe”
Cassandra Nicol, State University of New York at Geneseo

“‘Trust Me, I’m, um, Credible’: A Rhetorical Analysis of Broadcast News”
Julia Elizabeth Schuller, Pennsylvania State University

“The Mystery of the Working Mother: A Textual Analysis of *Grey’s Anatomy*”
Hannah Teklits, Messiah College

Friday, 2:00-3:15 PM

Whitpen

HANNAH ARENDT: DELIBERATING PUBLIC, PRIVATE, AND PARIAH SPACES

Sponsor: Philosophy of Communication
 Chair: **Susan Mancino**, Duquesne University

Ronald C. Arnett, Duquesne University
Joel S. Ward, Geneva College
David B. Stern, Frostburg State University
Kristin Roeschenthale Wolfe, Edinboro University

Hannah Arendt is an important philosopher of politics and communication whose work foregrounds the importance of deliberation in our time. Her research into the parvenu/pariah relationship, political affairs, “the banality of evil,” and the public, private, and social spheres advanced our understanding of political and personal relationships. This panel takes Arendt’s philosophy from the mid-twentieth century and applies it to contemporary debates in culture and society.

Friday, 2:00-3:15 PM

Ballroom A2

VOICES OF DIVERSITY INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Voices of Diversity
 Chair: **Truman R. Keys**, Western Connecticut State University

Friday, 2:00-3:15 PM

Ballroom E1

TOP COMPETITIVE PAPERS IN INTER/CULTURAL COMMUNICATION

Sponsor: Intercultural Communication
 Chair: **Yea-Wen Chen**, Ohio University
 Respondent: **Chukwuka Onwumechili**, Howard University

“Deliberation of Schemas for Veracity between an Auditory and Visual Speech Community:
 Exploring Deception Beliefs in the Deaf and Hearing”

Darrin J. Griffin, The University of Alabama
Mark G. Frank, University of Buffalo, SUNY

“Too Nervous to Talk: The Life Space of Intercultural Communication Apprehension”
Rong Ma, University of Maryland, College Park

“Making up or Getting even? The Effects of Face Concerns, Self-Construal, and Apology on
 Forgiveness, Reconciliation, and Revenge in the United States and China”

Qin Zhang, Fairfield University
John G. Oetzel, University of Waikato
Stella Ting-Toomey, California State University, Fullerton

“Taking Advantage of Being Foreign: Gaijin Smashing for Privacy Management”
Nathaniel Simmons, La Salle University

The Top Four Competitive Papers from the Intercultural Communication Interest Group for 2015 provide a broad lens of how intercultural communication should be considered in a variety of contexts. We invite our members and all ECA Convention attendees to come participate in discussions with the authors.

Friday, 2:00-3:15 PM

Ballroom E2

MAINTAINING CURRICULAR INTEGRITY: USING INSTRUCTIONAL DESIGN METHODS TO ALIGN COURSE CONTENT

Sponsor: Community College, Instructional Communication

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

“Speaking of Success: **Using Integrated Course Design to Re-envision the Public Speaking Course**”

Susan M. Ward, Delaware County Community College

“Designing for Multimodal Outcomes: Using Dick, Carey and Carey’s Instructional Design Model”

Kate Ranieri, Muhlenberg College

“So Many ‘Firsts’: Creating a Basic Communication Course Based on Fink’s Integrated Course Design”

Shelley D. Lane, The University of Texas at Dallas

“Aligning Assignments, Tests, Readings, and Activities with General Education, Department, and Course Goals”

Don M. Boileau, George Mason University

“Using Fink’s Taxonomy of Significant Learning to Realign the Basic Course”

Timothy C. Ball, James Madison University

Set against the backdrop of maintaining curricular integrity, this panel addresses methodologies for aligning course activities, course assessments, and course learning goals one with another. Using a variety of courses as examples, panelists focus on practical applications of selected instructional design models. In particular, panelists will address the use of college-wide learning goals to guide course design, focusing on situational factors to create significant learning experiences, and adjusting course content to reflect assessment needs.

Friday, 2:00-3:15 PM

Taste 2

TOP PAPERS IN THE KENNETH BURKE INTEREST GROUP

Sponsor: Kenneth Burke

Chair: **Jean Costanza Miller**, The George Washington University

Respondent: **Annie Laurie Nichols**, University of Maryland, College Park

“Rhetorical Fags: The Queer Politics of Fear & the Institutionalized Consubstantiality of Homophobia/ Homonormativity”

Joe Hatfield, Syracuse University

“Neuroscientific Perspective by Incongruity”

Michelle G. Gibbons, SUNY Delhi

“Male Authority of Female Sexuality: A Burkean Analysis of Female Oppression in Film”

Laura Arky, Eastern University

This panel features the top competitive papers that were submitted to the Kenneth Burke Interest Group for 2015. Following the presentation of the papers and the response, we encourage audience members to keep the conversation going with lively discussion.

Friday, 2:30-4:00 PM (Special Time – Community Session)

Hamilton

STRATEGIC SOCIAL MEDIA – MINDFUL MARKETING IN THE DIGITAL ERA FOR BUSINESSES (SHORT COURSE)

Sponsor: Short Courses

Facilitator 1: **L. Meghan Mahoney**, West Chester University of Pennsylvania

Facilitator 2: **Edward J. Lordan**, West Chester University of Pennsylvania

To bring the offerings of the ECA membership to the greater community and foster connections between the two, this short course (initially offered to only our ECA convention attendees earlier in the convention) will be revised and offered to local business organizations. *Short Courses require pre-registration.*

Friday, 3:30-4:45 PM

Ballroom Foyer

COMPETITIVE UNDERGRADUATE POSTER SESSION II

Sponsor: ECA

Undergraduate students with “research in progress” have been competitively selected to present their ideas for the ECA membership. We encourage our ECA community to interact with and help guide our next generation of scholars.

“The Effects of Coach’s Communication Styles on Individual Player’s Sport Performance”

Kelly Pizzigrilli, George Mason University

“The Gender Role Portrayal in the Disney Princess Line”

Megan Salatino, Ashland University

“Life and Death and Death and Life: Net Neutrality Revisited”

Joseph Pentz, Hofstra University

“The Magazine Industry: Are Magazines a Dying Field or Is the Digitization of Magazines Revamping the Structure?”

Rachel Crocetti and Christine Brazeau, Hofstra University

“Self-disclosure: Past, Present & Future”

Taylor Campbell, Ashland University

“Discourse in Sexual Health Communication and Making Sense of Identities”
Hali Simons, The George Washington University

“Challenging the Status Quo: An Evolution of Labeling those with a Disability”
Shawn Carey, Wilkes University

“Do be So Cynical: A Close Textual Analysis of *This Is Water*”
Devin Lane, Messiah College

“Do I Want to Be a Disney Princess? A Fantasy Theme Analysis on *The Princess and the Frog*”
Tyana Anglin, Eastern University

“Relating with the Phantom: Relational Dialectics Theory and *The Phantom of the Opera*”
Catherine Mahon, Penn State University - Schuylkill

“Influencing Public Perceptions of Homosexuality: The Use of Agenda Setting through LGBT Television Characters”
Joe Saufley, Messiah College

“Exploring Perceptions of Lung Cancer and Peritoneal Mesothelioma: Initial Campaign Design”
Lauren Fattlar and Lauren Miller, Ashland University

“Inciting Rebellion in Colonial India: A Rhetorical Analysis of Mahatma Gandhi’s 1942 Do or Die Speech”
Jacob Hoffman and Jesse Gurney, The George Washington University

“Lady for Ladies: Gaga for Feminism”
Brandon Molina, Ramapo College of New Jersey

“Fixing Political Misperceptions: Humor as a Vehicle for Corrective Information”
Shannon Poulsen, University of Delaware

“Media Framing and Stigmas of Attention Deficit Hyperactivity Disorder (ADHD)”
JiYeon Im, State University of New York at Geneseo

“Cultural Intelligence: An Intrinsic Relationship between Cultural Intelligence and Intercultural Communication Apprehension in Understanding Human Function in Culturally Diverse Settings”
Sierra Levy, State University of New York New Paltz

“The Rhetoric of Commencement Speeches: Ellen DeGeneres at Tulane University”
Jenny Donahue, Temple University

“Embracing Diversity: Exploring International Students Communicative Experiences on US Campuses”
Qing Jin, Eastern University

“Dramatism and the Execution of Genocidal Atrocity: A Textual Analysis”
Devin Dietrich, Messiah College

“Seeking Salvation: An Analysis of Media Framing in *Arab News* and *The Guardian* of Barack Obama in the 2008 United States Presidential Election”
Anne Li, Bergen County Academies

“A Defense of Ilker Basbug: With Modern Stasis Theory”
Eugenia Soiles, Northeastern University

Friday, 3:30-4:45 PM

PDRC

NEW YORK STATE COMMUNICATION ASSOCIATION 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: New York State Communication Association
 Chair: **Maureen M. Louis**, Cazenovia College

Friday, 3:30-4:45 PM

Bromely

POLITICAL COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Political Communication
 Chair: **Tracey Quigley Holden**, University of Delaware

Friday, 3:30-4:45 PM

Claypoole

TOP FOUR COMPETITIVE PAPERS IN HEALTH COMMUNICATION

Sponsor: Health Communication
 Chair: **Heather M. Stassen-Ferrara**, Cazenovia College
 Respondent: **Benjamin R. Bates**, Ohio University

“Addressing the Role of Health Literacy in Social Science: The Revision and Validation of the Perceived Oral Health Literacy Scale” *

Sara LaBelle, Chapman University

Keith D. Weber, West Virginia University

Melanie Booth-Butterfield, West Virginia University

Matthew M. Martin, West Virginia University

Scott A. Meyers, West Virginia University

Melissa B. Wanzer, Canisius College

“Just What the Doctor Tweeted: Physicians’ Challenges and Rewards of Using Twitter” **

Jordan M. Alpert, George Mason University

Frances E. Womble, George Mason University

“A Byproduct Of Eating Disorder Public Service Announcements: The Reinforcement of Stigma Associated with People Who Have Eating Disorders”

Irina A. Iles, University of Maryland, College Park

Anita Atwell Seate, University of Maryland, College Park

Leah Waks, University of Maryland, College Park

“Effects of Interpersonal Communication, Knowledge, and Attitudes on Pertussis Vaccination in Vermont”

Sarah N. Heiss, University of Vermont

Heather J. Carmack, James Madison University

Amy E. Chadwick, Ohio University

This panel features the Top Four Competitive Papers from the Health Communication Interest Group from 2015. While each paper explores health communication across a variety of methods and content areas, each represents the best scholarship in our area – and is worthy of considerable deliberation.

* Top Paper

** Top Graduate Student paper

Friday, 3:30-4:45 PM
Cook

WHAT IS DISCURSIVE SPACE? WHY SHOULD ADVOCATES FOR SOCIAL CHANGE AND PUBLIC DELIBERATION CARE?

Sponsor: Voices of Diversity

Chair: **Maria Simone**, Rowan University

“The Evolution of Discursive Space for LGBT Community on Northeastern College Campuses”
Truman R. Keys, Western Connecticut State University

“I, Too, Am Harvard: An Analysis using Grounded Theory”

Michael L. Forst, The University of Alabama

D. Hunter Coward, The University of Alabama

“Fixing Voice: The Role of Social Media in Globalization from Below”

Sanae Elmoudden, St. John's University

“White Expatriate Cyber-Protest: The Case of Blogs and a Facebook Page Denouncing South Korean Televised ‘Xenophobia’”

David C. Oh, Ramapo College of New Jersey

Discursive space enables individuals, groups and communities to have “voice” and promote change. In the 21st century increasingly social media enables the “average” citizen to use these spaces to create, disseminate and receive content. This panel addresses the purposes and functions of discursive space as it evolves to address the needs of its users.

Friday, 3:30-4:45 PM
Flower

INTERCULTURAL COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Intercultural Communication

Chair: **Yea-Wen Chen**, Ohio University

Friday, 3:30-4:45 PM
Frampton

STEREOTYPES AND AGGRESSION: WHAT VIEWERS LEARN FROM TELEVISION

Sponsor: Undergraduate Scholars Conference

Chair: **Jack Dionne**, Syracuse University

Respondent: **Jack Dionne**, Syracuse University

“Not Just a Mindless Activity: Reality Television, Perceived Realism of Television and Verbal and Relational Aggressive Behavior of Viewers”

Jessica Pikowski, High Point University

“Where Did the Dream Go?: Mad Men and the Loss of Faith in the American Dream”

Anieze Osakwe, George Washington University

“A Modern Look at *Modern Family*”

Nereida Millan, Manhattan College

“Latino Stereotypes in Media: Has the Increased Population in the U.S. Made an Impact?”

Kendyl Voli, Ramapo College of New Jersey

Friday, 3:30-4:45 PM

Reynolds

INTERPRETING CULTURE THROUGH ADVERTISING IMAGES

Sponsor: Undergraduate Scholars Conference

Chair: **Joe Hatfield**, Syracuse University

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

“American Carnism in Advertisement: An Ideological Criticism”

Katherine Klein, Boston College

“The Narrative Paradigm Theory: Power in Advertising”

Katherine Johnston, Messiah College

“Sex on the Blue Bottle: The Objectification of Women in Skyy Vodka Advertisements”

Jennifer O'Neil, State University of New York at Geneseo

“The Commodification of Anti-Consumerism: Evaluating Adbusters’ Anti-Corporate Rhetoric”

Eleanor Innis, Temple University

Friday, 3:30-4:45 PM

Shippen

REVISITING AND REVISING THE ANCIENTS: NEW PATHWAYS IN RHETORICAL THEORY AND HISTORY

Sponsor: American Society for the History of Rhetoric, Rhetoric & Public Address

Chair: **Michelle G. Gibbons**, SUNY Delhi

Respondent: **Michael J. Hostetler**, St. John’s University

“A Funny Thing Happened on the Way to Decorum: Quintilian’s Reflections on Rhetorical Humor”

Don Waisanen, Baruch College - CUNY

“Irony, or Rhetoric’s Thin Veil as a Thing of the Present”

Christopher J. Gilbert, Indiana University

“Plato and Nietzsche: Advancing an Understanding of a Shared Conceptual Framework”

L. Shelley Rawlins, Southern Illinois University

This special panel cosponsored by the American Society for the History of Rhetoric Affiliate Organization and the Rhetoric & Public Address Interest Group collects competitive papers that creatively and compellingly bridge the study of ancient rhetorical theories with relevant philosophical and political concerns of today. By revisiting Plato, Cicero, and Quintilian through fresh and innovative readings, panelists will engage the audience with new takes on irony, humor, and no less than the very essence of “being.”

Friday, 3:30-4:45 PM

Whitpen

CONTEMPORARY PHILOSOPHICAL PERSPECTIVES ON COMMUNITY COMMUNICATION

Sponsor: Philosophy of Communication

Chair: **Garnet C. Butchart**, Duquesne University

“The Regenerative Community: Leisure, Bildung, and Sustainability”
Annette Holba, Plymouth State University

“The Interruption and Rootlessness in the Digital-Global Community”
Inci Ozum Ucok-Sayrak, Duquesne University

“Community, Enclosure and Communication Architecture”
Joel S. Ward, Geneva College

“Communication and Community in the Philosophy of Roberto Esposito”
Garnet C. Butchart, Duquesne University

The philosophy of communication has long recognized that our assumptions about community shape how we approach deliberation. Through an examination of terms such as Bildung, rootedness, enclosure, leisure, immunitas, and bios from contemporary German, French, Italian, and Greek philosophical perspectives, the papers on this panel explore moral and economic uncertainty, precarity, and the architecture of self and other in digital media environments as they relate to the challenge of community.

Friday, 3:30-4:45 PM

Ballroom A1

DEMOCRATIC DELIBERATION AND THE WORK OF JAMES W. CAREY (A ROUNDTABLE)

Sponsor: Media Ecology

Chair: **James C. Morrison**, Boston College

Susan Drucker, Hofstra University

Gary Gumpert, Urban Communication Association

Donald A. Fishman, Boston College

Lance Strate, Fordham University

In “Mass Communication and Cultural Studies,” James W. Carey poses questions about the framing of public deliberations by media, which this panel will address: “[H]ow do changes in forms of communications technology affect the constructions placed on experience? How does such technology change the forms of community in which experience is apprehended and expressed? What, under the force of history, technology, and society, is thought about, thought with, and to whom is it expressed?”

Friday, 3:30-4:45 PM

Ballroom A2

COMMUNICATION ADMINISTRATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Communication Administration
Chair: **Janie Harden Fritz**, Duquesne University

Friday, 3:30-4:45 PM

Ballroom E1

UNDERGRADUATE DELIBERATIVE PERFORMANCE SHOWCASE: A MIXED GENRE PERFORMANCE PANEL

Sponsor: Interpretation and Performance Studies
Chair: **Jennifer L. Shamrock**, Monmouth University
Respondent: **Christina E. Saindon**, James Madison University

Heidi M. Rose, Villanova University
Shauna M. MacDonald, Villanova University
Deanna Shoemaker, Monmouth University
Lisa Weckerle, Kutztown University
Deryl Johnson, Kutztown University

This performance panel brings together student performers from several institutions to share solo and group deliberative performances exploring questions and issues of social relevance. With the goal of showcasing diverse genres of performance and the dedicated work of performance students in our region, this panel will also provide a platform from which to critically interrogate performance as creative deliberative communication.

Friday, 3:30-4:45 PM

Ballroom E2

(RE)CONSIDERING DOCTOR-PATIENT DISCOURSE: AVOIDANCE, COMPLIANCE, AND IMPROVED RELATIONS IN DOCTOR-PATIENT COMMUNICATION

Sponsor: Health Communication
Chair: **Corey J. Liberman**, Marymount Manhattan College
Respondent: **Laura D. Russell**, Denison University

“Drawing the Line Between Health and Spirituality: Physicians’ Use of Religious Topic Avoidance Strategies”

Brenda L. MacArthur, George Mason University
Melinda M. Villagran, Texas State University
Mollie R. Canzona, George Mason University
Dean A. Seehusen, Fort Belvoir Community Hospital

“Improving Healthy Trans-Patient-Doctor-Communication: Recommendations and Advice for Doctors Communicating with Trans Community Members”

Katy Ross, Ohio University

Gina Castle Bell, West Chester University of Pennsylvania

“Physicians’ Perceptions and Use of Compliance-Gaining Strategies in Encouraging Long-Term Health Behavior Change”

Kayla J. Pochop, The University of South Dakota

Jill Tyler, The University of South Dakota

This panel of competitive papers explores three topics within the context of doctor-patient communication. Specifically, these papers examine the ways in which physicians avoid discussion of religion, creating a healthy communication environment for trans-patient-doctor-communication, and persuasion tactics directed at non-compliant patients.

Friday, 3:30-4:45 PM

Taste 2

EXAMINING OTHERS’ INFLUENCE: FAMILY MEMBERS, FRIENDS, AND COACHES IMPACT ON INSTRUCTIONAL COMMUNICATION PRACTICES

Sponsor: Instructional Communication

Chair: **Marian L. Houser**, Texas State University

Respondent: **Jennifer Knapp**, SUNY Oswego

“The Distal Role of Family Communication in Fostering Instructional Dissent”

Alan K. Goodboy, West Virginia University

Christine E. Rittenour, West Virginia University

Scott A. Myers, West Virginia University

San Bolkan, California State University, Long Beach

“Power Play: Coach Power Use and Athletes’ Communicative Evaluations and Responses”

Gregory A. Cranmer, West Virginia University

Alan K. Goodboy, West Virginia University

“Desired Leadership Styles In Classroom And Court: Comparing Ideal Coaching And Teaching Styles Of Collegiate Student-Athletes”

Elzbieta Klein, West Virginia University

Matthew M. Martin, West Virginia University

Andrea Weber, West Virginia University

Keith D. Weber, West Virginia University

“The Relationship between Academic Social Support, Retention Attitudes, and Self-Esteem: A Preliminary Investigation”

Kevin Fomengia, University of Maryland, College Park

Anita Atwell Seate, University of Maryland, College Park

Academia is a much bigger picture than simply what happens in the classroom. Much of what we do, say, and experience in the classroom comes from the contextual influences on instructors, coaches, and students. This panel features papers that explore the unique influence that relationship types have on communication behaviors.

Friday, 3:30-4:45 PM

Ballroom B

REVISITING HISTORY THROUGH HUMOR AND STORYTELLING

Sponsor: Media Communication
 Chair: **James M. Durbin**, The University of Akron
 Respondent: **Alison N. Novak**, Temple University

“Hitler and Humor: Parody as a Means of Coping with Cultural Trauma”
Giuliana Sorce, The Pennsylvania State University

“‘It’s So Wrong, It’s Right!’: Deliberating the Potential of Humor Theory in Sitcoms”
Nancy Bressler, James Madison University

“Vernacular Representation Towards Deliberation: The StoryCorps Project”
Jaclyn L. Bruner, University of Maryland, College Park

The competitively selected papers on this panel examine the use of humor and storytelling, as well as historical preservation. These contexts are examined from several different angles, which serve to shed light on the social and historical importance associated with the topics being discussed.

Friday, 3:30-4:45 PM

Ballroom D

DELIBERATING SOCIAL CONNECTIONS THROUGH SOCIAL MEDIA AND ONLINE GAMING

Sponsor: Communication and Technology
 Chair: **David McMahan**, Missouri Western University
 Respondent: **Calvin Troup**, Duquesne University

“Are People Who Participate on Celebrity Gossip Blogs More Likely to Develop Parasocial Relationships? A Study of Social Media Use Guided by Uses and Gratifications”
Rebecca K. Britt, South Dakota State University

“Wikipedia: A Sociotechnical System”
Randall Livingstone, Endicott College

“An Exploratory Analysis of Social Activism Through Social Media”
Michelle Seelig, University of Miami

“The Enjoyment of Grieving in Online Games”
Hunter L. Paul, West Virginia University
Nicholas David Bowman, West Virginia University
Jaime Banks, West Virginia University

As communication on and through social media has become a mainstream activity, understanding actions via these mediums reveals much about our society and the individuals performing the actions. Yes...how we act on social media can be very telling. These papers examine the more “social” aspects of social media and our reactions to them.

Friday, 5:00-6:15 PM

Bromely

TOP PAPERS IN POLITICAL COMMUNICATION

Sponsor: Political Communication

Chair: **Tracey Quigley Holden**, University of Delaware

“Civility, Power, and Deliberation in the Public Sphere”

Shelley D. Lane, The University of Texas at Dallas

“Us and Them: Millennials’ Perspective on their Political Disaffection”

Jason Zenor, SUNY Oswego

“College Students Use of Social Media and Their Participation in the 2012 Election”

Shafiq Rahman, Chadron State College

We invite attendees of the 2015 ECA Convention to hear presentations by authors of our top three papers submitted to the Political Communication Interest Group. Each paper offers a unique perspective on the state of political discourse, from new technology in the hands of new voters to the deeply entrenched issues of deliberation, debate, and demagoguery. After the presentations, the chair will facilitate a discussion of the research and audience feedback.

Friday, 5:00-6:15 PM

Claypoole

CASE STUDIES AND CRISIS: A MEDIATED APPROACH

Sponsor: Media Communication

Chair: **Nicholas Prephan**, Wayne State University

Respondent: **James M. Durbin**, The University of Akron

“What Not to Do in a Crisis: The Case of Donald Sterling”

Rod Carveth, Morgan State University

“The President as a Character: A Narrative Analysis of Drone Strikes during the Obama Presidency”

Brion White, Bloomsburg University of Pennsylvania

“Advertising and Globalization: A Case Study Analysis of Ford’s Global Advertising Campaign, ‘Go Further’”

Susannah K. McMonagle, Eastern University

The three competitively selected papers on this panel focus on specific instances in which public relations strategies and advertising tactics have been employed in an effort portray their respective clients in the most positive light. The participants on this panel examine the effectiveness of these campaigns.

Friday, 5:00-6:15 PM

Cook

PEDAGOGY 2.0: THE EVOLVING DISCOURSE OVER SOCIAL MEDIA IN EDUCATION

Sponsor: Instructional Communication

Chair: **Douglas Strahler**, Slippery Rock University**Douglas Strahler**, Slippery Rock University**Nicholas David Bowman**, West Virginia University**Mete Akcaoglu**, Georgia Southern University**William Hart**, Norfolk State University**Adam Earnhardt**, Youngstown State University

Social media platforms have become an increasing popular computer-mediated communication tool for educators, which have created a huge paradigm shift in academia. In this roundtable session, panelists and attendees will have the opportunity to deliberate on different pedagogical uses of social media. The purpose of this roundtable is to create a forum to explore how social media tools are transforming teaching and learning, as well as examine emerging trends and issues.

Friday, 5:00-6:15 PM

Ballroom A1

NEWS, MEMORY, AND THE NATION: NEW CASES IN THE JOURNALISTIC COVERAGE AND RHETORICAL CONSTRUCTION OF PUBLIC EVENTS

Sponsor: Rhetoric & Public Address

Chair: **Taylor Hahn**, University of PittsburghRespondent: **Heather M. Stassen-Ferrara**, Cazenovia University

“The Presence of the ‘Outside Agitator’: Shifts in the New York Times’ Coverage of Jonathan Myrick Daniels’ Murder, 1965”

Jaclyn L. Bruner, University of Maryland, College Park

“Analysis of Discourses on the 228 Incident: The Strife That Haunts the Past, the Present, and the Future Construction of Taiwanese Identity” *

Hsin-Yi Chien, University of Maryland, College Park

“Printing and Discursive Practices in Rural Michigan: Petoskey News Review as Ideological Reinforcement”

David Rosteck, The University of Arizona

Three diverse competitive papers in Rhetoric & Public Address examine the public consumption of news and its connections to the contested practices of collective memory, whether in the Civil Rights-era South, rural Michigan, or even a democratizing Taiwan. In the process, all three panelists interrogate the ramifications of news frames and ideologies (from both government and media sources) on the production of local, national, and international identities.

* **Student Debut Paper**

Friday, 5:00-6:15 PM

Ballroom A2

DELIBERATING COMMUNICATION ADMINISTRATION: CONTEMPORARY CONSIDERATIONS

Sponsor: Communication Administration

Chair: **Mark Hickson III**, The University of Alabama at Birmingham

“Deliberating Objectives: Defining Purpose and Goals for Securing Outcomes”

Leeanne M. Bell McManus, Stevenson University**Stephanie Verni**, Stevenson University

“Challenges and Opportunities for the Jointly Appointed Professor: Considerations for the Communication Administrator”

Annette M. Holba, Plymouth State University

“Integrating Marketplace and Academy: Administrative Perspectives”

Bonnie Reese, California University of Pennsylvania

“Adjuncts, Assessment, and Course Consistency: Administrative Deliberations”

Mary Mino, Penn State DuBois

“Communicative Implications of Natural Law as Practical Moral Philosophy for Academic Administrators”

Rachel Kosko, Duquesne University

“Deliberating Assessment: Contemporary Considerations”

Janie Harden Fritz, Duquesne University**Ronald C. Arnett**, Duquesne University

In today's historical moment of higher education, many issues face communication administrators. From developing new majors to attending to co-constituents in the academic community, administrators must direct their attention to ways of addressing multiple internal and external audiences—including other administrators, parents, students, alumni, and adjunct instructors. This high-density panel invites deliberation on multiple facets of the domain of communication administration.

Friday, 6:30-7:45 PM

Hamilton

WINE & SPOTS 2015Facilitator: **Scott W. Dunn**, Radford University

If you have been following political races in the last year, you have seen some outlandish advertisements! Well, so have we. Each year the ECA Political Communication Interest Group invites our ECA Convention attendees to get together (with refreshments and a cash bar) to show, discuss, mock, and deliberate on the best and worst candidate advertisements shown throughout the year. In order to connect ECA to our politically interested community in Philly, Wine & Spots in 2015 will be open to the public (*making RSVPs for ECA Convention registered attendees necessary so that we can save you a space!*)

Friday, 6:30 PM

Ballroom D

MASTERS' DEGREE PROGRAM IN PHILADELPHIA RECEPTION

Sponsor: The Department of Communication Studies at West Chester University
Host: TBA

Special reception hosted by The Department of Communication Studies at West Chester University. Invitations sent directly through the WCU Department. Questions should be directed to the chairperson of the department, Timothy J. Brown.

Friday, 6:30 PM

(Meet at Shuttle)

A NIGHT IN PHILLY: A PAT'S AND GENO'S CHEESESTEAK TASTE-OFF!!!

How can you really say that you have been to Philly if you have not gotten out and had one of the classic Philly Cheesesteaks? Those members who pre-register for this event will be taken to the two famous cheesesteak locations (*Pat's King of Steaks* and *Geno's Steaks*) followed by a quick city tour and then to *Cavanaugh's Headhouse Square Pub*. (See the ECA website for further details – *pre-registration required*.)



Friday, 6:30 PM

Reynolds

12 STEP MEETING

Saturday, 7:30 AM-2:00 PM**Ballroom Foyer****REGISTRATION OPEN**

Registered convention attendees will receive name badges that serve as “admission tickets” to select events, sessions, and panels.

Saturday, 8:00-9:15 AM**Hamilton****GREAT IDEAS FOR TEACHING STUDENTS (G.I.F.T.S.) ~ SESSION TWO**

Sponsor: Community College, G.I.F.T.S.

Chair: **Jenny Warren**, Collin College

“Diapers Full of...Pampered, Hugged and Luvud Babies: Teaching Ideological Criticism through Diapers”

Celeste C. Wells, Boston College

“Gizmos and Gadgets: A Small Group Impromptu Public Speaking Experience”

Harriet Sharlow Benavidez, Rowan University

“Where Are My Priorities: The Impact of Work/Life Balance for College Students”

Jordan Atkinson, West Virginia University

Scott A. Myers, West Virginia University

“CommonSensing Culture: Reading Dominant Representations of Culture”

Carlos G. Aleman, James Madison University

“Amazing Race: Finding and Correctly Citing Credible Sources”

Kimberly Field-Springer, Ashland University

Katie Margavio Striley, The University of North Carolina at Chapel Hill

“Increasing our Understanding of Gendered Nonverbal Communication”

Rita Daniels, West Virginia University

“If We Use LOL Cats, Then It’s The End Of Academia As We Know It: Using Memes To Teach And Apply Logical Fallacies”

Phillip E. Wagner, The University of Kansas

“Perception With A Big Bang”

Jill M. Weber, Hollins University

“Communicating in Your Community”

Jordan Atkinson, West Virginia University

ECA 2015 is giving a special focus to G.I.F.T.S. (“Great Ideas for Teaching Students”) with two sessions and recognition of Top Papers. Panelists in Session One share their class-tested G.I.F.T.S., which include activities, assignments, projects & simulations. Each address specific communication theories, concepts, skills or learning objectives. Attendees will have time to interact with multiple presenters and receive take-home materials for use in their own courses.

Saturday, 8:00-9:15 AM**Bromley****MESSAGE EFFECTS ON HEALTH CHOICES AND STIGMAS**

Sponsor: Undergraduate Scholars Conference
 Chair: **Susan Carr Margaret Gratz-Reynolds**, Youngstown State University
 Respondent: **Heather Stassen-Ferrara**, Cazenovia College

“Practical Implications for Conducting Formative Research in Alcohol Social Norms”
Carlie Mills, Coastal Carolina University

“Effects of Stigma on the Mentally Ill”
Amanda Johncola, La Salle University
Chloe Schultz, La Salle University
Danielle Del Rossi, La Salle University
Olena Dudych, La Salle University

“Perceptions of Homelessness: How a Liberal Arts Education Influences Stigmatization”
Paul Cillo, La Salle University
Trinique Stallings, La Salle University
John Belo, La Salle University
Taylor Kauterman, La Salle University

“What’s Driving the Goal Consistency?: A Study of Behaviors Surrounding Health and Exercise Choices”
Emaleigh Kaithern, The College of New Jersey
Elizabeth Dinsmore, The College of New Jersey

Saturday, 8:00-9:15 AM**Claypoole****COMMUNICATION: THEY KEY FACTOR FOR ORGANIZATIONAL SUCCESS**

Sponsor: Organizational Communication
 Chair: **Gregory A. Cranmer**, West Virginia University
 Respondent: **Michael Sollitto**, Texas A & M University-Corpus Christi

“Understanding Gray Feelings: An Exploration of Age-Based Differences in Nurses’ Descriptions of Workplace Emotions”
Lindsey B. Anderson, University of Maryland, College Park
Melanie Morgan, Purdue University

“Chatter is the Matter: Examining the Relationship between Organizational Social Media and Use, Corporate Reputation, and Employee Communication Satisfaction”
Heather Walter, The University of Akron
Kathleen Stansberry, The University of Akron
Andrew S. Golden, The University of Akron
Stephanie Gunnerson, The University of Akron
Caroline Hupp, The University of Akron

“Gratitude Communication at Work: A Qualitative Investigation of Sending and Receiving Gratitude Inside and Outside Organizations”

Ross Brinkert, Penn State Abington

“Intercultural Communication Competence: Intercultural Willingness to Communicate and Intercultural Communication Apprehension in Superior-Subordinate Relationships”

Irma Tyszko, Canisius College

Roseanne Hartmann, Canisius College

This panel explores organizational communication theories in diverse workplace environments. Topics deliberate communication strategies that are necessary for the fluid and organic operation of organizations. Attendees will learn about communication styles of an advanced age workforce, how social media use and perceptions influence employee’s communication satisfaction, gratitude from a communication perspective, and the impact of intercultural communication diversity on supervisor-subordinate dyads.

Saturday, 8:00-9:15 AM

Boardroom

PREDICTING THE FUTURE OF INSTRUCTIONAL COMMUNICATION FROM PAST PUBLICATIONS: A ROUNDTABLE DELIBERATION

Sponsor: Instructional Communication

Chair: **Derek Lane**, University of Kentucky

Laura R. Brown, Asbury University

Ann Bainbridge Frymier, University of Miami

Derek Lane, University of Kentucky

Jennifer Waldeck, Chapman University

Our discussion begins with a retrospective of the challenges associated with predicting the future of instructional communication from published research at the end of the 20th Century (1990-1999). Next, we share ideas about the validity of these predictions and discuss whether research published in the past fifteen years (1999-2014) has supported those claims. Finally, we will identify trends concerning the status of instructional communication research before opening an interactive dialogue with attendees.

Saturday, 8:00-9:15 AM

Flower

DIGITAL INTERFERENCE: ANALYZING HOW TECHNOLOGY REINTERPRETS COMMUNICATION

Sponsor: Undergraduate Scholars Conference
 Chair: **Ashley Torrence**, Georgia College & State University
 Respondent: **Ashley Torrence**, Georgia College & State University

“Social Media Usage Amongst College Students: The Psychological Effects on the Millennial Generation”

Alex Austin, Radford University
Dayna Camardi, Radford University
Kristina Contreras, Radford University
Dallas Holland, Radford University
Trevor Mays, Radford University

“Generation #selfie: Does Narcissism or Openness Influence College Students’ Use of Instagram?”
Angie Kang, George Washington University

“Does this Filter Make Me Look Cool?: Instagram and Impression Management”
Breada Potts, University of Massachusetts Boston

“Threat Perception and Social Media: Examining Users’ Response to Ebola Messages on Twitter”
Sarah A. von Oldenburg, Northeastern University
Camille Frazier, Northeastern University
Cassandra Moreno, Northeastern University

“Emotional Distress and Social Media in Relationships”
Ashley DiGirolomo, Bloomsburg University of Pennsylvania

Saturday, 8:00-9:15 AM

Frampton

ON DELIBERATION AND DEMOCRACY: HONORING THE WORK OF JAMES F. KLUMPP

Sponsor: Argumentation and Forensics, First Vice President, Kenneth Burke, Rhetoric & Public Address
 Chair: **Jade Olson**, University of Maryland, College Park
 Respondent: **James F. Klumpp**, University of Maryland, College Park

Elvera Berry, Roberts Wesleyan College
Bryan Crable, Villanova University
Jean Costanza Miller, The George Washington University
Trevor Parry-Giles, NCA National Office
Andrew D. Wolvin, University of Maryland, College Park

This special session brings together the ECA community to honor, and recognize the contributions of, distinguished scholar/educator James Klumpp. His research on democratic deliberation speaks directly to the theme and context of ECA 2015. Professional colleagues, including former students, highlight Dr. Klumpp’s contributions – especially to studies of rhetoric, argumentation, and Kenneth Burke. All will be invited to participate in the conversation as we mark Dr. Klumpp’s retirement and hear his insightful reflections on our discipline.

Saturday, 8:00-9:15 AM**Reynolds****REPRESENTATIONS AND APPROPRIATIONS OF STIGMATIZED GROUPS**

Sponsor: Undergraduate Scholars Conference

Chair: **Mary Mino**, Penn State DuBoisRespondent: **Bonnie S. Jefferson**, Boston College

“Ganguro and Cultural Appropriation in Modern Day Japan”

Sydney Byrd, Notre Dame of Maryland University

“The Appeal of Nerd Culture: An Analysis of Coherence and Fidelity in Television Shows”

Amanda Bieler, Messiah College

“Transgender Visibility: Observed through Muted Group Theory and Agenda-Setting Theory”

Rachael Seider, Cazenovia College

“Stigmatization with the Gay Community: Are Effeminate Gay Men Stigmatized?”

Cody Barr, La Salle University**Antonella Filipuzzi-Barcelona**, La Salle University**JaQuay Whatley**, La Salle University

“Is There an Ideal Identity?: Media-Generated Stereotypes of Women in Society”

Roselyn Mathews, George Washington University**Saturday, 8:00-9:15 AM****Shippen****COMMUNICATION LAW & ETHICS INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING**

Sponsor: Communication Law & Ethics

Chair: **Jason Zenor**, SUNY-Oswego**Saturday, 8:00-9:15 AM****Whitpen****COMMUNICATION TRAITS INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING**

Sponsor: Communication Traits

Chair: **James A. Katt**, University of Central Florida**Saturday, 8:00-9:15 AM****Ballroom A1****INTERSECTION OF HEALTH, RISK, AND INTERPERSONAL COMMUNICATION**

Sponsor: Interpersonal Communication

Chair: **Shannon T. Carton**, West Virginia UniversityRespondent: **Nathaniel Simmons**, La Salle University

“Relational Risks of Binge Drinking: Antisocial Conflict Communication and Relational Qualities”

Sean M. Horan, Texas State University

Melinda M. Villagran, Texas State University

Trey Guinn, University of the Incarnate Word

“An Exploration of Identity Construction in Donors’ E-stories About Donor Conception”

Meredith Marko Harrigan, SUNY Geneseo

Bridget Sovocool, SUNY Geneseo

“Women’s Survivalist Stories of Sexual Violence: A Narrative Analysis”

Sean Gilmore, Baldwin-Wallace College

Phil Gordon, Independent Scholar

Lindsey Szczepaniak, Baldwin-Wallace College

At the intersection of health, risk, and interpersonal communication is deliberation. The authors of these papers each explore varying populations within the health context through both qualitative and quantitative approaches.

Saturday, 8:00-9:15 AM

Ballroom A2

CONSUMPTION ON CAMPUS: EXPLORATIONS OF ALCOHOL USE ON COLLEGE CAMPUSES

Sponsor: Health Communication

Chair: **Mumba Mumba**, Illinois College

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

“‘Enjoy it Now Because When you Graduate it’s Called Alcoholism’: Identifying Themes of Drinking Influences and Outcomes in a College Culture”

Mary E. King, Bloomsburg University of Pennsylvania

Angela G. La Valley, Bloomsburg University of Pennsylvania

Susanne Garvin, Bloomsburg University of Pennsylvania

Jennifer Yaeger, Bloomsburg University of Pennsylvania

“Risky Alcohol-Related Behavior and Peer Influence Messages among College Students”

Hannah Ball, West Virginia University

Maria Brann, Indiana University - Purdue University Indianapolis

“That’s What ‘College Experience’ Is: Exploring How Cultural Narratives Circumscribe Meanings for Alcohol Use Among College Students”

Laura D. Russell, Denison University

Tabytha Arthur, Denison University

This panel of competitive papers explores alcohol consumption on college campuses. Papers specifically examine the misperceptions of drinking on campus, influences that promote drinking, message types to deter consumption, and ways in which students validate their alcohol use.

Saturday, 8:00-9:15 AM**Ballroom E1****TOP PAPERS IN COMMUNICATION AND TECHNOLOGY**

Sponsor: Communication and Technology
 Chair: **Gamze Yilmaz**, University of Massachusetts, Boston
 Respondent: **Kristin Roeschenthaler Wolfe**, Edinboro University

“Generational Differences in NCTs: An Intergroup Investigation of UTAUT Determinants, Computer-Email-Web Fluency, and E-health Literacy”

Kate Magsamen-Conrad, Bowling Green State University

Fang Wang, Bowling Green State University

Dinah A. Tetteh, Bowling Green State University

Yen-I Lee, University of Georgia

“Smart City Seattle and Geographies of Exclusion”

Kristin Scott, George Mason University

“Developing a Scale for Warranting Value: Reliability and Scale Structure”

Brianna L. Lane, University of Oklahoma

“An Exploration of the Interactive Experience: Physical Presence and Social Presence in Virtual Environments”

Malwina A. Buldys, Temple University

The four top papers reviewed by the Communication and Technology Interest Group represent the best of the submissions for 2015 and are each of significant interest to our members. Examining a variety of areas within communication and technology, each paper focuses upon an area of communication that has been changed dramatically through technology.

Saturday, 8:00-9:15 AM**Ballroom E2****THE PROFESSORS’ PROJECT: EXPLORING THE CONNECTIONS BETWEEN ACADEMIC LIFE AND MUSICAL CREATIVITY**

Sponsor: Interpretation and Performance Studies
 Chair: **Thom Gencarelli**, Manhattan College
 Respondent: **Thom Gencarelli**, Manhattan College

Gary P. Radford, Fairleigh Dickinson University

Dan Elghossain, Documentary Filmmaker

John J. Leaver, John J. Leaver Videography, Producer

Marie L. Radford, Rutgers University

The place of creativity in academic life is usually found in teaching, research, and writing. But it can also be found in more unorthodox places. The Professors’ Project is a 43 minute documentary about a group that expresses their academic lives through musical compositions including: Untenured Blues and Peer Review and via live performances. The session will consist of a screening of the documentary followed by a discussion about cultivating the creative spirit in academe.

Saturday, 8:00-9:15 AM

Ballroom B

TEXPLORING SOCIAL ISSUES THROUGH MEDIA EXPOSURE

Sponsor: Media Communication

Chair: **Guy Wade**, Wayne State University

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

“The Role of Group Inhibition in the Presentation of Televised Tornado Warnings”
Matt Ritter, High Point University

“Can’t Survive on \$7.25: The Political Economy of McDonald’s Advertising”
Robb Conrad Lauzon, Rensselaer Polytechnic Institute

“A Union Man: Framing Race in College Athletic Union Policy Debates”
Alison N. Novak, Temple University
Imaani Jamillah El-Burki, Lehigh University

The competitively selected papers on this panel deal with the media’s impact on several social issues of public concern that are facing today’s society. These explorations serve to further the study of issues in society and how they are presented through mediated channels.

Saturday, 9:30-10:45 AM

Ballroom Foyer

COMPETITIVE GRADUATE POSTER SESSION I

Sponsor: ECA

Undergraduate students with “research in progress” have been competitively selected to present their ideas for the ECA membership. We encourage our ECA community to interact with and help guide our next generation of scholars.

“Reconsidering Agenda-setting Theory and its Implication on the Internet Policy: Reflecting the First Amendment Issue in the Case of ‘Minerva Scandal’ in South Korea”
Hyun Kyung Oh, George Mason University

“Ice Bucket Marketing: The Role of Self-Promotion in Supporting ALS Research”
Darren J. Valenta, West Chester University of Pennsylvania

“He Said What?! Examining Voter Perceptions of Political Candidates”
Laura Broomell, University of Delaware

“Silver Ring Thing: Constructing Virginity through Material Rhetoric’s”
Kate Siegfried, Syracuse University

“Rescue Mission Audit”
Jake Kucek, Youngstown State University
Donald D’Alesio, Youngstown State University
Patrick Bascom, Youngstown State University

“Coming Out On Campus: Experiences Of College And University Professionals”

Ralph L. Hogan III, Fitchburg State University

“Prepared or Not, Here it comes: Applying the RISP Model to determine how Diversity Dimensions influence Severe Weather Risk Information Seeking and Processing Behaviors”

Denna Kowalek-Geppi, Howard University

“Narrative Theory: Disconnect Between Audience and Authors”

Katharine Spooner, Virginia Tech

“Sexy or Sexist? A Comparative Content Analysis of Music Videos from 1984-2014”

Jessica Bolger, The George Washington University

“Davis Family YMCA Communication Audit”

Callie Harding, Youngstown State University

Alicia L. Siler, Youngstown State University

James B. Fisher, Youngstown State University

“Mountaineers Are Always Free (To Post Online): Facebook Posts In Relation To Group Identity”

James C. Abdallah, West Virginia University

Saturday, 9:30-10:45 AM

PDRC

PENNSYLVANIA STATE COMMUNICATION ASSOCIATION 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Pennsylvania State Communication Association

Chair: **Ronald C. Arnett**, Duquesne University

Saturday, 9:30-10:45 AM

Bromley

“SURREAL LIFE” PERSONIFIED IN[TEXT]: PUBLIC ART, TELEVISION, BOOK AND MAGAZINE PORTRAYALS OF HUMANITY

Sponsor: Voices of Diversity

Chair: **Joy M. Cypher**, Rowan University

“Staying True to U: Visual Nostalgia and Public Art on Washington, D.C.’s U Street Corridor”

Megan Irene Fitzmaurice, University of Maryland, College Park

“The ‘Definitive Document’: An Analysis of Jimmy Nelson’s Before They Pass Away”

Janna Soeder, University of Maryland, College Park

“A Feminist Semiotic Analysis of Two Advertisements in Elle magazine”

Corinne Kasura, Rensselaer Polytechnic Institute

“Talking His Language: A Linguistic Analysis of Gendered Humor in Archer”

Hunter Elliott, College of Charleston

This panel provides a plethora of texts that convey human expression, emotions, and ideas. Texts are understood within multiple contexts and how each person experiences them can be unique. The texts portray a reality that is an accurate depiction for some of us and surreal for others.

Saturday, 9:30-10:45 AM**Claypoole**

EXPLORING COMPLEMENTARY AND COMPETING VALUES BETWEEN ESTEEMED WORK AND VIRTUOUS LIVING: A PANEL DISCUSSION ON “WORK ETHIC” AND WELL-BEING

Sponsor: Organizational Communication

Chair: **Valerie Lynn Schrader**, Penn State Schuylkill

“Balance, Multi-Tasking, and a Call for Realigning the Relationship between Work and Well-Being”
Laura D. Russell, Denison University

““Do What Makes You Happy’: Exploring Master Narratives and Counter-Narratives about Happiness’ Place in Work”
Megan M. Dowd, Hamilton College

“Navigating the Challenges for Legitimacy and Democracy in the Workplace”
Dante E. Morelli, Suffolk County Community College

“Kids are Work: Rhetorical Analysis of Stay-At-Home Father’s Legitimization Strategies”
Heather M. Stassen-Ferrara, Cazenovia College

With society becoming increasingly global, everyday practices for ethical living are growing more equivocal. This panel explores the thickly layered contingencies and challenges individuals experience when negotiating meanings for “work ethic” in tandem with their respective jobs, identities and well-being. Discussion with the audience regarding the roles organizational communication scholars play in (re)constructing meanings for “work ethic” in relationship to well-being will follow at the end of the panelists’ presentations.

Saturday, 9:30-10:45 AM**Boardroom**

KENNETH BURKE INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Kenneth Burke

Chair: **Jean C. Miller**, The George Washington University

Saturday, 9:30-10:45 AM**Cook**

NATIONAL COMMUNICATION ASSOCIATION INITIATIVES AND MEMBER RESOURCES

Sponsor: ECA

“President, National Communication Association”
Carole Blair, University of North Carolina

“First Vice President, National Communication Association”
Christina S. Beck, Ohio University

“Executive Director, National Communication Association”

Nancy Kidd, National Communication Association

“Director of Academic & Professional Affairs, National Communication Association”

Trevor Parry-Giles, University of Maryland

This panel features NCA National Office staff and elected leadership who will highlight the resources available through NCA to support teaching, research, and career development in communication. Among other topics, the panel will provide a forum for discussing the Learning Outcomes in Communication project, proposed changes to NCA's governance documents, and other NCA initiatives. The panel will dedicate time for attendees to share input and ask questions about NCA.

Saturday, 9:30-10:45 AM

Flower

IT'S ON US: A ROUNDTABLE DELIBERATION ON SEXUAL ASSAULT PREVENTION PROGRAMS ON COLLEGE CAMPUSES

Sponsor: Applied Communication, Health Communication

Chair: **Emily T. Cripe**, Kutztown University

Mary E. King, Bloomsburg University of Pennsylvania

Rita Daniels, West Virginia University

Kelly Madden Daily, LaSalle University

Kate Siegfried, Syracuse University

Stephanie Madden, University of Maryland, College Park

Julia E. Largent, Bowling Green State University

Shauna M. MacDonald, Villanova University

Two Interest Groups come together to create this roundtable panel that will focus on a discussion of sexual assault prevention campaigns taking place on college campuses. Presenters from eight different schools will discuss the implementation of versions of the White House's "It's on Us" campaign or alternative programs as they are implemented on their campuses. Following the panel, audience and panelists will deliberate communication strategies for preventing sexual violence on college campuses.

Saturday, 9:30-10:45 AM

Frampton

HATE, LIES, AND CSI: RECENT RESEARCH IN COMMUNICATION LAW & ETHICS

Sponsor: Communication Law & Ethics

Chair: **Marsha Ducey**, SUNY Brockport

Respondent: **Cheryl Casey**, Champlain College

“The Unyielding Blurred Lines of Hate Speech: Informing Snyder v. Phelps via Narrative”

Jenna Lo Castro, Duquesne University

“A Reckless Disregard for the Truth: The Right to Lie in Politics”

Jason Zenor, SUNY Oswego

“Toward an Understanding of the CSI Effect and Forensics Sciences”

Clint Townson, University of Delaware

The interplay between communication, law, and ethics informs our understanding of social, political, media, and interpersonal constructs. Research into these areas offers us the papers for this session. Those interested in communication law and ethics can find rich new areas of research and fodder for significant deliberation.

Saturday, 9:30-10:45 AM

Reynolds

COMMUNICATION TRAITS: PROFILES AND MEASUREMENT

Sponsor: Communication Traits

Chair: **James Durbin**, The University of Akron

“The Personality Profile of a Cyberbully: Examining the Dark Triad”

Alan K. Goodboy, West Virginia University

Matthew M. Martin, West Virginia University

“My Instructor has an Accent: Communication Reciprocity, Cultural Orientations, and Learning in Culturally Diverse Classrooms”

Jerry L. Allen, University of New Haven

Joan O’Mara, University of Hartford

“Examining the Use of Reversed Items when Measuring Competence, Caring, and Trustworthiness”

James A. Katt, University of Central Florida

Ann Neville Miller, University of Central Florida

Stephen Sivo, University of Central Florida

“Statistical Performance Characteristics (Factor Structure, Reliability, and Normality) of three versions of the Verbal Aggressiveness Scale: VAS, VAS-10, VAS-4: A Comparison and Contrast” *

Charles J. Wigley III, Canisius College

As the studies represented in this competitive paper panel demonstrate, the study of communication traits is diverse. These papers examine various communication traits from either applied or methodological perspectives and include our highest competitively reviewed paper.

* **Top Competitive Paper**

Saturday, 9:30-10:45 AM

Shippen

PRESIDENT OBAMA RHETORIC AND POLITICAL WATCH IN YEAR 7: A LAME DUCK IN A FRACTIOUS WORLD

Sponsor: Political Communication

Chair: **Richard Vatz**, Towson University

“A Lame Duck Limping Onward: Rhetorically Paving the Way for a Successor”

Theodore F. Sheckels, Randolph-Macon College

“Obama's Lame Duck Mid-Terms: Shaping Perceptions”

Kathleen Kendall, University of Maryland, College Park

“If It Looks Like a Duck, and Quacks Like a Duck, It Is a U.S. President in His Last Term of Office.”

Paula Youra, Lynchburg College

“The President as Political Pariah: Taking Obama out of ‘Obamacare’ and Other Ruminations Regarding the 2014 Midterm Elections”

Mary L. Kahl, Indiana State University

“Incumbency Rhetoric Isn’t Always Easy, Especially When You Are A Lame Duck”

Judith Trent, University of Cincinnati

“Reality Meets Presidential Rhetoric in Dealing with Foreign Crises

Richard Vatz, Towson University

In the seventh year of American two-term presidencies, there is often an accusation of lame duckness; that is, a presidency resting on its laurels, unable or unwilling to pursue new initiatives, and generally lacking in rhetorical/political energy. President Obama may be recognizing this “duckness” by postponing domestic initiatives, but the rhetoric (in light of the expectations of a lame duck presidency) has its limits. We invite audience participation on this unique rhetorical context.

Saturday, 9:30-10:45 AM

Whitpen

INSTITUTE OF GENERAL SEMANTICS AFFILIATE ORGANIZATION 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Institute of General Semantics

Chair: **Thom Gencarelli**, Manhattan College

Saturday, 9:30-10:45 AM

Ballroom A1

CIVIC ENGAGEMENT MODELS IN COMMUNICATION COURSES PROVIDE OPPORTUNITIES FOR STUDENTS TO DELIBERATE ABOUT IMPORTANT PUBLIC ISSUES

Sponsor: Community College

Chair: **Harriet Sharlow Benavidez**, Rowan University

Respondent: **Jessica Papajcik**, Stark State College

“National Issues Forums in the Basic Course: Introduction to Communication by Way of Deliberation”

Rebecca M. Townsend, Manchester Community College

“Politically Speaking: Civic Engagement in a Discourse Studies Class”

Michael J. Stutz, Three Rivers Community College

“Using A Civic Engagement Model in the Basic Course to Teach Values Based Core Competencies”

Tom Donlan, Montgomery County Community College

“Exploring Civic Engagement and Core Competencies in Teaching Public Speaking”

Tobi Mackler, Montgomery County Community College

This panel will examine how communication departments are uniquely positioned to offer courses with civic engagement projects. Panelists will discuss civic engagement models used in Public Speaking, two Introduction to Communication courses, and a special topics Democracy and Discourse course to create opportunities for students to deliberate about important public issues.

Saturday, 9:30-10:45 AM

Ballroom A2

COMMUNICATION AND TECHNOLOGY INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Communication and Technology

Chair: **Kristin Roeschenthaler Wolfe**, Edinboro University

Saturday, 9:30-10:45 AM

Ballroom E1

ILLUSIONS, DELUSIONS, AND RHETORIC: PERSPECTIVES ON THE PHILOSOPHY OF COMMUNICATION

Sponsor: Philosophy of Communication

Chair: **Hannah Cherico Karolak**, Duquesne University

“Mimesis, Mimetics, & God: An Inquiry on the Relation Between Imitation and the Self”

James T. Begley, Duquesne University

“Mood, Emotion, and Rhetorical Discourse: A Heideggerian Perspective”

Jeff Bogaczyk, Duquesne University

“Live and Let Laugh: Political Truths and Their Erstwhile Illusions”

Christopher J. Gilbert, Indiana University

“O For the Love of Money: Capitalism, Scarcity, and the Unceasing Competitive Scramble”

Richard H. Thames, Duquesne University

The field of communication has always recognized that our deliberative processes can be shaped just as easily by non-rational arguments as by logical ones. How do the passions, hopes, and frustrations that underlie our discursive lives influence our deliberative processes? Drawing from both ancient and contemporary philosophical perspectives, the papers on this panel explore the underlying influences that shape our understanding of art, religion, politics, and capitalism.

Saturday, 9:30-10:45 AM**Ballroom E2**

**PUBLIC DELIBERATION, CONFLICTING MEMORIES, AND THE PRESIDENT’S HOUSE IN
INDEPENDENCE NATIONAL HISTORICAL PARK: A RETROSPECTIVE ROUND TABLE
DISCUSSION WITH ADVOCATES AND FACILITATORS**

Sponsor: Rhetoric & Public Address
Chair: **Roger C. Aden**, Ohio University

Edward Lawler, Jr., Historian, Member Independence Hall Association
Michael Coard, Attorney, Radio Host, Founder Avenging the Ancestors Coalition (ATAC)
Mary Jenkins, Former Interpretive Specialist at Independence National Historical Park
Jed Levin, Independence National Historical Park
Rosalyn McPherson, Project manager, President’s House Site

Five figures in the development of the President’s House site in Independence National Historical Park come together for the first time since the site’s 2010 opening. They discuss the controversies and compromises involved in creating a memory site that recognizes the executive mansion of George Washington and John Adams and serves as the first federal memorial to enslaved Africans. Moderated by Upon the Ruins of Liberty author (Aden), the story of the project’s development.

Saturday, 9:30-10:45 AM**Ballroom B**

FORMING AND MAINTAINING THROUGH (AND WITH) SOCIAL MEDIA

Sponsor: Undergraduate Scholars Conference
Chair: **Cristina Gonzalez**, University of Akron
Respondent: **Candice Thomas-Maddox**, Ohio University

“Biological Sex Differences in Communication: Long-Distance Dating Relationships among College Students”

Ashley DiGirolomo, Bloomsburg University of Pennsylvania
Mary K. Orzolek, Bloomsburg University of Pennsylvania

“Sexting, Snapchat, and Self-Esteem”

Christy Catanzaro, James Madison University
Allison Gotthold, James Madison University
Christine Greve, James Madison University
Caroline Kowalski, James Madison University

“You Are the Apple to My iPad”

Bethany Martone, State University of New York at Geneseo

“Romantic Relationships in Emerging Adulthood: Understanding Them through a Communication Privacy Management Perspective”

Taylor Quaranta, State University of New York at Geneseo

“My Friend Smartphone”

Meredith Veit, George Washington University

Saturday, 11:00 AM-12:15 PM

Hamilton

FLIPPING LEARNING: DELIBERATING THE METHOD, THE DELIVERY, AND THE OUTCOMES (SHORT COURSE)

Sponsor: Short Courses

Chair: **Aaron Sams**, St. Vincent College

Respondent: **Laura R. Brown**, Asbury University

It’s not “flipping courses,” but flipping learning. The facilitators will answer all of your questions and help you get started with course preparation. The focus will be on inquiry-based learning and student centered learning environments in which students are encouraged to learn and demonstrate their understanding in ways that are meaningful to them. They will share with you how flipping learning can raise test scores, improve teacher evaluations, and improve peer-to-peer and student-teacher interactions.

Saturday, 11:00 AM-12:15 PM

Bromley

COMMUNICATING IN AND BEYOND DELIBERATIVE COMMUNICATION CLASSROOMS: OVERCOMING STRUCTURAL IMPEDIMENTS TO COLLABORATION

Sponsor: Applied Communication

Chair: **Nancy Wiencek**, Rider University

“Modeling Deliberative Stakeholdership in the Communication Classroom: Structural Impediments and Performative Possibilities.”

Todd Kelshaw, Montclair State University

“A Hierarchy of Roles: Performativity, Invitation, and Craftsmanship in the Communication Classroom”

Craig Maier and William Aungst, Duquesne University

“A Pedagogical Journey: Homer Visits a Prison”

Eleanor Novek, Monmouth University

“Creative Teaching and Learning in a Service Course Classroom: Reflections on a Curricular Requirement for Physician Assistants”

Janie Harden Fritz, Duquesne University

“Creating Community Solutions and Community College Students”

Rebecca Townsend, Manchester Community College

“Creative Journeys through Unknown Territories: Student-Led Transmedia Projects and Documentaries”

Beverly Peterson, Montclair State University

Panelists explore issues of teaching/learning both about and through deliberative approaches in communication classrooms. If today’s organizational landscape entails decentralized structures and

processes, communication educators must model such approaches. As collaborative/innovative organizations require deliberative techniques for flexibility, change, responsiveness, innovation, and stakeholder ship, how might educational endeavors dovetail—and with what consequences and implications? Through conceptualizations and case explorations, presenters respond to these questions toward novel ways of preparing students for civic and professional efficacy.

Saturday, 11:00 AM-12:15 PM**Claypoole****EXPLORING SOURCES OF INFLUENCE ON INTERPERSONAL COMMUNICATION**

Sponsor: Interpersonal Communication
 Chair: **Meredith Marko Harrigan**, SUNY Geneseo
 Respondent: **Mary C. Toale**, SUNY Oswego

“Replicating the Pique Technique in Compliance-gaining Research”

S. B. Deitrich, SUNY Buffalo
Thomas Feeley, SUNY Buffalo
J. Musone, SUNY Buffalo

“Family Systems Theory: Evolution, Practical Application, and Limitations”

Zachary C. Wooten, Princeton Theological Seminary
Elizabeth A. Munz, West Chester University of Pennsylvania

“Finishing the Unfinished Goal: Theorizing the Influence of Previous Relationship on Romantic Partner Preference” *

Yiwen Dai, University of Maryland, College Park

This panel consists of papers that examine various influences on interpersonal communication. Attendees will be exposed to three widely studied areas of interpersonal communication: Compliance gaining, Family Systems, and Romantic Partner preference.

* **Debut paper**

Saturday, 11:00 AM-12:15 PM**Boardroom****MOVING BEYOND 4 AND 5%: A ROUNDTABLE DELIBERATION ON INCREASING UNDERREPRESENTED MINORITIES WITHIN THE PROFESSORiate**

Sponsor: Interpersonal Communication
 Sponsor: Voices of Diversity
 Chair: **Shavonne Shorter**, Bloomsburg University of Pennsylvania

“Keeping the Memory of Dr. Ronald E. McNair Alive: An Unlikely Journey from College to the Professoriate”

Shavonne Shorter, Bloomsburg University of Pennsylvania

“Biracial Beneficiary of Hope: My Experience as a Minority Fellow at Southern Illinois University”

David Hanley-Tejeda, Bloomsburg University

“A PROMISE to Keep: AGEPs Deliberate Impact on the Pipeline to Underrepresented Minorities in the Professoriate”

Shanna L. Smith, Bloomsburg University of Pennsylvania

“The Frederick Douglass Teaching Scholars Fellowship at Bloomsburg University: A Gateway to the Professoriate”

Beth N. Lewis, Bloomsburg University of Pennsylvania

Statistics show that the numbers of underrepresented minorities (URM) within the professoriate are low. These figures give way to an important question: How can their presences in academia be increased? One could argue that the answer begins with strategic interventions earlier along the pathway to the professoriate. The participants of this roundtable are all new professors who participated in intervention programs. The participants aim to share how these programs impacted their journeys toward the professoriate.

Saturday, 11:00 AM-12:15 PM

Flower

MEDIA ECOLOGY AND CULTURAL STUDIES (A ROUNDTABLE)

Sponsor: Media Ecology

Chair: **James C. Morrison**, Boston College

Thom Gencarelli, Manhattan College

Brian Cogan, Molloy College

Roxanne O’Connell, Roger Williams University

Michael H. Plugh, Fordham University

In “Reconceiving ‘Mass’ and ‘Media’,” James W. Carey echoes Winston Churchill, John J. Culkin, Harold Innis, and Marshall McLuhan in writing, “A building, its precise architecture, anticipates and imagines the social relations that it permits and desires. So does a television signal. Social relations of class, status, and power demand both a conceptual structure of persons and a technology to effectuate them.” This panel discusses the role of such Formal Cause in media ecology.

Saturday, 11:00 AM-12:15 PM

Frampton

THE INFLUENCE OF RPG'S AND OTHER MEDIUMS ON THE DEVELOPMENT OF SOCIAL ROLES

Sponsor: Media Communication

Chair: **Jake J. Nickell**, Wayne State University

Respondent: **Shawn Starcher**, Kent State University

“The Well-Being of Players in League of Legends: Exploring eHealth competency and Social Support in Communicative Behaviors between Males and Females”

Rebecca K. Britt, South Dakota State University

Julia DeCook, South Dakota State University

“Developing Social Roles on Massively Multiplayer Online Role Playing Game Forum Boards”

Jessica A. Robinson, Purdue University

“Can Rape Depictions Be Meaningful? Hedonic and Eudaimonic Gratifications in Sexually Violent Media Content”

Jennifer L. Seifert, Ohio University

The developing of social roles through media exposure is commonplace in today’s society. The competitively selected papers on this panel examine how these roles are both formed and sustained, as well as what beneficial and detrimental implications they might hold.

Saturday, 11:00 AM-12:15 PM

Shippen

MEDIA COVERAGE FROM AROUND THE WORLD

Sponsor: Undergraduate Scholars Conference

Chair: **Jenny Warren**, Collin College

Respondent: **Jenny Warren**, Collin College

“Media Mayhem in *The New York Times*: Comparing News Coverage of the Protests in Ukraine and Venezuela”

Alexandra Lehaf, Ramapo College of New Jersey

“‘A Middle Eastern Trait’: American Misperceptions of Islam and the Media as an Educator”

Janelle Marxhausen, State University of New York at Geneseo

“Media Framing of an Airline Mystery: A Content Analysis of Online Media Coverage of the Malaysia Airlines MH370 Disappearance”

Karah Hollis, Mercyhurst University

Chris Merritt, Mercyhurst University

Trang Nguyen, Mercyhurst University

“Negative and Positive Typologies of African American Women in Media”

Brianna S. Hays, The Lincoln University

Saturday, 11:00 AM-12:15 PM

Whitpen

EXPLORING THE IMPACT OF ORGANIZATIONAL COMMUNICATION IN THE CLASSROOM AND BEYOND

Sponsor: Organizational Communication

Chair: **Angela M. Corbo**, Widener University

Respondent: **Gregory A. Cranmer**, West Virginia University

“Branding Image in Social Service Nonprofits: A Content Analysis of Functional Branding Image in the Top Social Service Nonprofits”

Xiaomei Cai, George Mason University

Heleena Winter, George Mason University

“The Role of Communication in the Organization”

Stacy M. Smulowitz, The University of Scranton

“At the Intersection of Food and Policy: Social Class Discourse during Policymaking”

Liliya Yakova, Purdue University

“Spatial Challenges in Organizational Communication Classroom: Connecting Globalization Research to Classroom Engaged Scholarship”

Sanae Elmoudden, St. John’s University

The papers in this panel explore the impact of communication theory within organizational, nonprofit, political and classroom settings. Discussion will elicit audience deliberation on the global applicability of communication theories beyond the academic setting.

Saturday, 11:00 AM-12:15 PM

Ballroom A1

(UN)HEALTHY PERCEPTIONS: EXAMINATIONS OF INFLUENCE, TRUST, AND EFFICACY IN HEALTH CONTEXTS

Sponsor: Health Communication

Chair: **Dinah A. Tetteh**, Bowling Green State University

Respondent: **Sara LaBelle**, Chapman University

“An Exploratory Investigation of a College Campus Testicular Cancer Campaign”

Alexander L. Lancaster, West Virginia University

Anna-Carrie Back, University of Kentucky

Maria Brann, Indiana University - Purdue University Indianapolis

“Health Activism, Neoliberalism, and Corporate Sponsors in the Academy of Nutrition and Dietetics”

Kristin K. Smith, University of Vermont

Sarah N. Heiss, University of Vermont

“It’s Not Just What You Say, but How You Frame It: Exploring Message Framing in Safe Sex Communication Among African American Female Adolescents”

Tanisha L. Harris, High Point University *

“Medical Mistrust is More Than Just Skin Deep: Appalachians Mistrust of the Organ Donor Allocation System”

Keith D. Weber, West Virginia University

This panel of competitive papers explores the ways in which individuals construct their perceptions of various health communication contexts including efficacy garnered through a campus testicular cancer campaign, interpersonal messages of health and safe sex, mistrust of organ donation allocation, and a lack of discourse surrounding corporate sponsorship in health initiatives.

***Debut, Graduate Student Paper**

Saturday, 11:00 AM-12:15 PM**Ballroom A2****INSTRUCTIONAL PRACTICES.... TO USE IN THE CLASSROOM**

Sponsor: Instructional Communication
 Chair: **Candice Thomas-Maddox**, Ohio University, Lancaster
 Respondent: **Kristen Campbell Eichhorn**, SUNY Oswego

“Short-Term Instruction with Long-Term Benefits: Analyzing the of the Efficacy of a Media Literacy Training Program”

Hans C. Schmidt, Penn State, Brandywine

“The Unexamined Life of Rhetorical Criticism”

Christopher J. Gilbert, Indiana University

“A Case Study in Student-Centered Learning: Intercultural Communication Mini-Training Modules”

Gamze Yilmaz, University of Massachusetts

“Utilizing Learning Analytics to Improve the Basic Course: A Qualitative Analysis of the Instructor Feedback Captured in Revealr”

Lindsey B. Anderson, University of Maryland, College Park

Elizabeth Gardner, University of Maryland, College Park

Andrew D. Wolvin, University of Maryland, College Park

Rowie Kirby-Straker, University of Maryland, College Park

Adil Yalcin, University of Maryland, College Park

Benjamin B. Bederson, University of Maryland, College Park

“The Petrified Pedagogy of Speech Delivery: Reexamining the Canon of Speech Delivery through the Lens of Nonverbal Research”

David G. Levasseur, West Chester University of Pennsylvania

Martin S. Remland, West Chester University of Pennsylvania

Research is constantly and consistently developing in the area of instructional communication – but incorporating that research into course design can be a challenge. These papers present research into instructional design, some of which challenges the very foundations of our pedagogical practices that can be implemented as teaching strategies to increase our effectiveness in the classroom.

Saturday, 11:00 AM-12:15 PM**Ballroom E1****TOP PAPERS IN RHETORIC & PUBLIC ADDRESS**

Sponsor: Rhetoric & Public Address
 Chair: **Timothy Barney**, University of Richmond
 Respondent: **Benjamin R. Bates**, Ohio University

“Attitudes of Social Justice Unionism: The Meritocratic Myth as Symbolic Clout in the 2012 Chicago Teachers’ Strike” *

Michael J. Steudeman, University of Maryland, College Park

“Beyond the Spectacle: Rethinking Affect and Marginality in Situationist Psychogeographies”

Piper W. Corp, University of Pittsburgh

“A Queer Rhetorical Analysis of Heteronormativity in HBO’s ‘Looking’” **
Martin M. Casiano, Boston College

These papers represent the top-ranked competitive essays submitted in the Rhetoric & Public Address Division for the 2015 Convention. Reviewers praised these papers’ theoretical sophistication as well as their thoughtful contextual and historical research. Together, the essays represent the impressive diversity of cutting-edge rhetorical and public address scholarship, united through their striking relevance to the critical study of today’s political culture.

* **Top-Ranked Paper of All Competitive Submissions in Rhetoric & Public Address**

** **Undergraduate Student Debut**

Saturday, 11:00 AM-12:15 PM

Ballroom E2

ACCIDENTAL, SITUATED ARGUMENTS: FROM THE STATEHOUSE TO THE STREETS TO SOCIAL MEDIA

Sponsor: Argumentation and Forensics

Chair: **Julie Morgan**, Eastern University

“Pink Sneakers and a Thousand Voices: A Rhetorical Analysis of the Gathering in the Texas Rotunda in Support of Wendy Davis”

Andi McClanahan, East Stroudsburg University of Pennsylvania

“The Worst of All Possible Arguments: The Accidental Effect of Rectifying and Obliterating the MOVE Houses in West Philly”

Theodore F. Sheckels, Randolph-Macon College

“Spontaneous Memorials: Sites of Accidental Communication that Deliberate Tragedies and Acts of Violence”

Carl T. Hyden, Morgan State University

“Virtual Grieving: The Role of Spontaneous Online Memorials in the Public Mourning Process”

Rod Carveth, Morgan State University

Arguments are situated, sometimes planned but sometimes not. In the latter case, the arguments may be termed accidental. The presentations suggest that such arguments can be quite powerful and gain much of that power from their sites, be those sites a state house rotunda, the sides of highways, two West Philadelphia houses, or Internet websites.

Saturday, 12:00-2:00 PM

Ballrooms B,C,D

**JAMES C. MCCROSKEY & VIRGINIA P. RICHMOND UNDERGRADUATE SCHOLARS
CONFERENCE LUNCHEON**

Sponsor: Undergraduate Scholars Conference

Chair: **Kristin English**, Georgia College

Respondent: **Scott W. Dunn**, Radford University

Please join us! All USC registered students are invited to attend this luncheon and awards ceremony (that will take place alongside our Graduate School Showcase). We want to recognize USC Scholarship.... and feed you. Speaker TBA.

Saturday, 12:00-2:00 PM

Ballrooms B,C,D

ECA 2015 GRADUATE SCHOOL SHOWCASE

Sponsor: Undergraduate Scholars Conference

All students registered for and attending the 2015 McCroskey and Richmond Undergraduate Scholars Conference are invited to attend the 2015 ECA Graduate School Showcase that will take place alongside the USC Awards and Luncheon. Students interested in graduate school who are not registered for the USC can inquire about a showcase pass at the ECA registration table.

Saturday, 12:30-1:45 PM

Ballroom Foyer

COMPETITIVE GRADUATE POSTER SESSION II

Sponsor: ECA

Undergraduate students with “research in progress” have been competitively selected to present their ideas for the ECA membership. We encourage our ECA community to interact with and help guide our next generation of scholars.

“Family Communication Matters: The Impact of Mother-daughter Breast Cancer Communication on Daughters’ Prevention Behaviors”

Wan-Lin Chang, George Mason University

“Dodo & the Esoteric Persona: Toward an Expanded Universe of Rhetorical Personae”

Jake Dionne, Syracuse University

“Testing Knowledge Gap Theory in China: The Roles of Socioeconomic Status, Risk Perception, and Internet Exposure on Health Knowledge of H1N1 Flu Pandemic”

Xing Tong, George Mason University

Chenyu Dong, George Mason University

“Exploring The Role Of Agenda-Building Efforts In Media Coverage, Advocacy Organizations, And Presidential Controlled Communication Of Federal Student Financial Aid Policy”

Nancy B. Parish, Duquesne University

“Social Capital, Religious Commitment, and Perceptions of a Large, Affluent Church”

Douglas W. Peninger, High Point University

“Selfies & Vanity: Are Snapchat and Narcissism Related?”

Amber Williamson, High Point University

“Learning Risk Communication in the Case of Fukushima Disaster: Using the Mixed Methods Approach”

Hyun Kyung Oh, George Mason University

“You're Not a Man, If You're Not a Fan: Using Media Salience as a Way to Perceive Gender Roles Among Sports Fans”

Shaun M. Anderson, West Virginia University

“Culture Clash: An Examination of the Parent-Child Relationship in Immigrant Families”

Melissa F. Tindage, West Virginia University

“Saving Face, Hiding Things: Effemiphobia And Masculinity In *Supernatural*”

Christine Dandrow, University of Hartford

“Project Love”

Chelsie Hazenstab, Youngstown State University

Jake Kucek, Youngstown State University

Patrick Bascom, Youngstown State University

Saturday, 12:30-1:45 PM

Bromley

DELIBERATION IN THE CRIMINAL JUSTICE COMMUNITY: ROGUE JURIES, WRONGFUL CONVICTIONS, VIGILANTES, AND SERIAL KILLINGS

Sponsor: Communication Law & Ethics

Chair: **Donald A. Fishman**, Boston College

Respondent: **Susan Drucker**, Hofstra University

“Girl Power in the Criminal Justice System: The Potential & Pitfalls of Identity-Based Jury Nullification”

Elizabeth Kayler, John Jay College of Criminal Justice

“Being the Criminal Justice System is Never Having to Say You’re Sorry: The Importance of the Apology When Deliberations Wrongfully Convict”

Irina Zakirova, John Jay College of Criminal Justice

“Shooting First and Asking Questions Later: The Impact of Vigilantism on Deliberations about Criminal Justice Policy”

Aryah Halevy, Unaffiliated

“Serial Killers in the Media: How Policy about the Few Determine Policy for the Many”

Jennifer Farr, Unaffiliated

Deliberation is vital to law and policy formation in Criminal Justice and Deliberation is the signature method of determining guilt or innocence at the end of trial. This panel examines how media depictions of serial killers and vigilantism impacts policy, how juries can nullify existing law in their deliberations, why the apology is so important to the wrongfully convicted when those deliberations go wrong and why the state is so reluctant to provide that apology.

Saturday, 12:30-1:45 PM

Claypoole

THE NEW ‘HUNGER GAMES’: LAWYERS, (RHETORICAL) GUNS AND MONEY IN POLITICAL COMMUNICATION

Sponsor: Political Communication

Chair: **Jill M. Weber**, Hollins University

Respondent: **John Kares Smith**, SUNY Oswego

“Losing to Win: Politics as Usual in The Political Machine 2012”

Devin Scott, University of Maryland, College Park

“Cultivating Citizens: (Rhetorical) News, Elections, and ‘The Mini Page’”

Rebecca Alt, University of Maryland, College Park

“Understanding the Commercialization of Mediated Politics from a Political Economic Perspective”

Janelle Applequist, The Pennsylvania State University

As popular novels take a dystopian turn, this panel reflects a sense of malaise within political communication. Each paper targets a problem area of political discourse and considers the effects and lingering affect of our dystopian political commentary.

Saturday, 12:30-1:45 PM

Boardroom

MEDIA ECOLOGY 2015 INTEREST GROUP ANNUAL ECA BUSINESS MEETING

Sponsor: Media Ecology

Chair: **James C. Morrison**, Boston College

Saturday, 12:30-1:45 PM

Cook

PEDAGOGUES, PREACHERS, AND POLITICKERS: THE PROMISES AND PITFALLS OF DELIBERATION THROUGH THE LECTURE FORM

Sponsor: American Society for the History of Rhetoric, Rhetoric & Public Address

Chair: **Michelle Kearl**, Indiana University - Purdue University Fort Wayne

Respondent: **Eric C. Miller**, Bloomsburg University of Pennsylvania

“Education as a Cure for Demophobia: Horace Mann’s ‘The Necessity of Education in a Republican Government’”

Michael J. Steudeman, University of Maryland, College Park

“The Political Roots of Measurism in Religious Argumentation: Vox Populi Vox Dei in the Pitts Street Chapel Lectures of 1858”

Michael J. Hostetler, St. John’s University

“The Intercultural Rhetoric of Lone Feather (Wiyaka Wanjila), aka Congressman Ben Reifel, Ph.D.”

Courtney James Wright, Bowling Green State University

This special collection of competitive papers (**cosponsored with the American Society for the History of Rhetoric**) coalesces around the important rhetorical form of the “lecture” in various political, social, and religious contexts. From Horace Mann’s lecturing on education, to the intersection of scientific and religious arguments in Boston’s famed Pitts-Street Lectures of 1858, and on to Congressman Reifel’s attempts to articulate new cross cultural opportunities for Native Americans, the three essayists consider the very possibilities of democratic deliberation in key American public spaces.

Saturday, 12:30-1:45 PM

Flower

KENNETH BURKE AND DELIBERATIVE RHETORIC: WHERE IS BURKE WHEN WE NEED HIM?

Sponsor: Kenneth Burke

Chair: **Steven Zwier**, Duquesne University

Elvera Berry, Roberts Wesleyan College

Erik Garrett, Duquesne University

Jean Costanza Miller, The George Washington University

James Klumpp, University of Maryland, College Park

This roundtable is designed as a participative session! The work of Kenneth Burke is a particularly rich resource for ECA 2015 theme, “Deliberation: Philadelphia.” Burke’s insights invite us to consider attitudes, motives, and a variety of models of deliberation. Presenters will offer a brief sampling of Burkean perspectives in order to engage all in lively conversation regarding additional insights and what we might gain from greater awareness and understanding of Burke and deliberative processes.

Saturday, 12:30-1:45 PM

Frampton

TOP PAPERS IN MEDIA COMMUNICATION

Sponsor: Media Communication

Chair: **Nicholas Scott Smith**, Wayne State University

Respondent: **C. Leigh Nelson**, James Madison University

“Struggling for Recognition: The Role of Women in Sports Journalism during the Past Decade”

Hans C. Schmidt, Penn State Brandywine

Haleigh Swansen, Penn State Brandywine

“Voices from the Margins: Discourses on a Mediated Asian Woman”

Rose A. Howerter, Temple University

This panel features the two top competitively selected papers based upon their reviewers’ responses in the division. Both papers deal with the roles held by women in different mediums and content types and serve as a starting point for an overall exploration of the role of women in media.

Saturday, 12:30-1:45 PM

Reynolds

ECA PAST OFFICERS’ LUNCHEON

Saturday, 12:30-1:45 PM

Shippen

**DELIBERATING ABOUT BULLYING: EXPERIENCES AND COMMUNICATION PERSPECTIVES
FROM ACROSS HIGHER EDUCATION**

Sponsor: Communication Administration

Chair: **Kelly R. DelGaizo**, St. John's University

“Perspective: Defining bullying”

Kelly R. DelGaizo, St. John's University

“Perspective: Bullying in non- vs. academic settings”

Katherine Thweatt, SUNY New Paltz

“Perspective: Faculty bullying other faculty”

Kristen Campbell Eichhorn, SUNY Oswego

“Perspective: Graduate mentor bullying”

Don W. Stacks, University of Miami

“Perspective: Recognizing a bully and different types of bullies”

Mark Hickson III, The University of Alabama at Birmingham

“Perspective: Online bullying”

Candice Thomas-Maddox, Ohio University, Lancaster

“Perspective: TA Bullying”

Marian L. Houser, Texas State University

Bullying is a very real construct and takes place in all facets of university life. This panel discusses experiences in bullying, reactions to bullying, views from administrative standpoints at differing levels of administration, and best practices for lessening bullying in higher education. Audience members can take away narratives, experiences, and helpful information from communication administration professionals as we deliberate about bullying.

Saturday, 12:30-1:45 PM**Whitpen****RHETORIC AND PUBLIC INTEREST GROUP ADDRESS 2015 ANNUAL ECA BUSINESS MEETING**

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

Saturday, 12:30-1:45 PM**Ballroom A1****EXPLORING COMMUNICATION PEDAGOGY IN MASSIVELY OPEN ONLINE COURSES (MOOCs): DELIBERATING NEW OPPORTUNITIES FOR LEARNING**

Sponsor: Communication and Technology, Instructional Communication
 Chair: **David B. Stern**, Frostburg State University

Anita Foeman, West Chester University of Pennsylvania
Bessie Lawton, West Chester University of Pennsylvania
Christopher Lynch, Kean University
Dawn Pfiefer, West Chester University of Pennsylvania
Philip Thompson, West Chester University of Pennsylvania

This roundtable discussion will build on the experiences of three Communication Studies faculty members who designed a Massive Open Online Course (MOOC) in intercultural communication visited by more than 2000 users from over 14 countries. Discussants will explore potential platforms, choices in developing modules, and planning for the future. In addition, the session will deliberate on the impact of MOOCs as well as institutional and technological issues faced and lessons learned.

Saturday, 12:30-1:45 PM**Ballroom A2****DEVELOPING A RESEARCH/TEACHING AGENDA ON DIVERSITY: ENGAGING INSTITUTIONAL AND PEDAGOGICAL POWER IN TENURE-TRACK ENVIRONMENTS**

Sponsor: Intercultural Communication
 Chair: **Nicole-Files Thompson**, The Lincoln University

“Furthering Discussions and Research on Identity, the Body & Disclosure”
Andrew R. Spieldenner, Hofstra University

“Finding a Home in American Studies”
Kimberly Moffitt, University of Maryland, Baltimore County

“Diversity as a Critical Act”
Celeste Lacroix, College of Charleston

“Debating Diversity”
Tomeka Robinson, Hofstra University

SATURDAY

This panel celebrates deliberative democracy and features a roundtable discussion to provide an opportunity for people interested in how to manage a tenure-track position with diversity as a focus. Diversity, in this case, is broadly defined and can include discussions on intersectional identities (e.g., race, class, gender, sexuality, and age) as well as other identity issues such as religion, substance use, media consumption, or health status.

Saturday, 12:30-1:45 PM

Ballroom E1

TOP COMPETITIVE PAPERS IN INTERPERSONAL COMMUNICATION

Sponsor: Interpersonal Communication
Chair: **Pamela J. Lannutti**, La Salle University
Respondent: **Megan M. Dowd**, Hamilton College

“A Qualitative Exploration of Romantic Partners’ Motives for and Content of Communication with Friends Following Negative Relational Events”

Jessalyn Vallade, University of Kentucky
Megan R. Dillow, West Virginia University
Scott A. Myers, West Virginia University

“Relational Maintenance Behaviors, Biological Sex, Family Lineage, and Relational Characteristics in the Grandparent-grandchild Relationship”

Daniel H. Mansson, Penn State Hazelton

“We’re (More Than) Friends on Facebook: An Exploration into How Facebook Use Can Lead to Romantic Jealousy”

Rhiannon B. Kallis, Indiana University of Pennsylvania
Charles Pavitt, University of Delaware

“Race, Sex, and Marital Maintenance”

Marianne Dainton, La Salle University

This panel consists of the top competitive papers, as determined by reviewer scores, in the Interpersonal Communication Interest Group for 2015. The authors explored various ways in which we deliberate in relationships: from communication with friends and family members to communication with romantic partners. The panel illustrates the varied approaches to interpersonal communication research as well as excellence in scholarship.

Saturday, 12:30-1:45 PM

Ballroom E2

DO WHAT CANDIDATES’ PLATFORMS TELL US REALLY MATTER?: POLITICAL PLATFORMS AS DELIBERATIVE ARGUMENT

Sponsor: Argumentation and Forensics
Chair: **Jason Del Gandio**, Temple University

“Belva Lockwood’s 1884 Presidential Platform as Argument – Policy or Feminist Document?”

Jane Elmes Crahall, Wilkes University

“Candidate Platforms in Maryland’s 2014 Gubernatorial Race: Did They Help Voters Deliberate Their Choices Any Better?”

Carl T. Hyden, Morgan State University

“The ‘Other’ Candidates in the Race: Examining Third Party Platforms”

Rod Carveth, Morgan State University

“National Party Platforms Rarely Matter Now: An Explanation from a Communication Perspective”

Theodore F. Sheckels, Randolph-Macon College

There was a time when a candidate’s platform really mattered. Political parties worked hard on them and candidates ran hard on them. People would listen to long messages in which candidates described in detail where they stood. More recently, messages have become shorter and shorter until they seem confined to sound bites that make good headlines. This raises a question about whether platforms matter anymore. This panel explores that idea.

Saturday, 2:00-3:15 PM

Hamilton

MOVING FROM LECTURER TO WEBSITE DEVELOPER: DESIGNING ENGAGING, ACCOMMODATING DISTANCE EDUCATION COURSES (SHORT COURSE)

Sponsor: Short Courses

Facilitator: **Rebecca Curnalia**, Youngstown State University

Facilitator: **Dorian Mermer**, Youngstown State University

Facilitator: **Jeff Tyus**, Youngstown State University

This is an opportunity to answer each other’s questions about and share best practices for teaching online by drawing from research on effective web design and our own experiences developing courses. Examples of interactive, multimedia online course content that adapts to students’ learning styles; engaging activities and assignments; and transparent assessment. Attendees receive access to an interactive resource list allowing for exchanging ideas, technology reviews, etc. Participants should bring a Wi-Fi enabled device with them. *Short Courses require pre-registration.*

Saturday, 2:00-3:15 PM

Claypoole

TRENDSBOTTING FOR 2016: TOWARD A TOP 10 LIST

Sponsor: Political Communication

Chair: **Ralph Begleiter**, University of Delaware

Ralph Begleiter, University of Delaware

Paul R. Brewer, University of Delaware

Jason A. Edwards, Bridgewater State University

Tracey Quigley Holden, University of Delaware

Jennifer Lambe, University of Delaware

Richard Vatz, Towson University

Dannagal Young, University of Delaware

This panel will take on the format of a “Town Hall” style discussion. The panelists have diverse areas of expertise, ranging from news to public opinion to political entertainment. In the spirit of a Town Hall, each panelist will briefly (less than 5 minutes) list his or her top trends for the 2016 elections. The chair will then invite audience discussion and commentary. The focus of the session is on lively discussion framed by our expert panelists’ identification of trends for 2016.

Saturday, 2:00-3:15 PM

Cook

INTERPERSONAL COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Interpersonal Communication
Chair: **Pamela J. Lannutti**, La Salle University

Saturday, 2:00-3:15 PM

Flower

CLASSROOM QUALITIES THAT ENHANCE STUDENTS' CLASSROOM PERFORMANCE

Sponsor: Instructional Communication
Chair: **Alexander L. Lancaster**, West Virginia University
Respondent: **Katherine Thweatt**, SUNY New Paltz

“Motivating College Students: Exploring Students’ Basic Psychological Needs in the Classroom”
Zachary W. Goldman, West Virginia University
Maria Brann, Indiana University – Purdue University Indianapolis

“Practicing Contemplative Gratitude In University Classrooms: Student Learning And Happiness Outcomes”
Cigdem Talgar, Northeastern University
Jesica Speed Wiley, Northeastern University
Jacob Depue, Northeastern University
Carey M. Nolan, Northeastern University

“When Students Self-Disclose in the Classroom: Instructor Perceptions of Student Disclosures”
Benson T. Sexton, University of Kentucky *

“Teacher Technology Policies as Predictors of Student Engagement”
Shaun M. Anderson, West Virginia University
Alan K. Goodboy, West Virginia University

Helping our students to learn while maximizing their positive course experience is among the goals of every instructors. While focusing on assessment, technology, material development, and the details of course execution – outcomes can be a difficult priority. Panelists/authors here provide research outcomes regarding a variety of classroom characteristics and behaviors and their affect on students and learning.

* **Debut Paper**

Saturday, 2:00-3:15 PM

Frampton

MEDIA COMMUNICATION INTEREST GROUP 2015 ANNUAL ECA BUSINESS MEETING

Sponsor: Media Communication
Chair: **Nicholas Scott Smith**, Wayne State University

Saturday, 2:00-3:15 PM

Reynolds

TRANSITIONING FROM EARLY CAREER FACULTY TO MID-CAREER AWARD WINNER – AND BEYOND: CURRENT RESEARCH OF PAST OFFICERS’ AWARD RECIPIENTS

Sponsor: First Vice President

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

Respondent: **Danette Ifert Johnson**, Ithaca College, ECA Past President

“Promoting and Funding Research: Strategies and Goals at Texas State”

Marian L. Houser, Texas State University

“The Leisure Agenda: Scholarship, Teaching, and Practice”

Annette M. Holba, Plymouth State University

“From the Front Line: Communication Research with First Responders”

Theodore A. Avtgis, Ashland University

“Health Rhetoric and Going International: Becoming an Experiential Learner to Improve Scholarship”

Benjamin R. Bates, Ohio University

The ECA Past Officers’ Award recognizes ECA members for mid-career achievements in scholarship and service to ECA. In this symposium, recent award recipients will discuss the type of work that led to their selection for the award and how that work has led to their current and future agendas for advancing research in the discipline. Following presentations, audience members and participants will engage in discussion of the ideas presented and the award process.

Saturday, 2:00-3:15 PM

Whitpen

HIDDEN RISKS: APPLYING RISK ORDERS THEORY TO EXPLORE MORAL, SOCIAL, IDENTITY, AND CULTURAL COMPONENTS OF RISK COMMUNICATION

Sponsor: Health Communication, Theory and Methodology

Chair: **Laura D. Russell**, Denison University

Respondent: **Kimberly Field-Springer**, Ashland University

“The College Experience: A Risk Orders Theory Perspective of Binge Drinking” *

Kevin Anglim, Hamilton College

“Thinspiration: Analyzing Social Media Representation of Body Image through Risk Communication” *

Polly Bruce, Hamilton College

“Risks Associated with the Usage of Methadone Maintenance Versus Non-Opioid Replacement Therapy for Heroin Addiction” *

Zoe Escandon, Ashland University

“Considering Risks to Identity through Social Media Use” *

Connor O’Brien, Hamilton College

Risk orders theory is a constructionist theory of risk attending to hidden moral, social, identity, and cultural risks created in the penumbra of constructed physical risks. The theory interrogates consequences of risk discourse and illuminates the complications humans face as we struggle to live with our profound desire to avoid threats. This all undergraduate student panel has been accepted by two Interest Groups to present research specifically aimed at testing and expanding risk orders theory in student specific contexts.

***Student Debut Paper**

Saturday, 2:00-3:15 PM

Ballroom A1

RHETORIC'S NOT-SO-DELIBERATE MARCH TO MODERNITY

Sponsor: Media Ecology

Chair: **Roxanne O'Connell**, Roger Williams University

"Orality and Vernacular: Ong's Opening via Peter Ramus"

Melinda Miller, Duquesne University

"From Orality to Literacy to Digitality: Moving Technology from a Position of Tool to a Position of Master"

Richard Talbert, Geneva College

"Paolo Freire: Liberation Through Deliberation"

Steve Urbanski, West Virginia University

"The Tyranny of the 'Like' Button: Navigating Beauty and Truth in the Social Space"

Kelley Crowley, Shenandoah University

"Civil Rights Struggles in Mediated Modernity: Can Communication Technology Tools Redeem 1950s Unity?"

Diana Nogay, The University of North Texas

"McLuhan's Extensions of Man: Narcissus, Narcosis, Narcotic"

Jeff Bogaczyk, Duquesne University

The relevance of rhetoric tends to re-emerge at moments of momentous social, technological, and political change. Twentieth-century scholars such as Merleau-Ponty, Ong, McLuhan, Adorno, Ellul, Freire, Mumford, and others are grounded in rhetoric with deep ties to technological innovations and transitions in human communication that date to earlier eras. Panelists in this session will present papers from rhetoric of technology/media ecology perspectives that discuss rhetoric's non-deliberate path leading into modernity or building out of modernity.

Saturday, 2:00-3:15 PM

Ballroom A2

PROMOTING AWARENESS ABOUT OUR COMMUNICATION DISCIPLINE THROUGH LAMBDA PI ETA? A ROUNDTABLE DISCUSSION OF THE LPE ROLE IN CONVENTIONS

Sponsor: First Vice President, Undergraduate Scholars Conference
 Chair: **Leeanne M. Bell McManus**, Stevenson University, ECA Philly
 Planning Team , Former ECA USC Chair
 Respondent: **Trevor Parry-Giles**, NCA Representative

Alex Bohman, Gannon University, Lambda Pi Eta Member
Crystal Bowser, University of Pittsburgh at Johnstown, Lambda Pi Eta Member
Taylor Coniglio, Duquesne University, Lambda Pi Eta Member
Rebecca Dambach, Gannon University, Lambda Pi Eta Member
TBD
Courtney Hastings, Stevenson University, Lambda Pi Eta Member
Andie Wolman, West Chester University, Lambda Pi Eta Member

What is the role of Lambda Pi Eta in a professional communication convention? Lambda Pi Eta is the student association affiliated with NCA – but what role do they or should they have at a regional convention? This roundtable session brings together LPE advisors and students, with ECA and NCA convention representatives to determine in what, if any, role in which we should put this association. Your voice will be crucial to crafting our conclusions.

Saturday, 2:00-3:15 PM

Ballroom E1

THE RHETORICAL LIVES OF LYRICS AND JOKES: WHEN MUSIC AND COMEDY CHALLENGE SOCIAL CONVENTION

Sponsor: Rhetoric & Public Address
 Chair: **Christine Hirsch**, SUNY Oswego
 Respondent: **Michael Tumolo**, California State University, Stanislaus

“Rush’s Lyrical Rhetoric of Oppression and Liberation: Extending ‘Freedom Songs’ into the Progressive Rock Genre”
Brett A. Barnett, Slippery Rock University

“<First World> Problems: An Analysis of the Use of Ideographs in Challenging Privilege” *
Jake J. Nickell, Wayne State University

“Logically Speaking: How Comedian Aziz Ansari Manipulates Myth” *
Ellen Santa Maria, West Chester University of Pennsylvania

A collection of competitive papers argues how societal morés are being creatively critiqued by cultural arbiters like rock lyricists, rap parodists, and stand-up comics in important ways. The three panelists draw on critical tools in Rhetoric & Public Address such as the oppression/liberation dyad, ideographs, and myths to show how social privilege and hegemonic institutions can be challenged by the subversion of particular generic forms.

* **Student Debut Paper**

Saturday, 2:00-3:15 PM**Ballroom E2****“I AM SO MAD THAT FACEBOOK TOYED WITH MY EMOTIONS!”: DELIBERATING THE ETHICAL, METHODOLOGICAL, AND PRACTICAL IMPLICATIONS OF THE FACEBOOK MOOD STUDY****Sponsor:** Theory and Methodology**Chair:** **Rod Carveth**, Morgan State University**“How Small is Big Data? The Ethics of Manipulating Masspersonal Communication”****Nicholas David Bowman**, West Virginia University**““Would You Have Seen the Sad Post Anyway?”: Understanding the Ethical Implications of the Facebook Mood Study in Terms of Field Experiment Research”****Anita Atwell Seate**, University of Maryland, College Park**““Creepy Emotional Manipulation and Secret Experiments’: Why the Media Coverage of Facebook’s Newsfeed Study is Bad for the Public Understanding of Research”****Elizabeth Cohen**, West Virginia University**“Practical Utility of the Facebook Mood Manipulation Study”****Rod Carveth**, Morgan State University

This roundtable focuses on the findings of the controversial Facebook mood manipulation study. Participants will discuss the ethics of the research, how the study was covered in the media, and whether or not the study’s findings have practical application. The session will then be opened up for audience participation and discussion.

Saturday, 3:15-3:45 PM**Ballroom Foyer****COFFEE CAFÉ (BEFORE OUR GENERAL BUSINESS MEETING)**

Time for a break! Let us buy you a cup of Joe or a snack. Feel free to refill while joining the ECA 2015 General Business Meeting.

Saturday, 3:15-3:45 PM**Ballroom C****ECA 2105 GENERAL BUSINESS MEETING**

Sponsor: ECA

Chair: **Thomas R. Flynn**, Slippery Rock University, ECA President

J. Kanan Sawyer (First Vice President)

Jason S. Wrench (First Vice President Elect)

Danette Ifert Johnson (Immediate Past President)

Ronald C. Arnett (Executive Director)

All ECA Members

The General Business Meeting of ECA is our time to converge as a membership and discuss the goings on of our association, the future of our group and of our convention planning, our status, and what our membership hopes for ECA. This is your chance to be informed and have a voice!

Saturday, 5:00-6:30 PM**Hamilton****2015 PRESIDENT'S RECEPTION**

Sponsor: ECA

Chair: **Thomas R. Flynn**, Slippery Rock University, ECA President

ECA President, Thomas R. Flynn, would like to invite you to join him and the ECA Leadership in celebrating the success of our 2015 convention and our members. (Reception includes heavy appetizers and a cash bar.)

Saturday, 6:30**Reynolds****12 STEP MEETING**

Sunday, 7:30 AM-9:30 AM

Ballroom Foyer

EVENT REGISTRATION / CHECK-IN

Registered convention attendees will receive name badges that serve as “admission tickets” to select events, sessions, and panels. WHYY/FOX event attendees must pick up registration tickets.

Sunday, 9:00 AM-11:00 AM

Ballroom Foyer

WHYY, FOX, AND THE IVORY TOWER: “IS MEDIA COVERAGE OF POLITICS HELPING OR HURTING OUR DEMOCRACY?” SESSION AND BRUNCH

Sponsor: West Chester University of Pennsylvania, Widener University
 Chair: **Anita Foeman**, West Chester University of Pennsylvania
 Moderator: **Chris Satullo**: WHYY Vice President of News and Civic Dialogue

Kathleen Hall Jamieson, University of Pennsylvania
Richard Vatz, Towson University
John Gastil, Penn State University
Stephen Janis, FOX News





ECA has formed a partnership with National Public Radio’s local Philadelphia affiliate, WHYY, to offer a distinguished scholars panel at our ECA 2015 Convention. The aim of this partnership is to offer a collection of answers from our community and the most qualified panel in regard to the question, “Is Media Coverage of Politics Helping or Hurting Our Democracy?” This session is begins with a brunch. *(Pre-registration is required.)*

* Questions may be directed to Angela M. Corbo, Widener University.

WHYY meets FOX meets the Ivory Tower...


The Eastern Communication Association and WHYY invite you to a special meeting of the minds to answer the question:

“Is Media Coverage of Politics Helping or Hurting Our Democracy?”

<p>Kathleen Hall Jamieson, Ph.D. Director of the Annenberg Public Policy Center of the University of Pennsylvania</p> 	<p>Stephen Janis Two time Emmy award-winning investigative reporter for FOX News</p> 
<p>John Gastil, Ph.D. Penn State Professor in Communication Arts and Sciences and Political Science; author: <i>Political Communication and Deliberation</i></p> 	<p>Richard Vatz, Ph.D. Towson University full Professor and author of <i>“The Only Authentic Book of Persuasion”</i></p> 

**Sunday April 26th 2015 from 9:00 - 11:00am
 at the Sheraton Society Hill in Philadelphia**

These experts will debate, deliberate, and offer their conclusions then they will answer YOUR questions about this important issue.



Continental Breakfast provided at 8:30am

For more information and registration, go to:
http://www.ecasite.org/aws/ECA/pt/sp/p_convention_events

Moderated by WHYY Vice President of News and Civic Dialogue, Chris Satullo

2016 Convention Information

(THIS SECTION UNDER CONSTRUCTION)

2016 Leadership and Planning Team x

2016 Call for Papers x

ECA History

(THIS SECTION UNDER CONSTRUCTION)

Presidents	X
Second Vice Presidents	X
Secretaries, Treasurers, Executive Directors, Journal Editors	X
ECA Awards.....	X
Distinguished Research Fellows	X
Distinguished Teaching Fellows	X
Committee of Scholars	X
Life Members	X
Convention Sites (Past, Present, Future)	X

Indexes

(THIS SECTION UNDER CONSTRUCTION)

2016 Event and Panel Sponsors Index

2016 Convention Participants Index