

FINAL PROGRAM DRAFT, ECA 2018

WEDNESDAY, APRIL 25, 2018

Convention Registration

Omni Conference Center foyer, 3-6 p.m. Wednesday

Finance Committee Meeting

Parkview West, 3-4 p.m. Wednesday

Benjamin R. Bates, Chair (President)
Leeanne M. Bell McManus (First Vice President)
Katherine S. Thweatt (First Vice President Elect)
Jason S. Wrench (Immediate Past President)
Cheryl Casey (Executive Director)
Pamela Lannutti *Communication Quarterly* Editor (*ex officio*)
Nicholas D. Bowman, *Communication Research Reports* Editor (*ex officio*)
Kristen L. Majocha, *Qualitative Research Reports in Communication* Editor (*ex officio*)

Publications Committee Meeting

Parkview West, 4-5 p.m. Wednesday

Benjamin R. Bates, Chair (President and Immediate Past Editor of *Communication Quarterly*)
Leeanne M. Bell McManus (First Vice President)
Katherine S. Thweatt (First Vice President Elect)
Cheryl Casey (Executive Director)
Annette M. Holba, (Immediate Past Editor of *Qualitative Research Reports in Communication*)
Rod Carveth (Elected Representative)
Chris Morse, *Communication Quarterly* Editor (*ex officio*)
Pamela Lannutti, *Communication Quarterly* Editor (*ex officio*)
Nicholas D. Bowman, *Communication Research Reports* Editor (*ex officio*)
Kristen L. Majocha, *Qualitative Research Reports in Communication* Editor (*ex officio*)
Stacy M. Smulowitz (Elected Representative)

Site Selection Committee

Parkview West, 5-6 p.m. Wednesday

Benjamin R. Bates, Chair (President)
Leeanne M. Bell McManus (First Vice President)
Katherine S. Thweatt (First Vice President Elect)
Jason S. Wrench (Immediate Past President)
J. Kanan Sawyer (Immediate Past President - Once Removed)
Cheryl Casey (Executive Director)

THURSDAY, APRIL 26, 2018

Convention Registration

Omni Conference Center foyer, 7:30 a.m. – 5:30 p.m. Thursday

Executive Council Meeting

Conference Center A, 9 a.m.– noon Thursday

Benjamin R. Bates, Ohio University
Leeanne M. Bell McManus, Stevenson University
Katherine S. Thweatt, SUNY Oswego
Jason S. Wrench, SUNY New Paltz
Cheryl Casey, Champlain College
Nicholas D. Bowman, West Virginia University
Pamela Lannutti, La Salle University
Kristen L. Majocha, University of Pittsburgh at Johnstown
April Copes, Anne Arundel Community College
Tracey Quigley Holden, University of Delaware
Nyia Lacey, Delaware County Community College
Nancy J. Willets, Cape Cod Community College
Susan Drucker, Hofstra University

EXECUTIVE COUNCIL MEMBERS (Continued)

Trevor Parry-Giles, NCA/University of Maryland
Douglas Strahler, Slippery Rock University
Mary Toale, SUNY Oswego
Stacy M. Smulowitz, University of Scranton
Jade Olson, University of Maryland
Mary L. Kahl, Penn State, Behrend
Malwina A. Buldys, Temple University
Nicholas Scott Smith, Saint Louis University
Martin Wallenstein, John Jay College, City University of New York
Jessica Papajcik, Stark State College
Shawn C. Starcher, Kent State University
Daniel H. Mansson, Penn State Hazleton
Mary E. King, Bloomsburg University
Shauna M. MacDonald, James Madison University
Jean Costanza Miller, The George Washington University
Colin P. Kearney, University of Florida
Jordan Atkinson, Missouri Western State University
Joseph Lybarger, University of Tennessee
Craig T. Maier, Duquesne University
Rod Carveth, Morgan State University
Abbe Depretis, Temple University
Janie M. Harden Fritz, Duquesne University
Daniel S. Strasser, Rowan University

9:30-10:45

SHORT COURSE

(DT) Allegheny, 9:30-10:45 a.m. Thursday

INTEGRATING AN *ENCYCLOPEDIA OF COMMUNICATION ETHICS: GOODS IN CONTENTION* INTO THE COMMUNICATION CURRICULUM

Presenters: **Ronald C. Arnett**, Duquesne University
Annette M. Holba, Plymouth State University
Susan Mancino, Duquesne University



Communication ethics is taught in varying curricular environments from stand-alone communication ethics courses to applied profession courses, or as units in numerous communication courses (Swenson-Lepper et al., 2015). Because of the diverse ways in which communication ethics content is delivered, there was a need for a book that could be used in any of these contexts. This short course provides resources for teaching communication ethics in multiple settings. Our text, *An Encyclopedia of Communication Ethics: Goods in Contention*, and a variety of supplemental companion tools will be provided to participants to assist in teaching communication ethics.

APPLIED CRISIS COMMUNICATION

Vandergrift, 9:30-10:45, Thursday

Sponsor: Applied Communication
Chair: **Todd Kelshaw**, Montclair State University
Respondent: **Corey J. Liberman**, Marymount Manhattan College

"Fantasy Theme Analysis as a Resource for Political Crisis Communicators: The Cliven and Ammon Bundy Standoffs as Case Study"
Andrew Tinker, Duquesne University

"Too Little, Too Late: Analysis of Susan G. Komen's Crisis Response"
Taylor Powers, Abilene Christian University

The competitively selected papers on this panel features papers which explore political and organizational crisis communication through an applied lens.

**INNOVATING THE PUBLIC SPEAKING COURSE: DELIVERING HIGH QUALITY COURSES
THAT ARE FLEXIBLE, AFFORDABLE, AND EFFICIENT**

Phipps, 9:30-10:45 a.m. Thursday

Sponsor: Instructional Communication
Chair: **Nicholas T. Tatum**, University of Kentucky
Respondent: **Lauren Lemley**, Abilene Christian University

Brian Kline, The University of North Georgia
David Strukel, Hiram College
Madeline Forther, Abilene Christian University
Douglas Sierra, Abilene Christian University
Patty Wharton-Michael, University of Pittsburgh at Johnstown
Susan M. Wiezorek, University of Pittsburgh at Johnstown

Presenters in this panel session will share both experience and research with a variety of ways communication programs are exploring alternative/creative delivery methods for public speaking courses. Presenters will discuss the successes and challenges of adopting innovative formats, including accelerated and hybrid formats, and data about the ways communication programs across the country are rethinking traditional models to respond to the ever-growing pressures to deliver high quality instruction in flexible, affordable, and efficient ways.

**"ARE YOU STILL WATCHING...":
MEDIA BINGING & PARASOCIAL IMPLICATIONS**

Conference Center B, 9:30-10:45 a.m. Thursday

Sponsor: Media Communication
Chair: **Guy Wade**, Wayne State University
Respondent: **Joseph C. Harry**, Slippery Rock University

"Exploring the Relationship between Parasocial Variables and Subjective Well-being"

Pratiti Diddi, Pennsylvania State University
Kelly Seeber, Pennsylvania State University
Sushma Kumble, Pennsylvania State University

"Is All Media Binging Created Equal? Exploring Differences in the Stigmatization of Television, Film, and Novel Binge Consumption Experiences"

Elizabeth L. Cohen, West Virginia University
Julia K. Weiss, West Virginia University
Alexandra Vaughn, West Virginia University

"Binge Watching is the New Black: Binge Watching, Parasocial Interactions, Loneliness, and Depression"

Erin B. Waggoner, University of Connecticut
John Christensen, University of Connecticut
Seth McCulloch, University of Connecticut

The competitively selected papers on this panel explore the interaction between media-binging consumers and the parasocial relationships they develop with the characters and also take a look at the social and psychological ramifications associated with such behaviors.

**BRIDGING THE RHETORICS OF THE NATIONAL INTEREST AND
THE PUBLIC "GOOD": TRUMP, CLIMATE CHANGE, MILITARY SERVICE,
ENVIRONMENTAL DISASTERS, AND BIRTHERISM**

(DT) Ohio, 9:30-10:45 a.m. Thursday

Sponsor: Rhetoric & Public Address
Chair: **Jessica L. Ghilani**, University of Pittsburgh at Greensburg

"Broken Bridges and Shattered Connections: Why Donald Trump's Position on Climate Change is No Hoax"

Anne Czerwinski, University of Pittsburgh at Greensburg

"Bridging Economic Opportunities in the Rhetoric of Early Volunteer Army Recruiting Advertisements"

Jessica L. Ghilani, University of Pittsburgh at Greensburg

"Building Bridges Across Polluted Streams of Thought: Toward an Ecological Communication Ethic"

John Prellwitz, University of Pittsburgh at Greensburg

"Birtherism, Building Walls, and '#MAGA:' Bridging the Putative Rhetorical and Ideological Gaps between Trumpism and White Nationalism"

Clifford T. Manlove, Penn State Greater Allegheny

This panel seeks to understand the bridges and dichotomous tensions being built across various public discourses. The notion of public "good" can raise ethical questions regarding who within a broad public can benefit. When, whether, how, and for whom something is "good" is highly subjective. And racial, economic, and geographic disparities can present significant barriers to accessing these "goods." Sometimes what is "good" for some is to the detriment of others, but regardless of the circumstances, rhetoric and public address are essential to bridging ideas with good public outcomes.

TOP THREE COMPETITIVE PAPERS IN HEALTH COMMUNICATION

Carnegie 3, 9:30-10:45 a.m. Thursday

Sponsor: Health Communication

Chair: **Hannah Ball**, Chapman University

Respondent: **Sara LaBelle**, Chapman University

"Patients' Perceptions of Provider Cultural Competence, Patient Communication Willingness, and Patient Communication Apprehension: Predictors of University Health Center Patient Satisfaction" *

Heather J. Carmack, University of Alabama

Rukhsana Ahmed, University of Ottawa

Katherine L. Harville, James Madison University

"Analyzing the Effects of a Culturally Focused Sexual Assault Bystander Intervention Campaign: The Mediating Roles of Injunctive and Descriptive Norms"

Kelly Madden Daily, La Salle University

"Comparing Three Message Formats' Effectiveness for Influencing HIV Testing Intentions" **

Kristin G. Maki, SUNY Buffalo

This panel showcases the top three competitive papers from the Health Communication Interest Group. Taken together, these papers – which exhibit a variety of health communication contexts, theoretical lenses, and research methodologies – represent the best scholarship in our area. These papers are worthy of recognition and further discussion.

* Top Paper

** Top Student Paper

HILLARY RODHAM CLINTON'S *WHAT HAPPENED*: EXPLORATIONS OF HER POLITICAL PURPOSES AND PUBLIC REACTIONS

Oakmont, 9:30-10:45 a.m. Thursday

Sponsor: Political Communication

Chair: **Molly Wertheimer**, Penn State, Hazelton

"The Memoir as Political Strategy: Hillary Rodham Clinton in Three Acts"

Anne F. Mattina, Stonehill College

"Hillary through the Looking Glass"

Nichola Gutgold, Penn State Lehigh Valley

"Promoting *What Happened*: Hillary Clinton's Talk Show Appearances"

Lisa Burns, Quinnipiac University

"*What Happened*: Kindling for the Right-Wing Media"

Beth Waggenpack, Virginia Tech

"In Good Company: Women Political Leaders, Public Resistance and Backlash"

Verónica Montecinos, Penn State Greater Allegheny

"*What Happened* -- Its Unique Place in the Tradition of First Lady Autobiography"

Molly Wertheimer, Penn State Hazleton

This panel explores the political and rhetorical implications of Hillary Rodham Clinton's *What Happened* (2017). We compare her memoir to others by first ladies, including her previous memoirs *Living History* (2003) and *Hard Choices* (2014). We examine her goals, candid thoughts, and promotional strategies. We show how her political opponents use *What Happened* for their own ends. Finally, we demonstrate that Clinton is not unique among other women world leaders, who also struggle with entrenched sexism.

MEDIA INFLUENCE IN CROSS-CULTURAL AND INTERCULTURAL COMMUNICATION

Shadyside, 9:30-10:45 a.m. Thursday

Sponsor: Intercultural Communication

Chair: **Rong Ma**, University of Maryland

"Like any Traditional Italian Family Would Do: Representations of Italian-ness on MTV's *Jersey Shore*"

Lukas J. Pelliccio, Wayne State University

"Social Media Dependency on Social Capital: An Opportunity to Foster Intercultural Communications"

Kimberly Flanders, Pennsylvania State University, Worthington Scranton

Laurie Sadler Lawrence, Indiana University of Pennsylvania

"Public and Private Self Differences between American and Omani Cultures"

Chas D. Koermer, West Virginia University

"A Look at Relational Cultural Theory: Exploring Connections of Cuban Unaccompanied Children through Group Dynamics and Media Privilege"

Mariely Valentin-Llopis, Barry University

This panel explores how media plays a role in intercultural communication through oral and mediated communication, and cross-cultural communication differences.

BRIDGING CONNECTIONS BETWEEN NEW AND OLD IMMIGRANTS: DISCOURSES ON IDENTITY, UNITY, INTEGRATION AND DISCRIMINATION

(DT) Monongahela, 9:30-10:45 a.m. Thursday

Sponsor: Voices of Diversity

Participants: **Sanae Elmoudden**, St. John's University

Flora Keshishian, St. John's University

Pratibha Kumar, Mount St. Mary's University

Sidi Becar Meyara, Utah State University

Jingsi Christina Wu, Hofstra University

This roundtable panel discussion focuses on immigrant identities and experiences in the U.S. Papers in this panel examine issues pertaining to nationality, identity, unity, discrimination, and integration among disparate immigrant groups—from the Middle East and China to Morocco and Mauritania.

CELEBRATING THE 75TH ANNIVERSARY OF *ETC.* A REVIEW OF GENERAL SEMANTICS**Oliver, 9:30 -10:45 a.m. Thursday**

Sponsor: Institute of General Semantics
Chair: **Thom Gencarelli**, Manhattan College
Panelists: **Martin Levinson**, Institute of General Semantics
Michael Plugh, Manhattan College
Lance Strate, Fordham University

ETC. A Review of General Semantics is an interdisciplinary quarterly journal that was published from 1943 to 2003 by the International Society for General Semantics and is now published by the Institute of General Semantics. Past Editors of *ETC.* include S.I. Hayakawa, the former President of San Francisco State University and U.S. Senator from California from 1977 to 1983, and Neil Postman, founder of the Media Ecology Ph.D. program at New York University and author, co-author, and editor of some 26 books.

This year, *ETC.* celebrates its 75th anniversary and, in honor of this occasion, will publish a double issue, 74:1/2, comprised of previously published articles by some of the more significant writers, thinkers, and public intellectuals whose work has graced the journal's pages over the last three-quarters of a century. This panel celebrates this momentous occasion, and the panelists will present and offer their commentary on a number of these important selections.

DIGITAL MEDIA & PEDAGOGY: HOW TO EFFECTIVELY INCORPORATE AND TEACH USING SMARTPHONES AND SOCIAL MEDIA IN THE UNIVERSITY CLASSROOM SETTING**Conference Center C, 9:30-10:45 a.m. Thursday**

Sponsor: Communication and Technology
Panelists: **Talisha Dunn-Square**, Bowie State University
Chelsea G. Mays-Williams, Bowie State University

College professors are often in competition with smartphones and social media in the classroom. They are also tasked with teaching students how to use emerging media so they can be well-prepared for a communications career after graduation. This two-part panel discusses incorporating and teaching social media (1) to help students learn communication theories and (2) to help teachers learn how to teach social media planning, an important tool for the all types of communication professionals.

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

THE RIGHTEOUS, THE REJECTED, AND THE (RE)MOVED: PHILOSOPHICAL PERSPECTIVES ON RE-CONSTRUCTIONS OF PERSONAL, SOCIAL AND MEDIATED REALITIES**Conference Center C, 11-12:15 p.m. Thursday**

Sponsor: Philosophy of Communication
Chair: **Andrew R. Smith**, Edinboro University
Respondent: **Fadoua Loudiy**, Slippery Rock University

"The Righteous: Confederate Flags, Crosses, and Statues—Signs of Hate Speech?"
Riley Wentzler, Edinboro University*

"The Rejected: Former Felons and the Ramifications of American Justice"
Tara Heubel, Edinboro University*

"The Removed: A Narrative Ethics of the "Good" as a Morality of Fate and Acceptance in *Lost*"
Elyse Ferraro, Edinboro University

***Debut paper. All presenters are graduate students.**

**THE INTERSECTIONS OF NONVERBAL, COMPUTER-MEDIATED,
AND FAMILY COMMUNICATION**

Conference Center B, 11-12:15 p.m. Thursday

Sponsor: Nonverbal Communication
Chair: **Jordan Atkinson**, Missouri Western State University
Respondent: **Daniel S. Strasser**, Rowan University

"Online Nonverbal Communication with Family Members of Differing Values"
Caroline Waldbuesser, Ohio University

"You've Got to be KIDding Me?!; Modeling Strong Nonverbal Behavior with Young Children"
Nicole Blau, Ohio University Lancaster

"Extensions and Implications of Family Communication Patterns into Mediated Family Communication Environments"
Diana S. Ebersole, Kutztown University

"Tweens and Teens: Media Richness Theory and Disclosure with Parents Using CMC"
Melissa Weller, Ohio University

This panel will discuss and explore the intersections of nonverbal communication, computer-mediated communication, and family communication. Specifically, it seeks to apply theories surrounding these areas to real life applications. Panelists will talk on a variety of experiences from personal experiences with communicating with family members over social media, teaching children appropriate online communication, and parent-adolescent use of computer mediated communication.

COMPETITIVE PAPERS IN RELIGIOUS AND POLITICAL RHETORIC

Vandergrift, 11-12:15 p.m. Thursday

Sponsor: Rhetoric & Public Address
Chair: **Michael Stutz**, Three Rivers Community College
Respondent: **Paulette Brinka**, Hofstra University

"The Trump Effect: The 2016 Presidential Campaign and the Racist Right's Internet Rhetoric"
Brett A. Barnett, Slippery Rock University

"Revisiting *The Rhetoric of Reaction*: Hirschman's Perversity, Futility, and Jeopardy Theses in Ron Paul's *The Revolution: A Manifesto*"
Eric English, University of Pittsburgh

"Holy Ground: Ethics, Place, and Commemoration in Witch City"
Lauren Lemley, Abilene Christian University

"Naming the News: An Analysis of the Trump Administration's 'News'"
Michael Clay, James Madison University*

This panel features competitive papers in Rhetoric and Public Address that address current and historical issues in political rhetoric and religious rhetoric.

*** Student paper**

THE PUBLIC COMMUNICATION DEPARTMENT IN AN ERA OF FISCAL AUSTERITY

Shadyside, 11-12:15 p.m. Thursday

Sponsor: Communication Administration
Chair: **James Lyle**, Clarion University

"'Right Sizing' the Academic Department: Embracing the Pinch"
Myrna F. Kuehn, Clarion University

"Get it Right: 'Assess, Close the Loop, Assess Again'"

Naomi Bell O'Neil, Clarion University

"Sustaining the Satellite: Implications of Financial Constraint for the Satellite Campus Faculty"

Jessica Crespo, Clarion University

"Extra-Curriculars: Tangential Support but Vitally Important"

Lacey Fulton, Clarion University

"Identity and the Outside World: Effectively Selling the Program"

James Lyle, Clarion University

This panel looks at the impact of financial constraints on the ability of a communication department to thrive in the public university setting. The panelists discuss the impact of a worsening economy on enrollment and institutional expenditures for the department. The panel will discuss: the ability of the department to attract high quality students; sustain faculty and compensate for reductions in faculty; implications on extra-curricular opportunities; the increasing role of assessment in such an environment.

**BUILDING BRIDGES THROUGH THE FREDERICK DOUGLASS DEBATE SOCIETY:
AN OPEN FORUM WITH TEAM MEMBERS AND COACHES (PAST AND PRESENT)**

Carnegie 3, 11-12:15 p.m. Thursday

Sponsor: Argumentation and Forensics

Chair: **Robert J. Green**, Bloomsburg University

Student Team Members:

Stefon Brown, Bloomsburg University

Tanisha Webster, Bloomsburg University

Amanda Weaver, Bloomsburg University

William "Billy" Turner, Bloomsburg University

Jessica Pupillo, Bloomsburg University

Stage-An Thomas-Love, Bloomsburg University

Kareem Granville, Bloomsburg University

Coaches:

Ruth J. Beerman, Randolph-Macon College

Shavonne Shorter, Bloomsburg University

Eric C. Miller, Bloomsburg University

The Frederick Douglass Debate Society (FDDS) is a relatively new policy debate model, providing opportunities to build important bridges. The FDDS primarily serves students who identify as first-generation, low income, and/or as a student of color in the Pennsylvania State System of Higher Education. Historically, debate lacked the perspective of important minority voices. The FDDS is a response to this problem. FDDS builds bridges allowing for skill building, engaged citizenship, and merging theory with practice.

ENCYCLOPEDIA KENNETH BURKE: KB IN 2000 WORDS OR LESS

(DT) Allegheny, 11-12:15 p.m. Thursday

Sponsor: Kenneth Burke

Chair: **Anthony M. Wachs**, Duquesne University

"Dialectical Method"

David Payne, University of South Florida

"The Body in Purposeful Motion"

Richard Thames, Duquesne University

"Kenneth Burke's Grotesquely Gorgeous Gargoyles"

Anthony M. Wachs, Duquesne University

"Kenneth Burke and Martin Heidegger: A Poetic Confrontation"

Brian Gilchrist, Mount St. Mary's University

Given recent editions of encyclopedias in the discipline (Ron Jackson's *Encyclopedia of Identity*; Ronald C. Arnett, Annette M. Holba, & Susan Mancino's *An Encyclopedia of Communication Ethics*) panel participants imagined themselves writing entries on Kenneth Burke in 2000 words or less for a specific encyclopedia, challenging themselves to be both comprehensive and succinct, to develop an overview based upon some essential element(s) in Burke's thought.

**THE POLITICS OF SPORT: BRIDGING RACE, NATIONALISM, ATHLETICS,
AND PUBLIC DISCOURSE**

Oakmont, 11-12:15 p.m. Thursday

Sponsor: Voices of Diversity

Chair: **M. Elizabeth Thorpe**, College of Brockport

"Using Heider's Balance Theory to Examine the <Dilemma> of being Colin Kaepernick"

Ashley A. Hanna Edwards, College of Brockport

M. Elizabeth Thorpe, College of Brockport

"Power, Privilege, and the Activist Athlete: An Analysis of the Role Allies Play in Athletic Protests"

Rachel Garnett, Hofstra University

"Memory, Nation, and Anthem: Nationalistic Framing of Athlete Protests"

John W. Howard, III, East Carolina University

Laura C. Prividera, East Carolina University

This panel will address intersectionalism in the public discourse of sport, nationalism, the anthem and memory, and the complex role that Allies play in athletic protest.

**BUILDING BRIDGES BETWEEN ORGANIZATIONS
AND EXTERNAL AUDIENCES**

(DT) Monongahela, 11-12:15 p.m. Thursday

Sponsor: Organizational Communication

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

Respondent: **Brian K. Richardson**, University of North Texas

"The Chick-fil-A Same-Sex Marriage Crisis and Image Repair Theory"

Kim Martinez, Abilene Christian University

"Tweeting the Face of the Other: Social Media as a Dialogic Force for Corporate Social Responsibility"

Kati Sudnick, Duquesne University

"Communicative Work to Enact Environmental Sustainability at an Urban University"

Erika Thrubis, Wayne State University

Ariel Achatz, Wayne State University

Kevin Hardges, Wayne State University

Jason Revoir, Wayne State University

Rahul Mitra, Wayne State University

"The relationship between dispositional optimism, proactivity, and on-air climate change reporting by TV weathercasters"

Kristin Timm, George Mason University

The papers on this panel focus on communication with individuals external to the organization. These papers explore how organizations manage communication with external audiences across contexts including image repair, corporate social responsibility, environmental sustainability, and climate change.

**BUILDING TRANSDISCIPLINARY BRIDGES TO GARNER UNDERSTANDING
OF CIVILITY IN A DIVIDED NATION**

Oliver, 11-12:15 p.m. Thursday

Sponsor: Rhetoric & Public Address
Chair: **Valerie Lynn Schrader**, Penn State Schuylkill
Respondent: **Heather M. Stassen**, Cazenovia College
Panelists: **Jason Zenor**, SUNY Oswego
Christine Courtade Hirsch, SUNY Oswego
John Kares Smith, SUNY Oswego
Corey J. Liberman, Marymount Manhattan College
Heather J. Carmack, University of Alabama
Jenny Rosenberg, SUNY Oswego

In a time of immense political debate and uncertainty, the importance, function, and even existence of civility has come into question. This roundtable seeks to discuss, problematize, and contextualize civility and the current challenges to civil discussion. Bringing together scholars from rhetoric, interpersonal, health communication, and strategic communication, we hope to prompt and promote dialogue regarding the role civility plays (or perhaps does not), in a profoundly bifurcated nation.

EXPANDING OUR APPROACHES TO COMMUNICATION SCHOLARSHIP

(DT) Ohio, 11-12:15 p.m. Thursday

Sponsor: Interpersonal Communication
Chair: **Meredith Marko Harrigan**, SUNY Geneseo
Respondent: **Christine K. Anzur**, West Virginia University

“Interpersonal Emotion Regulation: Examining Motivations for Sharing Emotion and Responses of Communication Partners”

Emily A. Dolan, SUNY Oswego

Allison Z. Shaw, University of Buffalo, the State University of New York

“Expanding Communication Privacy Management Theory: The Importance of the Perception of Time”

Shawn C. Starcher, Kent State University

“Old Standards, New Expectations: Irving Berlin and Online Dating”

Julian Costa, Pace University

The competitively selected papers on this panel explore the value of broadening our approaches to communication scholarship, both through critical approaches and theory development.

12:30-1:45

Teaching Fellows Meeting

Oliver, 12:30-1:45 p.m. Thursday

PERSPECTIVES ON POLITICS: EXAMINING POLITICAL CHARACTERIZATIONS

Phipps, 12:30-1:45 p.m. Thursday

Sponsor: Political Communication
Chair: **John Kares Smith**, SUNY Oswego
Respondent: **Scott W. Dunn**, Radford University

“‘May the Force be with You’: Narendra Modi and The Celebritization of Indian Politics”

Swapnil Rai, Brown University

“Political Sex Scandal Reputation Restoration: Personal vs. Professional Recovery Efforts”

Marian Taylor Strange, High Point University

Brandon W. Lenoir, High Point University

“The ‘Friendly Discourses’ used instead of Women's Rights Discourse in Egypt and Beyond”

Aliaa Dawoud, American University in Cairo

“I’m about to be president; we’re all going to die”: Baldwin, Trump, and the Rhetorical Power of Comedic Presidential Impersonation”

Will Howell, University of Maryland

Trevor Parry-Giles, NCA/University of Maryland

The competitively selected papers on this panel focus on various ways politics and politicians are view from celebrity to discourse to reputation to impersonation. Scholars provide four different studies examining how we view politics, nationally and internationally through specific figures, issues, and entertainment.

TOP THREE PAPERS IN INSTRUCTIONAL COMMUNICATION

Conference Center B, 12:30-1:45 p.m. Thursday

Sponsor: Instructional Communication
Chair: **Daniel H. Mansson**, Penn State Hazleton
Respondent: **Katie Neary Dunleavy**, LaSalle University

“Development of an Instrument to Measure Learner-Centered Teaching” (Top-Ranked Paper)

Jennifer H. Waldeck, Chapman University

Sara LaBelle, Chapman University

Zac D. Johnson, California State University, Fullerton

“The Dramatic Instructor and Student Participation: Exploring the Role of Emotional Responses”

James P. Baker, West Virginia University

Cathlin V. Clark-Gordon, West Virginia University

Scott A. Myers, West Virginia University

“Using the Investment Model to Explore College Student Out-of-Class Communication with Instructors”

Sara Pitts, West Virginia University

Scott A. Myers, West Virginia University

This panel features the top three competitively selected papers submitted to the Instructional Communication Interest Group. The three papers are excellent examples of conceptual, operational, and theoretical advancements in instructional communication.

BRIDGING THE SAGE ON THE STAGE & THE GUIDE ON THE SIDE: ENHANCING TRADITIONAL INSTRUCTION WITH NETWORKED MEDIA

Shadyside, 12:30-1:45 p.m. Thursday

Sponsor: Media Communication
Chair: **Jessica Papajcik**, Stark State College
Respondent: **Guy Wade**, Wayne State University

"You say you want a revolution: Positive and negative implications of 'slacktivism'"

Alane Presswood, Hollins University

"Alternatives to Aristotle: Media modalities and the unhooking of Western publics and protests"

Rachel Presley, Ohio University

"Where popular meets academic: Facilitating large-scale ethical understanding"

Steve Granelli, Northeastern University

"A practically-oriented solution to teaching public speaking online via an introduction to the app 'Cicero's Ghost'"

Sean Gleason, Hampden-Sydney College

In conjunction with the theme "Building Bridges," this panel problematizes the connections and disjunctions between communication instruction and the growing milieu of participatory digital culture that surrounds our students in and out of the classroom. Students' abilities to connect course content to their own lives and their observed surroundings increasingly drive academic success, retention, and graduation. We will discuss how networked/digital media can provide unique opportunities that re-imagine (rather than echo) traditional classroom instruction.

BRIDGING THEMES IN PHILOSOPHY OF COMMUNICATION

Sponsor: Philosophy of Communication, ECA Vice President

Chair: **Justin Bonanno**, Duquesne University

(DT) Ohio, 12:30-1:45 p.m. Thursday



"Umberto Eco's Understanding of Lists: Forms, Functions, and Features"

Susan Mancino, Duquesne University

"A Phenomenological Approach to Clayton House as a Place of Memories"

Aurora Pinto, Duquesne University

"Ellul's Dialogic Philosophy of Communication: An Interhuman Response to Technique"

Jeffrey Bogaczyk, Duquesne University

"Renovating Public Space: Identity and Memory, Success and Failure, and the BRIC"

Zachary Sheldon, Baylor University

"Intentionality as 'Make Up Your Mind and Change Your Mind': A Critique of Watzlawick, Beavin, and Jackson"

Richard L. Lanigan, International Communicology Institute

This panel explores a variety of themes in philosophy of communication including intentionality, memory, technique, lists, and public space based on the works of scholars such as Umberto Eco, Gregory Bateson, and Jacques Ellul.

COMMUNICATION AND TECHNOLOGY: EXAMINING THE PUBLIC SPHERE

Conference Center C, 12:30-1:45 p.m. Thursday

Sponsor: Communication and Technology

Chair/Respondent: **Kristin Roeschenthaler Wolfe**, Slippery Rock University

"Fit to be Tied: Social Network Structures and Evaluation Apprehension"

Andrew L. Nicholson, West Virginia University *

Jaime Banks, West Virginia University

Nicholas D. Bowman, West Virginia University

Matthew M. Martin, West Virginia University

"Examining College Students' Online Jealousy Behaviors in relation to Ego Identity, Romantic Attachment, and Romantic Beliefs"

J.J. De La Cruz, Texas Tech University

Narissra M. Punyanunt-Carter, Texas Tech University
Jason S. Wrench, SUNY New Paltz

“Challenges and pitfalls of police transparency: Usage and perceived value of a public archive of police body camera videos”
Fanny A. Ramirez, Rutgers University

“Real or Fake News: Who Knows?”
Danny Paskin, California State University, Long Beach

*** Debut Paper**

MECHANISMS FOR COMMUNICATING ABOUT CHRONIC ILLNESS AND MENTAL HEALTH DISORDERS

(DT) Allegheny, 12:30-1:45 p.m. Thursday

Sponsor: Health Communication
Chair: **Nicole Hudak**, Ohio University
Respondent: **Annette Madlock Gatison**, Southern Connecticut State University

“Spirituality as a Mechanism in Complementary and Alternative Medicine for Reframing Illness: Understandings of Chronic Pain Management”
Vinita Agarwal, Salisbury University

“‘WHEN THE WHOLE SQUAD HITS YOU UP’: Rhetorics of Anxiety, Depression, Memes, and ‘Tumblr Girls’ Online”
Sarah Beach, Ohio University *

“Social Influence and Group Cohesion in Communication about Diabetes Risks and Prevention on Facebook”
Kristina Birnbrauer, University of Florida
Dennis Owen Frohlich, Bloomsburg University of Pennsylvania
Yulia A. Strekalova, University of Florida

The competitively selected papers on this panel focus on the role of communication in the management of chronic illness and mental health disorders. Specifically, panelists will discuss online sources, including Tumblr memes and Facebook communities, as well as offline mechanisms, including spirituality in holistic care.

*** Debut Student Paper**

INTERSECTING HEALTH AND COMMUNICATION IN THE DIVERSITY CONTEXT

Oliver, 12:30-1:45 p.m. Thursday

Sponsor: Voices of Diversity
Chair: **Truman Keys**, Western Connecticut State University
Respondent: **Christine Courtade Hirsch**, SUNY Oswego

“The Ovarian Psyc-Cycle Brigade: Intersectional Feminism in Practice”
Morgan Hess, University of Maryland *

“Bridging Discussions of Human History: Ancestry DNA and New Roles for Africana Studies”
Anita Foeman, West Chester University
Bessie Lawton, West Chester University
Nicholas Surdel, University of Florida

“Going Beyond Accommodations: Student Self-Disclosure with University Faculty about Invisible Disabilities”
Katie Lese, James Madison University

This paper session examines the ubiquitous nature of the health sciences as it pertains to diversity and communication contexts.

***Top Paper**

**BUILDING A BRIDGE TO YOUR FUTURE:
A SYMPOSIUM ON PREPARING FOR LIFE AS A TENURE TRACK PROFESSOR**

Oakmont, 12:30-1:45 p.m. Thursday

Sponsor: Organizational Communication
Chair: **Eric C. Miller**, Bloomsburg University
Panelists: **Rhiannon B. Kallis**, California University of Pennsylvania
Mary E. King, Bloomsburg University
Jennifer Owlett, William Paterson University
Shavonne Shorter, Bloomsburg University
Sara Trask, Randolph-Macon College

Discussions about navigating the tenure track, particularly preparing for the job search and then readying one's self for the professional responsibilities that come along with the career, are very important to sustain the lifeblood of our profession. Panelists will share strategies on how to prepare for life on the tenure track. Specific topics to be discussed include preparing for the job search, interview process, promotion, and tenure, and how to maintain work-life balance.

**CREATING EQUITABLE WORKLOADS AND REDUCING UNCERTAINTY
IN ONLINE COURSES**

Vandergrift, 12:30-1:45 p.m. Thursday

Sponsor: Communication and Technology
Chair: **Catherine Wright**, George Mason University
Presenters: **Megan Tucker**, George Mason University
Kristen Willett, University of Maryland
LaKesha Anderson, National Communication Association

In this session, educators are invited to share best-practices for teaching online. Topics of discussion will include teacher and student workload, grading techniques, discussion board prompts, technological tips for success, and group assignments. Focus will be on sharing techniques to improve class content in a mediated environment. This panel hopes to bring together Communication faculty, both novices and seasoned teachers, in an effort to engage with people who teach the same topics/classes at different institutions.

**BRIDGING TROUBLED TIMES: ULRICH BECK, *RISK SOCIETY*,
AND CORPORATE COMMUNICATION THEORY AND PRACTICE**

(DT) Monongahela, 12:30-1:45 p.m. Thursday

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

"Toward Strategic Communication as a Reflexive Practice: Engaging Ulrich Beck's *Risk Society*"
Craig T. Maier, Duquesne University

"An Irony of Risk: Failures of Industrialization and Corporate Social Responsibility Driving Volkswagen's Emissions Crisis"
Beth E. Michalec, Penn State Lehigh Valley

"Self-branding as Integrated Marketing Communication in a Reflexively Modern Age"
Mary Jeanette Eberhardinger, Duquesne University

"Risking the City: City Branding Amongst Crisis in Flint, Michigan"
Kasey Clawson Hudak, Penn State Lehigh Valley

"Individualization, Globalization, and Marketing Higher Education"

David Impellizzeri, Duquesne University

Ulrich Beck's *Risk Society* offers a compelling—if harrowing—account of the implications of an increasingly complex and globalizing world that remains relevant to the theory and applied practice of corporate communication. How can institutions and complex organizations respond to communities and bridge tensions amidst increasing social, political, environmental, and economic anxieties? What might leadership communication look like in such situations? The papers in this panel seek to explore these challenging issues.

**SACRED RHETORIC: BUILDING BRIDGES BETWEEN
COMMUNICATION STUDIES & THEOLOGICAL HIGHER EDUCATION**

Sponsor: First Vice President

Panelists: **Joel Cocklin**, Winebrenner Theological Seminary
Kathryn Helleman, Winebrenner Theological Seminary
Brent C. Sleasman, Winebrenner Theological Seminary
Evelyn Mahas, Winebrenner Theological Seminary
Rob Wolpert, Winebrenner Theological Seminary

Carnegie 3, 12:30-1:45 p.m. Thursday



The phrase "sacred rhetoric" is rarely found within scholarly conversations despite the obvious historical and philosophical connections between the study of religion and rhetoric. This panel explores the theory and practice of communication studies within the context of a theological seminary.

1:00 p.m.

Exhibit Area open

Frick, 1-5:30 p.m. Thursday

2-3:15 p.m.

Research Fellows Meeting

Oliver, 2-3:15 p.m. Thursday

Planning Meeting 1

Chair: **Katherine S. Thweatt**, SUNY Oswego

Participants: Rhode Island Planning Team
2019 Interest Group Chairs

(DT) Ohio, 2-3:15 p.m. Thursday

**BUILDING A BRIDGE BETWEEN EVENT PLANNING
AND THE COMMUNICATION CURRICULUM**

Sponsor: First Vice President

Panelists: **Stephanie Verni**, Stevenson University
Leeanne M. Bell McManus, Stevenson University
Chip Rouse, Stevenson University
Candice Thomas-Maddox, Ohio University Lancaster
Nancy J. Willets, Cape Cod Community College
Paul Scovell, Salisbury University

Conference Center B, 2-3:15 p.m. Thursday



This panel will discuss how an event planning course fits into the communication curriculum. Panelists will also offer examples of various events planned during the course at their universities.

FUTURE DIRECTIONS IN MEDIA STUDIES: A MULTI-DISCIPLINARY APPROACH

Shadyside, 2-3:15 p.m. Thursday

Sponsor: Media Communication
Chair: **Nicholas Scott Smith**, Saint Louis University
Respondent: **Guy Wade**, Wayne State University

"Media Studies and Family Communication"

Shawn C. Starcher, Kent State University

"Effective Uses of Media Studies in Education"

James M. Durbin, Cleveland State University

"Utilizing Media in Sports"

Zachary Humphries, Kent State University

"Mediated Communication in Organizations"

Joseph Lybarger, University of Tennessee

This panel will address the future directions of media studies in the areas of family communication, education, sports, and the organizational setting. The panelists will discuss the literature that has been published previously in these areas along with future directions for research in these areas. This will be a group discussion with the hope the audience will be engaged in helping to advance these areas of research.

COMMUNICATION TECHNOLOGY AND HEALTH

Carnegie 3, 2-3:15 p.m. Thursday

Sponsor: Communication and Technology
Chair: **Kristin Roeschenthaler Wolfe**, Slippery Rock University

"Digital Anonymity and Eating Disorder Support: A Comparative Analysis of Reddit and Facebook"

Brooke Dunbar, Messiah College

"Investigating the Visually Impaired Blogs in the U.S."

Ibrahim Helmy Emara, University of North Carolina at Chapel Hill

"Mediating Diabetes: A Brief History of Diabetic Monitoring Technologies"

Chelsea K. Hampton, University of Mary Washington

"The Role of Social Media in the Effect of Edutainment in Health Campaigns: A Meta-Analysis"

Christin Smith, Morgan State University *

Heidi Gerber-Salins, Morgan State University

Rod Carveth, Morgan State University

***Debut Paper**

G.I.F.T.S.: GREAT IDEAS FOR TEACHING SPEECH I

Phipps, 2-3:15 p.m. Thursday

Sponsor: Community College
Chair: **Jenny Warren**, Collin College

"'But Wait—There's More!...'Dodging the Dangers of Theatrical Language and Uninspired Nonverbal Delivery While Presenting Persuasive Speeches"

Michelle Altieri, County College of Morris

"The Truth in Ten: Analyzing Evidence and Supporting Materials"

Karen E. Lamb, University of Maryland

"Diversity-Enhanced Narrative Speeches: Topics and Assignments for Inclusive Instruction"

Susan M. Wieczorek, University of Pittsburgh at Johnstown

"Building Bridges to the Past: Conversations with Older Adult Relatives G.I.F.T.S."

Mary E. Donato, Buena Vista University

Jordan Atkinson, Missouri Western State University

Christine E. Rittenour, West Virginia University

"Sliding Scale of Civic Engagement: 'Likes', Petitions and Everything in Between"

Marcy Bloom Milhomme, Penn State University

"'I will begin by apologizing on behalf of you to me': Analyzing Audience Adaptation Using the SNL Parody of Sean Spicer"

Nancy Bressler, Wheeling Jesuit University

"Speak in the Box" Delivery Activity

Kim Martinez, Abilene Christian University

"Show Not Tell"

Sarah Aghazadeh, University of Maryland

BUILDING BRIDGES TO THE PAST: CO-CREATING AND RECREATING PUBLIC MEMORY THROUGH POPULAR CULTURE TEXTS

(DT) Allegheny, 2-3:15 p.m. Thursday

Sponsor: Rhetoric & Public Address

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

Respondent: **Heather M. Stassen**, Cazenovia College

"Recalling with or without Accuracy: The Co-Creation of Public Memory through the Mandela Effect"

Brenna Baker, Penn State Schuylkill *

"Public Memory, Magic, and Writing: A Rhetorical Analysis of the TV Mini-Series *Houdini & Doyle*"

Kyanna Marie Gonzalez, Penn State Schuylkill *

"Creating Awareness and Co-Creating Public Memory: A Rhetorical Analysis of the Film *Hotel Rwanda*"

Christina S. DeMoss, Penn State Schuylkill *

"Recreating and Co-Creating Public Memory of the Battle of Culloden and 18th Century Scottish Clans in Starz's *Outlander* Series"

Valerie Lynn Schrader, Penn State Schuylkill

This panel explores how public memory is created, co-created and recreated through various popular culture texts, including *Houdini & Doyle*, *Outlander*, *Hotel Rwanda*, *Snow White*, *Curious George*, *Pokemon*, and *Star Wars*. The presenters on this panel examine how various films and television shows teach us about historical events and historical figures and/or change the way we view these events and figures.

*** Student paper**

TOP PAPERS IN INTERCULTURAL COMMUNICATION

Conference Center A, 2-3:15 p.m. Thursday

Sponsor: Intercultural Communication

Chair: **Doreen M. S. Jowi**, Bloomsburg University

Respondent: **Bruce F. Wickelgren**, Suffolk University

"Acculturated Emotion" **

Rong Ma, University of Maryland

"Understanding College Students' Perception Regarding Mindfulness and Religion: The Impact on Faith Development, Intellectual Humility, Religious Communication Apprehension, and Religious Communication" *

Jason S. Wrench, SUNY New Paltz

Adolfo J. Garcia, SUNY New Paltz

Narissra M. Punyanunt-Carter, Texas Tech University

"Culture in the Digital Age: Constructing a Definition"

David P. Keppel, Slippery Rock University

"Examining Long-Term Romantic Relationship Schemas in India and the U. S."

Sreashi Das, University of Maryland

The competitively selected papers on this panel focus on the human emotion, faith and communication, culture and digital communication, and romantic relationships.

* Top paper

** Top student paper

TRAVERSING POST-APOCALYPTIC MEDIASCAPES: ZOMBIES, SURVIVORS AND OTHER SUBVERSIONS OF THE STATUS QUO

Oakmont, 2-3:15 p.m. Thursday

Sponsor: Voices of Diversity

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

Respondent: **Robert Westerfelhaus**, College of Charleston

"Artificial Femme, Fatal Intelligence: Rhetorics of Gynophobia in the Age of Techno-Apocalypse"

Jennifer Buchan, Pennsylvania State University

"Horizon: Zero Dawn—Examining Technology, Neo-Luddism, and Neo-Paganism in Guerilla Games' Post, Post-Apocalyptic Future"

Mark D. Cruea, Ohio Northern University

"Ironie Faith: Shades of Religious Renewal in The Walking Dead"

Erika Engstrom, University of Nevada, Las Vegas

"Environmentalism and the American Jeremiad in *I Am Legend*"

James Fingerroot, Middle Tennessee State University

This panel will examine the manner in which contemporary post-apocalyptic film narratives challenge the socio-cultural status quo regarding artificial intelligence, environmentalism, gender, technology, political rhetoric, and orthodox religious belief.

SEEKING INTERSECTIONAL BRIDGES DURING TROUBLED TIMES

(DT) Monongahela, 2-3:15 p.m. Thursday

Sponsor: Philosophy of Communication, Intercultural Communication

Chair: **Loubna El-Abbadi**, Duquesne University

Respondent: **Elesha Ruminski**, Frostburg University

"Burning Bridges: The (im)possibility of dialogic civility in turbulent times"

Stephen Kriss, Eastern Mennonite Seminary

"Keep the demagogue away: The importance of interdisciplinarity in the formation of the multiple perspective democratic communicator"

Loubna El-Abbadi, Duquesne University

"The Brother, The Neighbor, The Other, and The Stranger: A Conversation on "Foreign" Policy"

Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

"Sales as Civic Praxis: Bridge-Building through Leadership, Ethics, and Responsibility to the Other"

Dorene Ciletti, Duquesne University

"Using Generative Tools to Enhance Creative and Ethical Research With Young People"

Alane Sanders, Marietta College

This panel seeks to engage discussion and dialogue that considers communication studies as the bridge where disciplines that deal with human interaction and human affairs intersect, enriching perspectives on multiple sides. The conversation centers around concepts of the self and the other, democratic citizenship, building intercultural competencies, and intersectionality as a bridge to advance just and communicative praxis that fosters relationships and inclusion among and between those who dwell together in communities.

MONUMENTS TO THE CONFEDERACY: CAN WE BRIDGE THE GAP BETWEEN THE PAST AND THE PRESENT?

Vandergrift, 2-3:15 p.m. Thursday

Sponsor: Political Communication

Chair: **Carl T. Hyden**, Morgan State University

"Remembering the Confederate Dead Flamboyantly: The Past and The Future of Point Lookout, Maryland"

Theodore F. Sheckels, Randolph-Macon College

"The Rhetoric of Place and Time in the Debate over Confederate Monuments in Gettysburg, PA"

Andi McClanahan, East Stroudsburg University of Pennsylvania

"How to Bridge the Past, Present, and Future: Analyzing Public Discourse of the Richmond Movement Avenue Controversy"

Ruth J. Beerman, Randolph-Macon College

"Monuments to the Confederacy in Baltimore: Bridging History and Politics"

Carl T. Hyden, Morgan State University

"Those Who Forget the Past are Free to Move On With Their Lives: A Case for Books Over Monuments"

Eric C. Miller, Bloomsburg University of Pennsylvania

Monuments to the Confederacy have become serious flashpoints. Both sides believe they have valid arguments, but with the increasingly vitriolic and polarizing rhetoric, neither side is listening to the other. This panel looks at four very different places and how the gap is – or is not – being bridged between people's sharply contrasting opinions on how the past should be treated. A fifth presenter argues in favor of public forgetting.

CHALLENGING MYTHS: TOP PAPERS IN MEDIA ECOLOGY

Conference Center C, 2-3:15 p.m. Thursday

Sponsor: Media Ecology Association

Chair: **Susan Jasko**, California University of Pennsylvania

Respondent: **Cheryl Casey**, Champlain College

"Re-Visiting Pruitt-Igoe: Media Ecology and Public Housing"

Sarah Jayne Constant, University of Pittsburgh

"Examining the Religion of Technology: Mythos and Progress"

Jeffrey Bogaczyk, Duquesne University

3:30-4:45 p.m.

Maryland Communication Association Mtg.

Phipps, 3:30-4:45 p.m. Thursday

Pennsylvania Communication Association Mtg.

Parkview West, 3:30-4:45 p.m. Thursday

SHORT COURSE

Vandergrift, 3:30-4:45 p.m. Thursday

TEACHING PUBLIC SPEAKING WITH PODCASTS, VIDEOS, AND WEBINARS:

BRINGING THE BASIC COURSE TO THE 21ST CENTURY

Presenter: **Pat J. Gehrke**, University of South Carolina



This workshop provides hands-on training in using digital communication assignments to teach core public speaking competencies. These assignments are easy to implement, fun to teach, and improve student engagement and learning outcomes. You can incorporate them into your existing syllabus or use them to redesign your basic course in online, face-to-face, or hybrid formats. Participants will receive a sample syllabus, assignments, rubrics, supporting materials, and a BlackBoard or Common Cartridge course package. Don't forget to bring your laptop or tablet to join in on activities and demonstrations. Become a leader in basic course pedagogy and digital innovation on your campus.

BUILDING BRIDGES INTERNATIONALLY: TEACHING COMMUNICATION ABROAD

Shadyside, 3:30-4:45 p.m. Thursday

Sponsor: Intercultural Communication and Instructional Communication

Chair: **Abbe Depretis**, Temple University

Panelists: **Benjamin R. Bates**, Ohio University

Abbe Depretis, Temple University

Susan Fredericks, Penn State Brandywine

Lauren Lemley, Abilene Christian University

Allie Miller, Temple University

David E. Weber, The University of North Carolina Wilmington

This panel discussion offers perspectives and experiences from instructors who have taught all over the world. Countries represented in the panel include the Netherlands, the United Kingdom, France, Botswana, Ecuador, the Czech Republic, and the city of Arcosanti in Arizona, USA. The panelists will discuss issues like emergency response, student life, course construction, cultural immersion, and global citizenship, in addition to taking questions from the audience about any of these topics and others.

APPLIED SKEPTICISM ACROSS CONTEXTS

Conference Center C, 3:30-4:45 p.m. Thursday

Sponsor: Applied Communication

Chair: **Chip Rouse**, Stevenson University

"Why Do the Volunteers Stay: A Volunteer Satisfaction, Motivation and Retention Study in a Literacy Organization"

Zhuozhi Shao, SUNY Albany *

"Is it How You Look or What You Say? Conventionality of Spokesperson Appearance, Explicitness or Messages, and Perceptions of Fundraising Appeals"

Paula Hernandez, High Point University

Virginia M. McDermott, High Point University

"Trust Nothing You See, Nor What You Hear: Procedural Rhetoric and Mental Illness in *Hellblade: Senua's Sacrifice*"

Robin L. Haislett, Weber State University

The competitively selected papers on this panel features papers which examine elements of skepticism in applied contexts, including questions regarding why volunteers remain in a particular organization, how speaker characteristics influence perceptions of fundraising efforts, and how video game players might vicariously experience a character's mental state through gameplay.

*** Debut Paper**

**EXAMINATIONS OF NOSTALGIA, CULTURAL MEMORY & THE SPACE
IN-BETWEEN: EVALUATING ENTERTAINMENT THROUGH RHETORICAL ANALYSIS**

Oliver, 3:30-4:45 p.m. Thursday

Sponsor: Media Communication

Chair: **Shawn C. Starcher**, Kent State University

Respondent: **Jessica Papajcik**, Stark State College

"To Yesterday, Tomorrow, Fantasy, and Beyond: Disney as a Heterotopia Bridging the Media-Park Boundary"

Emily C. Wagner, SUNY Geneseo

Atsushi Tajima, SUNY Geneseo

"Affective Corrective? Cultural Memory, Cruelty, and Catharsis in Quentin Tarantino's *Inglorious Bastards*"

Anna Link, Boston College

"Transgressing and Troubling: Moonlight's Complex Approach to Nostalgia"

Christy Zempter, Ohio University

The competitively selected papers on this panel approach the analysis of entertainment from a rhetorical standpoint. Whether dealing specifically with a film or the abstract space that our enjoyment occupies these papers take a look at the way consumers interact with media in a whole new way.

**HONORS IN THE COMMUNITY COLLEGE: CHALLENGES, BREAKTHROUGHS,
AND CLASS PROJECTS**

Carnegie 3, 3:30-4:45 p.m. Thursday

Sponsor: Community College

Chair: **Jenny Warren**, Collin College

Panelists: **Rebecca M. Townsend**, University of Hartford
Nancy J. Willets, Cape Cod Community College
Jenny Warren, Collin College

Utilizing information from the National Collegiate Honors Council, as well as personal experience of three Honors faculty (Interpersonal, Rhetoric, and Media/Basic Course), this presentation examines the relationships between the Community College, the Honors student, faculty, administration, and the public, to assess the validity of offering Honors courses at the Community College level. Current, past, and future Honors faculty are encouraged to attend, as the session will offer ample time for audience questions, comments, and participation.

INSTRUCTOR CREDIBILITY IN THE COLLEGE CLASSROOM

Conference Center A, 3:30-4:45 p.m. Thursday

Sponsor: Instructional Communication

Chair: **Robert J. Sidelinger**, Oakland University

Respondent: **Jennifer H. Waldeck**, Chapman University

"The Influence of Teacher Expression of Sadness on Student Outcomes"

Caroline Waldbusser, Ohio University

"Direct and Indirect Effects of Perceived Instructor Credibility on Students' Willingness to Express Academic Performance Concern to Their Instructors"

Daniel H. Mansson, Penn State Hazleton

Brandi N. Frisby, University of Kentucky

Members of CAS 204, Penn State Hazleton and Penn State Worthington-Scranton

"Students' Academic Orientation and Perceived Instructor Credibility in the College Classroom"

Stephen M. Kromka, West Virginia University

Scott A. Myers, West Virginia University

This panel features three competitively selected papers submitted to the Instructional Communication Interest Group. The three papers emphasize the central role of instructor credibility in higher education. Collectively, the three papers examine instructor credibility as an independent, dependent, and mediating variable.

SOCIAL MEDIA LAW AND ETHICS: THE PERSONAL CONTEXT

Oakmont, 3:30-4:45 p.m. Thursday

Sponsor: Communication Law and Ethics

Chair: **Lewis Freeman**, Fordham University

"Social Media Privacy"

Star A. Muir, George Mason University

"Forget Me Not: Why Europe's Right to Be Forgotten Stumbles in the U.S."

Kristie Byrum, Bloomsburg University of Pennsylvania

"From Cyberbullying to Revenge Porn: When Laws Fail to Keep Pace with Social Media"

Juliet Dee, University of Delaware

"Section 230 of the Communications Decency Act: 'The Most Important Law Protecting Internet Speech' or 'The Greatest Threat to a Person's Reputation or Online Privacy'?"

Dale Herbeck, Northeastern University

"Hate Speech and the Right to Offend in Personal and Professional Contexts"

Susan Drucker, Hofstra University

Gary Gumpert, Urban Communication Foundation

Part One of a two-part examination of Social Media Law & Ethics addresses the scope and nature of this newly developing media environment and examines recent cases and controversies. This first panel examines a series of legal and ethical issues raised by the flow of personal information through social media, raising questions regarding a greater role for law enforcement and government surveillance in regulating social media.

CELEBRATION OF WORK: RONALD C. ARNETT

Sponsor: First Vice President

Chair: **Leeanne M. Bell McManus**, Stevenson University

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

Carl Cates, Arkansas State University

Jon A. Hess, University of Dayton

Mark Hickson III, University of Alabama at Birmingham

Mary L. Kahl, Penn State Behrend

Deanna D. Sellnow, University of Central Florida

Timothy L. Sellnow, University of Central Florida

Conference Center B, 3:30-4:45 p.m. Thursday



Ronald C. Arnett is a standard bearer of academic excellence, of work worthy of being done in the field of communication. His work spans scholarship, teaching, service, and administration, bridging these too-often-isolated areas. Two-term ECA executive director, ECA Distinguished Scholar and ECA Distinguished Teacher, Arnett was recently named a Distinguished Scholar of the National Communication Association. His theoretical work in philosophy of communication, communication ethics, and religious communication opens up applied areas of corporate communication and crisis communication, bridging intellectual and practical spheres. This panel celebrates his ongoing legacy.

5-5:15 p.m.

Undergraduate Scholars Welcome

Oakmont, 5-5:15 p.m. Thursday

5:15-6:00 p.m.

Newcomers' Reception

Lawrence Welk, 5:15-6:00 p.m. Thursday

6-8 p.m.

Welcome Reception

Bob & Dolores Hope, 6-8 p.m. Thursday

8-9 p.m.

12 Step meeting

Parkview West, 8-9 p.m. Thursday

FRIDAY, APRIL 27, 2018

Convention Registration

Omni Conference Center foyer, 7:30 a.m. – 5:30 p.m. Friday

7:30- 8 a.m.

Coffee and Cookies

Omni Conference Center foyer, 7:30-8 a.m.

8-8:45 a.m.

Business Meetings

Communication & Technology
Philosophy of Communication
Political Communication
Connect Conference
Communication Law & Ethics
Instructional Communication
Theory & Methodology
Health Communication

Various rooms, 8-8:45 a.m. Friday

Conference Center A
Carnegie 3
Conference Center B
Conference Center C
Oliver
Heinz
Vandergrift
Phipps

9 a.m.

Exhibit Area open

Frick, 9 a.m.-5 p.m. Friday

9-10:15 a.m.

Nominating Committee

Heinz, 9-10:15 a.m. Friday

New Jersey Communication Association Mtg.

Parkview West, 9-10:15 a.m. Friday

SHORT COURSE

BUILDING BRIDGES BETWEEN MEDIA-BASED PEDAGOGIES AND SOCIAL AWARENESS IN COMMUNICATION CLASSROOMS

Presenters: Jack Banks, University of Hartford
Nancy Bressler, Wheeling Jesuit University

Vandergrift, 9-10:15 a.m. Friday



This 75-minute short course explores the changing landscape of media immersion through the use of media in classroom contexts. As a pedagogical technique in a technology-saturated learning environment, this course considers the opportunities of implementing and creating media to address larger pedagogical goals, such as media literacy, critical thinking skills, and active learning techniques. In support of ECA's theme of "Building Bridges," this course specifically addresses how teachers can engage their students in political and cultural awareness by connecting social justice concerns to media. We observe how these media based pedagogies promote student engagement and outreach in civic action.

THE SOCIAL MEDIA LAW AND ETHICS ROUNDTABLE: THE PERSONAL CONTEXT

Conference Center C, 9-10:15 a.m. Friday

Sponsor: Communication Law and Ethics
Chair: Nicholas D. Bowman, University of West Virginia
Panelists: Suzanne Berman, Hofstra University
Kristie Byrum, Bloomsburg University of Pennsylvania
Susan Drucker, Hofstra University
Thomas R. Flynn, Slippery Rock University
Dale Herbeck, Northeastern University
Douglas Strahler, Slippery Rock University
Martin Wallenstein, John Jay College, City University of New York

This roundtable will examine a series of legal and ethical issues raised by the flow of personal information through social media. Panelists representing a range of interest groups will engage questions through a series of hypothetical situations/cases they have been asked to analyze.

TOP PAPERS IN POLITICAL COMMUNICATION

Conference Center A, 9-10:15 a.m. Friday

Sponsor: Political Communication
Chair: Kristin English, Georgia College & State University
Respondent: Theodore F. Sheckels, Randolph-Macon College

"What the Wrong Songs Suggest About Candidates and Their Campaigns: Political Music, Media Spectacle, and Organizational Communication Competence"

Nancy A. Wiencek, Rider University
Jonathan Millen, Rider University
David R. Dewberry, Rider University

"Recognition of Feminists in the Public Sphere and Political Action Intentions in the Post 2016 Election Era"

Erin Drouin, University of Delaware

"Bridging politics and entertainment: the structure of the Entertainment-Political interview"

Gonen Dori-Hacohen, University of Massachusetts, Amherst

Anton Dinerstein, University of Massachusetts, Amherst

Eean Grimshaw, University of Massachusetts, Amherst

Menno Reijven, University of Massachusetts, Amherst

The competitively selected papers on this panel focus explore various influences on politics. Those influences including, music, entertainment, and feminism, often play a role in the dynamics of politics and politicians. Each paper provides a unique perspective on how politics is influenced by existing structures.

**BRIDGING UNCONSCIOUS BIAS IN THE ACADEMY: APPLYING SKILLS
FROM INSTRUCTIONAL, INTERCULTURAL, INTERPERSONAL, AND
ORGANIZATIONAL COMMUNICATION TO MITIGATE THE CHALLENGE
AND MOVE TOWARDS A MORE LEVEL PLAYING FIELD**

Conference Center B, 9-10:15 a.m. Friday

Sponsor: Applied Communication

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

"Taking Cues from Corporate Coaching: Planned Mentorship Programs Diminishing Unconscious Bias"

Janet Reynolds Bodenman, Bloomsburg University

"Unpacking Unconscious Bias (UB) in the Academy from International Viewpoint"

Doreen M. S. Jowi, Bloomsburg University

"Using Intercultural Communication Competence Skills as a Resource for Mitigating the Challenge of Unconscious Bias"

Lauren Mackenzie, Marine Corps University

"Be Proactive: Tips for Working to Eradicate Unconscious Bias from an Organizational Communication Perspective"

Shavonne Shorter, Bloomsburg University

The 2017 ECA annual meeting in Boston brought together dozens of Communication scholars to participate in a Round Table devoted to "Unconscious Bias in the Academy: How can Intercultural Communication "Level the Playing Field?" This year, we aim to extend this conversation to move from recognizing the problem and raising awareness of the existing literature towards proposing strategies for mitigating the challenge of unconscious bias in the Academy.

**TOO MANY WALLS & NOT ENOUGH BRIDGES:
EXPLORING HOW MEDIA EXPERIENCES CAN EXACERBATE RACIAL & ETHNIC TENSIONS**

Oliver, 9-10:15 a.m. Friday

Sponsor: Media Communication

Chair: **James M. Durbin**, Cleveland State University

Respondent: **Elizabeth L. Cohen**, West Virginia University

"T-word: Analyzing media use of the label 'terrorism' in covering mass violence"

Nahed Eltantawy, High Point University

Amal Ibrahim, University of Wisconsin-Whitewater

"How are we measuring media exposure to police brutality incidents? Discussing the police brutality literature in light of media exposure measurement"

Anita Atwell Seate, University of Maryland

Michelle Murray Yang, University of Maryland

"Refugee "identity tourism:" Virtual voyeurism or subversive representations?"

Tiffany Dykstra-DeVette, West Virginia University

"Responding to mass-communicated criticism about the group: Effects of communicative context, message content, and social identity threat"

Rong Ma, University of Maryland

Racial and ethnic tensions in the U.S. have seemingly escalated as issues related to these conflicts have become more visible in the media. This panel analyzes media frames that exacerbate the racial and ethnic tensions that underlie issues such as domestic terrorism, police brutality, and displaced refugees, and discusses the methods best suited to examine these media frames.

COMMUNICATION AND PATIENT EMPOWERMENT IN THE CONTEXT OF WOMEN'S HEALTH

Phipps, 9-10:15 a.m. Friday

Sponsor: Health Communication

Chair: **Vinita Agarwal**, Salisbury University

Respondent: **Heather J. Carmack**, University of Alabama

"'You Don't Want a Rape Child': Birth Control and the Postfeminist Woman"

Nicole Hudak, Ohio University

Caroline Waldbuesser, Ohio University

"Expertise Versus Experience: Applying the Health Belief Model to Persuasive Messages to Encourage Pregnant Women to Get the Flu Shot"

Kelly Madden Daily, La Salle University

"Struggling to Recover or Recovering the Struggle: An Examination of Recovery Narratives as Discourses-in-Practice for Women Suffering from Postpartum Depression"

Alanna R. Miller, Fayetteville State University

Alexandru Stana, Fayetteville State University

The competitively selected papers on this panel highlight communication across a variety of women's health issues. Specifically, panelists will provide a critical analysis of women's birth control choices, insight into facilitating pregnant women's intentions to get the flu shot, and a discussion of the value of narratives about women's experiences with postpartum depression.

WHAT'S NONVERBALS GOT TO DO WITH IT? A ROUNDTABLE DISCUSSION ON THE EFFECTS OF CUES-FILTERED OUT CHANNELS ON INTERPERSONAL COMMUNICATION

Lawrence Welk, 9-10:15 a.m. Friday

Sponsor: Nonverbal Communication

Chair: **Joseph Francemone**, University at Buffalo, SUNY

Respondent: **Jess Walton**, University at Buffalo, SUNY

"How the Context of Limited Nonverbal Cues Affects Emotional Processes"

Emily A. Dolan, SUNY Oswego

"The Effects of Mediated Communication on the Navigation of the Social World"

Michael A. Stefanone, University at Buffalo, SUNY

"The 'Face Value' of Mediated Communication: The Effects of Computer-Mediated Communication on Emotion Recognition Processes"

Jessica M. Covert, University at Buffalo, SUNY

Zachary M. Carr, University at Buffalo, SUNY

Although nonverbal communication is a vital component of effective communication, individuals have increasingly been using new communication technologies that filter nonverbal cues to converse with others across time and distance. With the proliferation of computer-mediated communication (CMC), questions arise regarding the impact mediated channel use has on our abilities to communicate with others. Therefore, this panel will explore the challenges associated with CMC use, specifically in regards to the lack of nonverbal cues, specifically in the context of social navigation and emotional processing.

BUILDING A BURKEAN BRIDGE BETWEEN DISCOURSES OF MATERIALISM, STRIFE, AND RECONCILIATION

Parkview East, 9-10:15 a.m. Friday

Sponsor: Kenneth Burke
Chair: **Elvera Berry**, Roberts Wesleyan College
Respondent: **Robin Zwier**, University of Pittsburgh

"Vocabularies of Violence: Using Terministic Screens as Praxis for Reconciliation"
Victoria Houser, Clemson University

"A Symbolic Materialism: Ontological Integration in Burke and Marx"
Micki Burdick, Villanova University

"Politics and Sounds of American Identity: Rethinking the Capacity of Music as a Resource for Identification"
Jaclyn Olson, Villanova University

"Rhetorics of Atonement: Transcending the Violent Language of Christianity"
Nathan Court, Roberts Wesleyan College

Our panelists speak to possible methods of creating intersections among discourses in Rhetoric, Communication, Political Philosophy, and Theology. We argue that Kenneth Burke's theories, in conversation with other disciplines, provide new ways to understand and transcend violent divisions within disparate communities. This creates a cross-disciplinary, collaborative approach to conversations of materialism, violence, and reconciliation in which there is a space to teach and listen to those on opposite sides of our bridges.

GRADUATE POSTER SESSION I

Frick, 9-10:15 a.m. Friday

Chairs: **Daniel S. Strasser**, Rowan University
Kathryn Hobson, James Madison University
Elizabeth W. Cooper, Xavier University

"Marketing tactics and effects on an individual's esteem and identity"
Sasha Waloven, SUNY Oswego
Lillian Meaney, SUNY Oswego
Chantel Richardson, SUNY Oswego
Melissa Wilson, SUNY Oswego

"Examining situational communication apprehension in organizations regarding leader and subordinate relationships"
Sevgi Evren Familo, SUNY Oswego
Lauren Sageer, SUNY Oswego
Chris Lewand, SUNY Oswego
Rebecca Szabo, SUNY Oswego

"Personality traits and motivations behind workplace bullying: The bully's perspective"
Jacob Byron, SUNY Oswego
Sevgi Evren Familo, SUNY Oswego
Donald LaPointe, SUNY Oswego
Kristan Johnson-Thomas, SUNY Oswego
Chih Yao Tsai, SUNY Oswego

"Ellen DeGeneres' remarks on the murder of Matthew Shepard: An ideological clash between <hate> and <love>"

Madison Pollino, West Chester University

"The touch of love: Exploring the role of haptics on The Bachelorette"

Casey Tobias, West Chester University

"Bridging theory & practice: A communication audit"

Tiffani Pike, Youngstown State University

Frank Nolasco, Youngstown State University

Mallory Kohut, Youngstown State University

Enzo Recchia, Youngstown State University

Drae Smith, Youngstown State University

"Nonverbal communication in business negotiation in Shark Tank"

Natalia Sakhartova, West Chester University

"Quiet champions of energy-wasting nags? Interpersonal advocacy of pro-environmental behavior in the workplace"

William Kelvin, Kent State University

"Digital communication technologies and re-platformization: A case of Alibaba"

Jing Wang, Rutgers University

"A communication trait measure for international and host students"

Barbara Parsons, SUNY Oswego

Chih Yao Tsai, SUNY Oswego

Fabio Machado, SUNY Oswego

Joshua Faulks, SUNY Oswego

Sarah Pasquarelli, SUNY Oswego

"The Will to Win: Aggression and Nonverbal Behaviors in Major League Baseball"

Michael Moriarty, West Chester University

TOP STUDENT PAPERS IN COMMUNICATION AND TECHNOLOGY

Carnegie 3, 9-10:15 a.m. Friday

Sponsor: Communication and Technology

"Hailing Rides, Burning Bridges: A rhetorical analysis of Uber's image repair strategies based on four scandals of a startup in crisis"

Laura Purcell, Virginia Polytechnic Institute and State University *

Kyra Keene, Virginia Polytechnic Institute and State University

Catherine Einstein, Virginia Polytechnic Institute and State University *

"Capturing the Progression of Iranian Students' Reactions to the Travel Ban on Facebook: From Uncertainty to Activism"

Shermineh Davari Zanjani, Ohio University

"The Encoding/Decoding of Search Algorithms"

Kirk M. Winans, Rensselaer Polytechnic Institute

* Debut paper

THE (AUTO)ETHNOGRAPHY OF COMMUNICATION

Chair: **Robert J. Sidelinger**, Oakland University
Respondent: **Noura Ahmad Hajjaj**, SUNY New Paltz

Shadyside, 9-10:15 a.m. Friday



"'I Am Your Parent, Not Your Friend': An Autoethnography on the Asian-American Female Experience"
Jasmine Chan, Northeastern University

"Building Food Bridges Together: An Ethnographic Study of Identities Within the Slow Food Movement (SFM)"
Sarah Caro, College of Charleston

"Rank Up: An Autoethnography on Masculinity in a Gaming Space"
Thomas Morel, Ramapo College of New Jersey

"Bucket Listed: An Autoethnographic Account of Exoticism and Sexualization"
Carolina Ramos, Northeastern University

FROM FOOD TO FLIGHT: EXAMPLES OF CRISIS COMMUNICATION

Chair: **Timothy Brown**, West Chester University
Respondent: **Stephanie Verni**, Stevenson University

Oakmont, 9-10:15 a.m. Friday



"Crisis of Our Time: The Communication Ethics of the Catholic Church's Response to the European Refugee Crisis"
Jordan Rodriguez, Mount St. Mary's University

"Promoting Peace in Dire Situations"
Katrina Gluch, University of Pittsburgh at Greensburg

"Environmental Crisis: Häagen-Dazs and Honeybees"
Breanna L. Forgione, University of Scranton

"Navigating Turbulence: An Analysis of the JetBlue Ice Storm Crisis Response"
Rachel Runnels, Abilene Christian University

RELIGION AS COMMUNICATION

Chair: **Brandi N. Frisby**, University of Kentucky
Respondent: **Brian Gilchrist**, Mount St. Mary's University

Fox Chapel, 9-10:15 a.m. Friday



"Analyzing the Catholic Church's 2002 Crisis Response Strategies"
Jacqueline DeMuynck, Abilene Christian University

"Still It Goes On: The Catholic Worker as a Leadership Medium for the Catholic Worker Movement"
Katherine Reynolds, Stonehill College

"Effect of Media Representation of Religion on the Social and Cognitive Development of Children and Adolescents"
Julia Mintz, SUNY Geneseo

"Religion and Constitutive Rhetoric in the Construction of the Polish National Identity"
Brandon Johnson, University of Richmond

10:30-11:45 a.m.

ECA Awards Ceremony and Keynote: Janie Harden Fritz
"Civility: Building Bridges through Communicative Practices"
Including an ECA Coffee Cafe

Bob & Dolores Hope, 10:30-11:45 a.m. Friday

12-1:15 p.m.

New York Communication Association Mtg.

Parkview West, 12-1:15 p.m. Friday

SHORT COURSE

**BRIDGING THE GAPS IN TEACHER-STUDENT RELATIONSHIPS
FROM A DISTANCE: STRATEGIES FOR BUILDING EFFECTIVE HYBRID
AND ONLINE LEARNING ENVIRONMENTS**

Presenter/Coordinator: **Kelly Rocca DelGaizo**, St. John's University
Presenters: **Candice Thomas-Maddox**, Ohio University Lancaster
Katherine S. Thweatt, SUNY Oswego

Vandergrift, 12-1:15 p.m. Friday



In 2014, higher education distance learning courses enrolled nearly 6 million students (www.nces.ed.gov). As this number continues to increase, instructors are faced with the challenge of transitioning from the traditional face-to-face classroom to hybrid and online formats. This Short Course will share strategies to enhance the online experience for both students AND faculty. Tips for enhancing immediacy at a distance, strategies for more efficient grading, and tools for creating an engaging classroom environment will be exchanged in this 90-minute workshop. Additional topics will address logistical, pedagogical, and relational issues. Bring your laptops!

CLIENTS, MEMBERS, ALUMNI, AND THE PROFESSION: BUILDING BRIDGES WITH PRSSA

Oliver, 12-1:15 p.m. Friday

Sponsor: Organizational Communication
Chair: **Katrina J. Quinn**, Slippery Rock University
Panelists: **Mallory Manz**, Slippery Rock University
Noah Blanc, Slippery Rock University
Heather Donat, Slippery Rock University
Ben Renaudin, Slippery Rock University

This panel/workshop explores the ways a student-run public relations firm can build bridges with its most important constituencies—clients, members, alumni, and the profession. It uses a case study of Slippery Rock University's firm, PRSSA Rock PRoductions, to propose a roadmap for other programs wishing to expand their efforts. Panelists will also discuss their new Alumni Relations Initiative, connecting members to alumni for professional opportunities and to buttress organizational fundraising.

**NATIONAL COMMUNICATION ASSOCIATION:
UNDERSTANDING AND IMPLEMENTING LEARNING OUTCOMES IN COMMUNICATION**

Conference Center B, 12-1:15 p.m. Friday

Panelists: **Trevor Parry-Giles**, NCA Interim Executive Director
Star A. Muir, NCA First Vice President

During this panel, NCA office staff, LOC project members, and elected leadership explain the importance of learning outcomes and assessment, and discuss resources available through NCA to help integrate NCA's LOCs into courses, programs, and departments.

TOP PAPERS IN COMMUNICATION AND TECHNOLOGY

Sponsor: Communication and Technology

Conference Center C, 12-1:15 p.m. Friday

"Understanding College Students' Perceptions Regarding Mindfulness and Social Media"

Adolfo J. Garcia, State University of New York at New Paltz

Narissra M. Punyanunt-Carter, Texas Tech University

Jason S. Wrench, State University of New York at New Paltz

"Anonymity and Speaking Up Online: A Meta-Analysis"

Cathlin V. Clark-Gordon, West Virginia University

Nicholas D. Bowman, West Virginia University

Alan K. Goodboy, West Virginia University

Alyssa Wright, West Virginia University

"Bridging Game Boundaries During MMO Expansions: Intrinsic Needs and Entertainment in Endgame and Exogame Talk"

Jaime Banks, West Virginia University

Evan R. Watts, West Virginia University

"An Exploratory Investigation of Young Adults' Text Messaging Practices: Topics, Motives and Changes Over Time"

Janelle Covert, Canisius College

Melissa Bekelja Wanzer, Canisius College

SHADES OF PITTSBURGHESE: ACTIVIST RHETORIC AND NARRATIVES OF ENGAGEMENT IN THE CITY OF BRIDGES

Sponsor: First Vice President

Chair: **Fadoua Loudiy**, Slippery Rock University

Conference Center A, 12-1:15 p.m. Friday



"The Homestead Strike of 1892: Union Members & Non-Union Workers Strike for Workers' Rights"

Kristin Roeschenthaler Wolfe, Slippery Rock University

"Nate Smith: Constructing a Bridge in Pittsburgh Toward Racial Equality"

Linda Schifino, Carlow University

"First Pittsburgh City Councilwoman Irma D'Ascenzo and the Embodiment of Invitational Rhetoric, Social Justice, and the Role of Women in Pittsburgh"

Jeanne M. Persuit, UNC Wilmington

"Sophie Masloff's epideictic rhetoric"

Melissa A. Cook, Washington & Jefferson College

"Bridges of Hope: Immigration and Political Activism in Pittsburgh"

Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

"Serving Activist Rhetoric at the Conflict Kitchen"

Fadoua Loudiy, Slippery Rock University

The panel will feature several narratives that exemplify and illustrate activist rhetoric in relation to workers' rights and unionization, racial injustice, and women's rights through the powerful stories of local women who challenged and shattered the glass ceiling in political life as well as other individuals who have worked hard to secure social justice and human rights for all in the city of bridges. By the same token, the panelists seek to reframe understanding of activist rhetoric from a genre of rhetoric that focuses primarily on tactics such as protest to a larger interpretation that includes narratives and their impact on a particular cause or social justice issue.

**BRIDGING CONTROVERSIAL TOPICS AND CIVIL LEARNING SPACES:
APPROACHES TO DIFFICULT CONVERSATIONS**

Parkview East, 12-1:15 p.m. Friday

Sponsor: Community College
Chair: **Nancy J. Willets**, Cape Cod Community College
Respondent: **Kerry Byrnes-Loinette**, Collin College
Panelists: **Lisa Heller Boragine**, Cape Cod Community College
Jessica Papajcik, Stark State College
Rita Rosenthal, Boston College
Stacy M. Smulowitz, University of Scranton
Susan Ward, Delaware County Community College

These faculty members will discuss their philosophical, ethical and practical approaches to building bridges in the classroom, allowing for controversial discussion, while keeping the classroom as a safe and civil place for learning. An open forum will encourage participation from faculty members in the audience.

AFFECTION, CHANGE, AND CONFLICT IN FAMILIES

Carnegie 3, 12-1:15 p.m. Friday

Sponsor: Interpersonal Communication
Chair: **Sara Pitts**, West Virginia University
Respondent: **Angela G. La Valley**, Bloomsburg University of Pennsylvania

“Affectionate Communication and the Emerging Adult-Parent Relationship”

Scott A. Myers, West Virginia University

Christine K. Anzur, West Virginia University

“Parent-Child Communication During Transition to University Life”

Margaret A. Thorwart, West Virginia University *

“Communication Conflict: Communication Between Siblings About Conflict”

Kylie J. Wilson, West Virginia University

The competitively selected papers on this panel center on family relationships and the role of affection, change, and conflict for members during and after emerging adulthood.

*** Debut paper**

SOCIAL MEDIA LAW AND ETHICS: THE PROFESSIONAL CONTEXT

Heinz, 12-1:15 p.m. Friday

Sponsor: Communication Law and Ethics
Chair: **Dale Herbeck**, Northeastern University, Fordham University

“Real Law @ Fake News”

Susan Drucker, Hofstra University

Gary Gumpert, Urban Communication Foundation

“Fake Everything: The scope & impact of fraudulent social media on marketing communication & consumer brands”

Thomas R. Flynn, Slippery Rock University

James R. Smith, The Jim Smith Group

Douglas Strahler, Slippery Rock University

“New Norms in Journalism”

Kelly Fincham, Hofstra University

“Social Media Ethics in Public Relations”

Suzanne Berman, Hofstra University

“Social Media and Academia: Engaging the Meaningful”

Ronald C. Arnett, Duquesne University

Part Two in a two-part examination of Social Media Law & Ethics addressing the scope and nature of this newly developing media environment and examines recent cases and controversies. This second panel examines a series of legal and ethical issues raised by the impact of social media on professional practice and the emergence of business models premised on the flow of personal information through social media.

REBUILDING BROKEN BRIDGES WITH CHALLENGING PERFORMANCES

Phipps, 12-1:15 p.m. Friday

Sponsor: Interpretation and Performance Studies and Voices of Diversity

Chair: **Shauna M. MacDonald**, Villanova University

Respondent: **Elizabeth Whittington Cooper**, Morehouse College

“I Don’t Want to Be the Well-Intentioned Enemy of Youth”

Carmen Hernández-Ojeda, University of Massachusetts Amherst

“Afrofuturist Chronopolitics: Ideas on the Circulation of Discourse in Alternative Publics”

Oreoluwa Olaniyan, Syracuse University

“Chosen Childlessness: She’s Her Own Mother Now. A Performance”

Kathryn Hobson, James Madison University

In these competitively selected performances and paper, the authors, using a variety of methods, examine how breaking hegemonic bridges leads to greater understanding for oppressed groups.

THE 2ND ANNUAL SCHOLARLY OFFICE HOUR IN MEDIA COMMUNICATION

Lawrence Welk, 12-1:15 Friday

Sponsor: Media Communication

Chair: **Nicholas Scott Smith**, Saint Louis University

Co-Chair: **Holly Reiss**, Wayne State University

Panelists: **Elizabeth L. Cohen**, West Virginia University

Rod Carveth, Morgan State University

Cheryl Campanella Bracken, Cleveland State University

Jack Banks, University of Hartford

Nancy Bressler, Wheeling Jesuit University

Nicholas D. Bowman, West Virginia University

Anita Atwell Seate, University of Maryland

Joseph C. Harry, Slippery Rock University

Jaime Banks, West Virginia University

This session serves as an opportunity for students to converse with and question a group of successful professors in the field of media communication. The roundtable takes the form of an informal conversation between students and professors and really is a useful experience for both undergraduate and graduate students alike. Have you ever had a question that you wanted to ask a professor and never had a chance? Well, here it is. The 2nd Annual Scholarly Office Hour also serves as a great opportunity to network and discuss with academic experts within the field of media. Each specialist will discuss, share, and advise on their specific focus and expertise with interested attendees as well as address any other academic topic that attendees may want to discuss.

CONSTRUCTING GENDER NORMS AND ROLES

Chair: **Marshall Prisbell**, University of Nebraska Omaha
Respondent: **Sean Horan**, Texas State University

"Redefining Masculinity in One Night Stands"
Megan Schultz, Mount St. Mary's University

"Only Good When She Is Gorgeous"
Gabrielle Owen, SUNY Geneseo

"Reifying Female Gender Norms"
Megan Gallagher, Kutztown University
Victoria Stanfield, Kutztown University

"Building a Bridge Between Gender Roles in Mad Men and the Current Workplace – Then vs. Now"
Zoe Unverferth, Northeastern University

Oakmont, 12-1:15 p.m. Friday



PRESIDENTIAL COMMUNICATION: PAST AND PRESENT

Chair & Respondent: **Susan Mancino**, Duquesne University

"Bridging courtship and presidential rhetoric: Strategies in campaign, in-office, and post-presidency speeches by Bush, Obama, and Trump"
Katherine Chapman, Northeastern University
Meredith Dietz, Northeastern University
Lara Pietranera, Northeastern University

"Framing America as the Defender of Global Freedom- Shaping Policy Issues in Presidential September 11th Speeches"
Cassandra Moreno, Northeastern University

"Rhetoric and Politeness: Examining the Connection Between the Trump Administration and its Constituents"
Logan Applewhite, Northeastern University
Kerry Treusdell, Northeastern University

"Inviting Herself to the Cookout, and into the Barbershop: Hillary Clinton's Race Pandering in 2016"
Jessica Imbro, Northeastern University

Shadyside, 12-1:15 p.m. Friday



UNDERSTANDING COMMUNICATION CONCEPTS

Chair: **Jenny Rosenberg**, SUNY Oswego
Respondent: **Janie Harden Fritz**, Duquesne University

"Bridging divides between attribution theories and actuality: Personality attributions in Reba"
Joshua Eng, Northeastern University

"Listening: The Key to Language and Communication"
Hayley C. Shaw, Geneva College

"Acknowledgement of Difference in the Use of Codes: A Communication Ethics Approach"
Katherine Rogers, Duquesne University

Fox Chapel, 12-1:15 p.m. Friday



1:30-2:45 p.m. _____

Resolutions Meeting

Parkview West, 1:30-2:45 p.m. Friday

Undergraduate Poster session

Frick, 1:30-2:45 p.m. Friday

SHORT COURSE

**CONSIDERING CORPORATE COMMUNICATION AND COMMUNICATION ETHICS
WITH CORPORATE COMMUNICATION CRISIS LEADERSHIP: ADVOCACY AND ETHICS**

Presenters: **Ronald C. Arnett**, Duquesne University
Sarah M. Deluliis, Duquesne University
Matthew Corr, Shenandoah University

Vandergrift, 1:30-2:45 p.m. Friday



Corporate communication depends upon thoughtful leadership and public relations practices to learn from and engage crisis. The current curriculum offered in various learning environments related to public relations and crisis communication traces an evolution of issue to conflict and then to crisis. Our text, *Corporate Communication Crisis Leadership: Advocacy and Ethics*, attends to communication ethics in crisis communication through tracing the movement from issue to argument, conflict, and to crisis in an increasingly volatile public sphere. This short course will offer various pedagogical resources for teaching corporate communication and leadership through attentiveness to communication ethics.

BRIDGING ASSOCIATIONS: HOW CAN NCA SUPPORT COMMUNITY COLLEGES?

Conference Center B, 1:30-2:45 p.m. Friday

Sponsor: Community College
Chair: **Nancy J. Willets**, Cape Cod Community College
Panelists: **Kerry Byrnes-Loinette**, Collin College
David T. McMahan, Missouri Western State University
Rebecca M. Townsend, University of Hartford
Nancy J. Willets, Cape Cod Community College

NCA recognizes that the long-term health of the organization and the discipline rests in large part on the health of our community colleges. A task force is working to identify ways to support community college professors and their programs. After a briefing from members of the task force about the work done so far, the floor will be open to discussion and input from the audience to identify how NCA can assist community colleges.

LISTENING ACROSS LIVES

Carnegie 3, 1:30-2:45 p.m. Friday

Chair: **Molly M. Stoltz**, Frostburg University
Respondent: **Janie Harden Fritz**, Duquesne University

"Active Listening as a Tool for Mindfulness"
Jayne Cubbage, Bowie State University

"Listening to Technology: Reflective Caution"
Matthew P. Mancino, Duquesne University

"If silence is golden, listening is platinum: A best practice in higher education administration"
Carl Cates, Arkansas State University

"Listening: Building Bridges of Hope"
Linda Coleman, Slippery Rock University

What are we as communication scholars and educators to make of the fact that listening is the most often used but least taught communication skill set? In this session, participants will be given tools for reflecting on and improving their own listening skills and habits as well as how to teach listening to their students; it includes a close look at the newly published textbook *Listening Across Lives*.

PRACTICAL STUDIES IN NEWS, MEDIA & YOUTH

Conference Center C, 1:30-2:45 p.m. Friday

Sponsor: Media Communication
Chair: **Holly Reiss**, Wayne State University
Respondent: **Noura Ahmad Hajjaj**, SUNY New Paltz

"Student Newspaper Political Reporting in a Hyper-Partisan World: Analyzing the Political Bias of Student Media"

Hans Schmidt, Pennsylvania State University

"Reported Speech, Propositions & Semiotic Signs: A Theoretical & Practical Account of Source Quotation in American Newspaper Stories"

Joseph C. Harry, Slippery Rock University

"Connecting and disconnecting: How teen moms use media throughout their pregnancy"

David Strukel, Hiram College

The competitively selected papers on this panel focus on two important topics in media studies. This panel shifts focus from newspapers and journalistic integrity to the way pregnant youth interact with media. Though different both topics hold important implications on the media the ever-evolving media landscape of today and tomorrow.

SECRETS, CHALLENGES, AND OPPORTUNITIES IN THE POLITICAL COMMUNICATION CLASSROOM

Bob & Dolores Hope, 1:30-2:45 p.m. Friday

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

Timothy Barney, University of Richmond
Lisa Burns, Quinnipiac University
Scott W. Dunn, Radford University
Lisa Gring-Pemble, George Mason University
Tracey Quigley Holden, University of Delaware
Dale Herbeck, Northeastern University
Mary L. Kahl, Penn State, Behrend
Kathleen E. Kendall, University of Maryland
David LeVasseur, West Chester University
Sean Luechtefeld, Johns Hopkins University
Anne F. Mattina, Stonehill College
Christopher J. McCollough, Columbus State University
Trevor Parry-Giles, National Communication Association
Theodore F. Sheckels, Randolph Macon College
John Kares Smith, SUNY Oswego
Richard E. Vatz, Towson University
Paula Youra, Lynchburg College

Political communication classes, in all of their varieties, offer a unique opportunity to engage students in the political process while helping them understand how communication concepts apply to a specific and important context. These classes also offer unique challenges, especially during highly partisan times. The panelists will draw on their significant combined experience to address issues ranging from effective assignments to the new challenges raised by the Trump presidency.

EXPLORING AND ASSESSING UNIVERSITY COMMUNICATION

Heinz, 1:30-2:45 p.m. Friday

Sponsor: Applied Communication
Chair: **Nancy A. Wiencek**, Rider University

"Lifestyle Marketing in Higher Education: A Shifting Paradigm: Bourdieu's Analysis of Habitus, Field, and Cultural Capital"

Carrie Flickinger, Duquesne University

"Mapping a Communication Studies Curriculum: Creation of the Comprehensive Communication Studies Assessment (CSCA)"

Janet Reynolds Bodenman, Bloomsburg University

Angela G. La Valley, Bloomsburg University

"It's Going Up Again: Image Restoration Theory and Announcing Tuition Increases"

Rich Polikoff, Virginia Tech *

The competitively selected papers on this panel features papers which explore communication relevant to the mission of higher education, as well as the creation of assessment tools for the curriculum of college-level Communication Studies programs, and the strategic use of communication to restore a university's image after increasing student tuition.

* **Debut Paper**

THE STATE OF STATE ASSOCIATIONS:

A DISCUSSION OF OPPORTUNITIES AND CHALLENGES

Sponsor: First Vice President

Moderator: **Cheryl Casey**, Champlain College and ECA Executive Director

Roundtable: **Jill K. Burk**, Penn State University - Berks and PCA Second Vice President

Participants: **Isa Engleberg**, Prince George's Community College *emerita* and NCA Past President

Denise Gilmer-Knudson, College of Southern Maryland and MCA President

Todd Kelshaw, Montclair State University and NJCA Second Vice President

Heather M. Stassen, Cazenovia College and NYSCA Vice President

Gina Marcello, Georgian Court University and NJCA President

Michael Plugh, Manhattan College and NYSCA Immediate Past President

Douglas Strahler, Slippery Rock University and NYSCA President

Phipps, 1:30-2:45 p.m. Friday



In recent years, higher education has faced significant new challenges and rethought a lot of priorities, philosophies, and pedagogies. One significant area of upheaval is participation in professional associations and the value of that participation for tenure. The long-standing national, regional, and state associations are competing more and more with boutique conferences and specialty associations.

This roundtable discussion focuses on state communication associations and the challenges and opportunities they face in trying to remain vibrant and relevant on the professional development stage. Representatives from the leadership of the state associations in the ECA region will share their experiences and address key questions about state associations' purpose and value. The relationship between state associations and the regional and national associations will also be considered. In bringing together stakeholders from across the region, this session seeks to share insight, generate ideas, and brainstorm solutions to key challenges that state associations confront. All who are invested in the vitality of state associations are welcome to attend.

State Associations:

Maryland Communication Association (MCA)

New Jersey Communication Association (NJCA)

New York State Communication Association (NYSCA)

Pennsylvania Communication Association (PCA)

INTIMACY AND COMMUNICATION IN VARIOUS CONTEXTS

Sponsor: Voices of Diversity

Chair: **Elizabeth Whittington Cooper**, Morehouse College

Respondent: **Joy Cypher**, Rowan University

Oliver, 1:30-2:45 p.m. Friday

"I Don't Even Know Where I am From!": African-American Perceptions of African Immigrant Communication"

Ayodeji Dapherede Otusanya, George Mason University *

"Revealing or Concealing Polyamory in the Family: Communicating Polyamory to Family Members and Polyamorous Identity Salience"

Valerie Rubinsky, Ohio University

"The Panopticon: Black Bodies and White Surveillance"

Christian L. Copeland, Ball State University

"Palestine2Ferguson: A Bridge Built with Words. Enthymematic Reasoning and the Building of Self-Selected Community"

Darrian Carroll, University of Nevada, Las Vegas

This paper session examines the intricate nature of communication and its intersections with intimacy, identity, and interpersonal relationships.

* **Debut Paper**

CONTRIBUTED PAPERS IN INTERCULTURAL COMMUNICATION

Parkview East, 1:30-2:45 p.m. Friday

Sponsor: Intercultural Communication

Chair: **Sreashi Das**, University of Maryland

"The Development of an Intercultural Facework Model"

Rebecca S. Merkin, Baruch College, City University of New York

"'You can't do that because you are a girl and girls are weak': Exploring the Type and Impact of Memorable Hate Messages and Identity Salience on Intergroup Biases, Egalitarian Attitudes, and Self-Esteem"

Angela M. Hosek, Ohio University

Valerie Rubinsky, Ohio University

Nicole Hudak, Ohio University

Shermineh Davari Zanjani, Ohio University

Savannah Sanburg, Ohio University

"Single Women: Blessed and Cursed"

Beverly Romero Natividad, Mt. San Jacinto College

"Bridgework: How South Asian Gendered Bodies Negotiate Race and Ethnicity in Mainstream American Television"

Anjali Ram, Roger Williams University

Ruma Sen, Ramapo College of New Jersey

This panel explores issues in cross-cultural/intercultural communication that include but not limited to race and ethnicity, relationships, gendered bodies, facework, hateful memorable messages, and single women ideologies.

DEBATE: DIGITAL NATIVES OR DIGITAL NAVEL-GAZERS?

Conference Center A, 1:30-2:45 p.m. Friday

AN INFORMAL DEBATE ON TECHNOLOGY, YOUTH, CRITICAL THINKING, HABITS OF MIND AND NARCISSISM

Sponsor: Communication and Technology

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

Presenters: **Star A. Muir**, George Mason University

Thom Gencarelli, Manhattan College

Are media-rich environments, video games, and social networking technologies producing collaborative and experienced problem-solvers, or are we creating the “Dumbest Generation”? Are we raising a generation of narcissists, as Jean Twenge claims in *Generation Me*, or are our students more critical and oriented towards social justice causes and the Other? This debate features a discussion torn between two worldviews, and offers a distributed annotated bibliography and extended audience discussion.

UNDERGRADUATE POSTER SESSION I

Judges: **Christine E. Rittenour**, West Virginia University
Mary Mino, Pennsylvania State University, DuBois
Nick Tatum, Abilene Christian University
Colin P. Kearney, University of Florida

Frick, 1:30- 2:45 p.m. Friday



“Selection of Social Media Platform During Romantic Conflict”
Erin Mairghead Whyte, University of Pittsburgh at Johnstown

“What Does it Mean to “Dream Big, Princess”: A Rhetorical Analysis of Disney’s Princess Identity and Ideology”
Brianne Habit, Randolph-Macon College

“Selfishly “Selfless”: A Pentadic Analysis of Act-Purpose Ratio in Kevin Rosario’s Storyline in In the Heights”
Rebecca C. Masser, Penn State Schuylkill

“Communication Ethics of the Council of Trent: Applying Dennis Mumby’s Power and Ethics”
Rebecca Lee, Mount Saint Mary’s University

“The Bridge between Rhetoric, Politeness, and Donald Trump”
Alejandro Smal, Northeastern University
Khloe Lewis, Northeastern University
Alessandra Maahs, Northeastern University

“Pants, Power, and the Patriarchy”
Amanda Kopen, Northeastern University
Shaikha Al Wahaibi, Northeastern University
Dana Sultan, Northeastern University

“The Effectiveness of Social Influencers on Instagram”
Effie Anayiotos, George Mason University

“Like A Boss: Gender Differences in Communication and their Effect on Acquisition of Leadership Roles in the Workplace”
Katie Simon, Canisius College

“Benevolent Sexism, the ‘Nice’ Kind”
Ashley Callen, Canisius College

“That’s a Man’s Job”
Tessa Jermy, Canisius College

“Stories that Change the World, An Examination of Storytelling, Empowerment and Empathy”
Kristine Olsen, George Mason University

“Happy Heroine Housewife for Life: Trends of women’s domesticity displayed by television advertisements”
Brittany Boglioli, Manhattan College

“Gender Differences in Coping Strategies”
Rebecca Anthone, Canisius College

"How is Social Media use related to Academic Procrastination?"

Gillian Clarke, George Mason University

"College Students' Privacy Protection Behaviors on Snapchat"

Ashley Chapman, George Mason University

**TOP UNDERGRADUATE PANEL:
CONTEMPORARY RHETORS' USE OF MEDIA**

Oakmont, 1:30- 2:45 p.m. Friday



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

"Gotta catch 'em all: Donald Trump and Pokemon Synthesize to Capture the Cultural Climate of 2016"

Lauren Gutman, SUNY Fredonia

"Mermaids and the Rhetorical Situation: Plastic Pollution is Part of Your World"

Shaunna Rospierski, SUNY Fredonia

"Comedians and Credibility: Using Dramatism to Analyze the Misinterpreted Controversy of Kathy Griffin"

Anna Booth, SUNY Fredonia

"President Trump, White Supremacy and the NFL"

Andishey Simmons, SUNY Brockport

"Law, Order, and Racism"

John Schumacher, SUNY Brockport

NEWS FROM ACROSS THE WORLD: JOURNALISTS' REPRESENTATIONS

Fox Chapel, 1:30- 2:45 p.m. Friday



Chair: **Emily A. Dolan**, SUNY Oswego

Respondent: **Chip Rouse**, Stevenson University

"'A symbol of the horrors in Aleppo': U.S. News Coverage of Omran Daqneesh and the Abject Framing of the Suffering Other"

Jeanna Sybert, University of Pittsburgh

"Gendered News in 2018: A Content Analysis Study of Northeastern Pennsylvania News"

Jacqueline Kurovsky, Wilkes University

"Strangers in a Strange Land: Photographs of Syrian Refugees in U.S. and Canadian Newspapers"

Mary Dellas, SUNY New Paltz

"Contradicting Narratives of College Newspapers: The Issues of Ethics and Censorship in Student Journalism"

Natalya Muhametzyanova, West Liberty University

**THE PREVENTION, OCCURRENCE, AND AFTERMATH
OF SEXUAL ASSAULT**

Shadyside, 1:30-2:45 p.m. Friday



Chair: **Rita Rosenthal**, Boston College

"A Literature Review: The Communication of Sexual Assault Prevention Programs on College Campuses"

Aimee DeArias, Boston College

"The Creation of a Feminist Meme Event Through #MeToo and #AmplifyWomen"

Julia Scheffler, Kutztown University

"A New Paradigm: Benevolent Sexism and Workplace Sexual Harassment"

Isabella Fuentes, Northeastern University

"Did I deserve this?": An Autoethnographic Account Addressing Sexual Trauma, Mental Illness, and Resilience"

Arielle Nelson, Northeastern University

3-4:15 p.m.

MENDING BROKEN BRIDGES: A LOOK AT THE APPLICATION OF IMAGE REPAIR

Conference Center A, 3-4:15 p.m. Friday

Sponsor: Applied Communication

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

"What Happens to a Dream Deferred?: An Image Repair Analysis of Donald Trump and the Rhetoric Surrounding DACA"

Breonna Riddick, James Madison University

"Image Repair on Pepsi's Controversial Kendall Jenner Ad"

Vine Adowei, James Madison University

"Rough Road Ahead: A Look at Uber's Image Repair Efforts After Sexual Harassment Claims"

R. Chase Dunn, James Madison University

"Image Repair for Betsy DeVos"

Karan Deengar, James Madison University

"Uber and the Muslim Ban: An Image Repair Analysis"

Art Pekun, James Madison University

The participants featured on this panel examine apologia and image repair strategies at use in recent controversial issues. They contribute to the ongoing conversation created by these controversies, by using modern examples to determine how image repair methods are used by organizations and individuals to mend the bridges that have been broken through offensive actions and words.

ECA OPEN FORUM ON DIVERSITY AND INCLUSION

Conference Center B, 3-4:15 p.m. Friday

Panelists: **Benjamin R. Bates**, Ohio University
Timothy Brown, West Chester University
Shawn C. Starcher, Kent State University
Andrew Spieldenner, California State University, San Marcos
Dante Morelli, Suffolk County Community College
Kristen C. Eichhorn, SUNY Oswego

Please join the Eastern Communication Association's Diversity and Inclusion Task Force for an open discussion. The Task Force views diversity and inclusion as encompassing factors including race, ethnicity, gender, sex, sexuality, national origin, (dis)ability, as well as institution type, full-time/part-time faculty status, and contingent academic labor. The committee will share some of their current ideas for promoting diversity and inclusion of underrepresented categories, followed by a facilitated discussion. Tackling diversity and inclusion issues requires the broadest possible engagement as we move forward to make positive impactful change in our Association. All are welcome for an open and authentic dialogue.

**MINORITY DEANS BRIDGE THEIR EXPERIENCES ACROSS INSTITUTIONS:
A CONVERSATION ON LESSONS LEARNED ON THE ROLE OF IDENTITY
IN ACADEMIC LEADERSHIP ACROSS INSTITUTIONS**

Heinz, 3-4:15 p.m. Friday

Sponsor: Intercultural Communication
Chair: **Jennifer Keane-Dawes**, University of Maryland Eastern Shore
Panelists: **Jennifer Keane-Dawes**, University of Maryland Eastern Shore
Lorna Shaw-Berbick, Kentucky State University
Maurice L. Hall, The College of New Jersey

In this panel, three Communication scholars and former minority deans share lessons composed of multiple perspectives, including some drawn from a Caribbean heritage, and discuss how they attempted to use these to build bridges of understanding of common practices as they discuss the opportunities and challenges of working in the deanship across diverse institutions.

COMPETITIVE PAPERS IN ORGANIZATIONAL COMMUNICATION

Carnegie 3, 3-4:15 p.m., Friday

Sponsor: Organizational Communication
Chair: **Molly S. Eickholt**, West Virginia University
Respondent: **Robin Smith Mathis**, Mercer University

“‘I just want to take the kid home with me’: Making sense of hopelessness in the school guidance counselor profession”
Brian K. Richardson, University of North Texas

“Spillover Effects: Communication Involved With Failed Workplace Romances”
Sean M. Horan, Texas State University
Renee L. Cowan, Queens University of Charlotte
Emma Carberry, Texas State University

“Dinosaurs, Space Pirates, and Friendships Oh My!...or Not?: An Ethical Case Study of *No Man’s Sky’s* Marketing Strategy”
Mckay Steven West, West Virginia University

“‘Will I Still Have a Job?’: The Effect that Job Insecurity has on Negative Emotions, Workplace Deviance, and Work Performance”
Michael Sollitto, Texas A&M University-Corpus Christi
Heather Selim, Texas A&M University-Corpus Christi
Catherine Cole, Texas A&M University-Corpus Christi
Debora De Cillo Ottoni Teixeira, Texas A&M University-Corpus Christi

The competitively selected papers on this panel are the top four papers in the Organizational Communication interest group.

BRIDGING THE PAST TO THE FUTURE IN COMMUNICATION TRAITS RESEARCH

Parkview East, 3-4:15 p.m. Friday

Sponsor: Communication Traits
Chair: **Joseph Lybarger**, University of Tennessee
Respondent: **Charles J. Wigley III**, University of Nevada, Las Vegas

“Ethnicity, Gender, and Use of Affirming and Non-Affirming Messages: Their Impact on Perceptions of an Interpersonal Dispute”
Andrew S. Rancer, University of Akron
Felecia F. Jordan-Jackson, The Florida State University
Yang Lin, University of Akron
Kwaku A. Yeboah, University of Akron

“Testing the PRCA-24 Ability to Predict Social Interaction: A Behavioral Test of the Predictive Power of the Communication Apprehension Measure”
Madison Murphy, Chapman University
Keith Weber, Chapman University

"Analyzing College Students' Social Media Communication Apprehension"

J.J. De La Cruz, Texas Tech University

Narissra Maria Punyanunt-Carter, Texas Tech University

Jason S. Wrench, SUNY New Paltz

"Argumentativeness and Its Relation to Individualistic and Collectivistic Cultural Orientations Among Millennial US American College Students"

Yang Lin, University of Akron

Andrew S. Rancer, University of Akron

Kwaku A. Yeboah, University of Akron

These top competitive papers present the well-established communication traits research while introducing modern perspectives and issues relevant to current times. The findings of these papers will help pave the way to a communication traits field that can remain relevant in a more culturally aware and technologically advanced world.

**BRIDGING THE LEARNING GAP: DEVELOPING, ASSESSING,
AND PROMOTING LEARNING OUTCOMES IN COMMUNICATION COURSES**

Conference Center C, 3-4:15 p.m. Friday

Sponsor: Community College

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

Panelists: **Kerry Byrnes-Loinette**, Collin College

Sara Chudnovsky Weintraub, Regis College

Candice Thomas-Maddox, Ohio University Lancaster

Jennifer H. Waldeck, Chapman University

Jenny Warren, Collin College

Amber Peplow, University of Cincinnati Blue Ash College

Given the fierce competition institutions face, administrators are turning to departments and programs to produce evidence of teaching effectiveness when making curriculum decisions. Communication faculty need to demonstrate the inherent value of our major and our course content to majors as well as students from other disciplines. The goal of this panel is to: 1) Identify learning outcomes and methods of assessment to provide data that supports the instructional mission; 2) Discuss innovative strategies (service-learning, ePortfolios, etc.) that can be incorporated to help students make connections between course content and the "real-world;" and 3) Examine how to best market the relevance of course content to promote the value of the communication discipline.

THE SOCIAL IMPACT OF SOCIAL MEDIA: TOP PAPERS IN MEDIA COMMUNICATION

Vandergrift, 3-4:15 p.m. Friday

Sponsor: Media Communication

Chair: **Nicholas Scott Smith**, Saint Louis University

Respondent: **Holly Reiss**, Wayne State University

"Social and Institutional Interaction: Gendered Labor Within Social Network Sites"

Angela M. Cirucci, Kutztown University

"The First 100 Days: A Qualitative Content Analysis of Trump's Tweets through the Lens of Neil Postman"

Susannah K. McMonagle, Eastern University

"Image Repair: The Impact of #BrusselsLockdown and the #CallBrussels Campaign"

Heather Riddell, George Mason University

Joshua D. Murphy, George Mason University

The competitively selected papers on this panel focus on the role and impact that social media holds in today's society. From the Tweets of the most powerful man in the world to the power of a hashtag, these papers take an in-depth look at the social media

phenomenon in a whole new way. The three papers on this panel are also the highest scoring papers amongst this year's submissions to the Media Communication Interest Group.

**BUILDING BRIDGES ON UNSTABLE GROUND:
RHETORIC AND ARGUMENTATION IN AN AGE OF DYSFUNCTION**

Phipps, 3-4:15 p.m. Friday

Sponsor: Argumentation and Forensics

Chair/Respondent: **John J. Rief**, Duquesne University

"Gaming the System: Teaching Argumentation and Debate in a Borked World"

Catherine E. Morrison, University of Rhode Island

"The Strategic Gesture: Deliberative Rhetoric in an Affected Time"

Peter K. Bsumek, James Madison University

"I'm Resetting, or How Everything I Needed to Know about the Future of Rhetorical Education I Learned from Watching Speedruns"

Stephen M. Llano, St. John's University

"'[There Were] Very Fine People on Both Sides:' Apologia and Image Repair in the Post-Truth Era"

Lars J. Kristiansen, James Madison University

How can we engage in rhetorical and argumentative action in a dysfunctional public sphere? This panel investigates the failings of institutions that create, maintain and regulate argumentation and debate in the contemporary public sphere, and offers alternative theories and practices that build bridges between fractured communities, that are capable of handling shifting grounds and unstable foundations of inequality, failure, miscommunication, in order to articulate new and innovative ways of working within or gaming flawed systems.

G.I.F.T.S.: GREAT IDEAS FOR TEACHING SPEECH II

Bob & Dolores Hope, 3-4:15 p.m. Friday

Sponsor: Community College

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

"Classmate Conversation Log: Practicing Interaction Activity"

Janet Reynolds Bodenman, Bloomsburg University

"Drawing students into public speaking success: Bridging the gap between student misconceptions of public speaking and career opportunity using ARCS model"

Eryn Travis, West Chester University

"Playing with a Full Deck: Using an Interactive Game to Teach Hofstede's Cultural Dimensions Framework"

Trevor Setvin, Community College of Baltimore County

Haley Draper, Anne Arundel Community College

"TED Talk Insights: Co-Constructing Learning in the Public Speaking Classroom"

Patty Wharton-Michael, University of Pittsburgh at Johnstown

"'The Weakest Link': Building bridges from TV game shows to classrooms, in improving outlines, credibility, critical thinking and source literacy through perfecting oral citations"

Richard Italo Falvo, El Paso Community College

"The Model Conversation: Understanding Communication Models through Information Sharing"

Jessica A. Robinson, Kutztown University of Pennsylvania

"Organizational Culture in 'Parks and Recreation': Pawnee vs. Eagleton"

Maxine Gesualdi, West Chester University of Pennsylvania

"My Candy Bar is Better than Your Candy Bar"

Cecil Kramer, Liberty University

"There once was a man from the palisades ... who decided to play some charades"

Ashlie Klepper, Queensborough Community College

THE MEDIA ECOLOGY OF THE PITTSBURGH PIRATES' PNC PARK

Lawrence Welk, 3-4:15 p.m. Friday

Sponsor: Media Ecology Association & Applied Communication

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

Respondent: **Gary Gumpert**, Urban Communication Foundation

Panelists: **Susan Drucker**, Hofstra University

Thomas R. Flynn, Slippery Rock University

Lewis Freeman, Fordham University

Erik Garrett, Duquesne University

Dale Herbeck, Northeastern University

Michael Plugh, Manhattan College

Terry Rogers, Manager of business communication & social media, Pittsburgh Pirates

Douglas Strahler, Slippery Rock University

Jean Ann Streiff, Oakland Catholic High School

The ballpark is a place of communication—a place with its own communication ecology: between structure and game, between fans and ballplayers, among spectators. PNC Park is an urban place, an urban space, and a "green cathedral" in the middle of Pittsburgh. The ballpark is a structure and symbol shared by city, fans, and owners. It is both a statement and site of community life—a place of interaction between fan and team, fans and fans, community and sport, and a place of memory, identity, and athletic and architectural accomplishment. Media also hold a special position in ballparks: sounds, visual displays, and social media all affect the experiences of fans at a game. Panelists will build on their work, published in *Communication and the Baseball Stadium: Community, Fandom, Memory, and Commodification* (Peter Lang, 2017), to discuss the ecology of PNC Park. This panel is proposed in the spirit of the CFP requesting innovative presentations and encouraging performance venues or other unique formats, especially those that provide opportunities for engaged interaction among participants and attendees.

Special feature: This panel precedes a trip to a Pittsburgh Pirates baseball game. (The Pirates play at home Friday 4/27 vs. Cardinals @7:05 p.m.; and Saturday 4/28 vs. Cardinals @7:05 p.m.)

THINK BIG PICTURE: WORLD VIEWS AND THE ENVIRONMENT

Shadyside, 3-4:15 p.m. Friday

Chair: **Diana S. Ebersole**, Kutztown University

Respondent: **Doreen M. S. Jowi**, Bloomsburg University



"Communication in the Diffusion and Adoption of Ultraviolet Light and Waste Water Treatment: The Case of the City of Athens, Ohio"

Emma Reed Marie Caldwell, Ohio University Lancaster

"The 'We' Problem, A Worldwide Environmental Rescue Mission Narrative Semiotic Analysis Assignment on the film Before the Flood"

Olivia Vallen, Ramapo College of New Jersey

"Natural Disaster Relief: Regaining Emotional Confidence"

Megan Garcia, Samford University

"Self-Individualistic and Self-Collectivistic: Japan and the United States"

Kagawa Nanami, SUNY Geneseo

REVOLUTION AND BURKE

Chair: **Emily A. Dolan**, SUNY Oswego
Respondent: **Richard Thames**, Duquesne University

Fox, 3-4:15 p.m. Friday



"Reading Civil Rights Memorials, Monuments and Museums: The Rhetorical Effects of Public Memory"
Pierre Holmes, Stonehill College

"Conjuring Cognizance in Public Memory: Burke's Pentad and Puritan Panic"
Hannah Grable, SUNY Fredonia

"Opposing the scene: A pentadic analysis of Malala Yousafzai's speech to the United Nations December 15, 2017"
Abigail Messinger, Grove City College

"But I Believe Females Can Save The World: A Rhetorical Analysis of Female Empowerment in Avatar: The Last Airbender"
Rachel Runnels, Abilene Christian University

COMMUNICATION IN A CHANGING LANDSCAPE

Chair: **Rita Rosenthal**, Boston College
Respondent: **Valerie Lynn Schrader**, Penn State Schuylkill

Oakmont, 3-4:15 p.m. Friday



"Carl Schramm's Unusual Discourse: Subtle Encouragement in a Time of Need"
Rebecca Shaffer, Grove City College

"Xenophobia in post 9/11 American Film"
Yafeu Rougier, Wheeling Jesuit University

"Words Will Never Hurt Me: The Rise in Hate Speech on Social Media"
Meghan Murphy, SUNY Geneseo

"Imagine a Change"
Heather Mueller, University of Pittsburgh at Greensburg

4:30-5:15 p.m.

Business Meetings

Organizational Communication
Community College
Intercultural Communication
Media Communication
Institute of General Semantics
Voices of Diversity
Nonverbal Communication
Argumentation & Forensics

Various rooms, 4:30-5:15 p.m. Friday

Conference Center A
Carnegie 3
Conference Center B
Conference Center C
Oliver
Heinz
Vandergrift
Phipps

4:30-5:45 p.m.

IT'S ALL FUN AND GAMES UNTIL...

Chair: **Douglas Strahler**, Slippery Rock University

Oakmont, 4:30-5:45 p.m. Friday



"Trolling Differences in Twitter and World of Warcraft"

Kacie Dumas, Kutztown University

Arya Grantham, Kutztown University

"Remembering and (Re)presenting the Aztec Empire through Magic: The Gathering Ixalan Expansion's Sun Empire"

Katelyn Brooks, Middle Tennessee State University

"Princess Peach: Gender Representation in Mario"

Joshua Lalik, Kutztown University

"A Plastic Reality: What Can a Society of Toys Teach Us About the Real World?"

Gerardo Rodriguez, Boston College

HOLLYWOOD'S INFLUENCE ON COMMUNICATION

Chair: **Laura Wilson**, Slippery Rock University

Respondent: **Anne F. Mattina**, Stonehill College

"The Art of Deceit: Identifying Behaviors That Elicit Credibility in Impractical Jokers"

Jen Whitley, Northeastern University

"A Rhetorical Analysis of Relational Dialectics in the TV Series Hannibal"

Kyanna Marie Gonzalez, Penn State Schuylkill

"Fed Up But Still Feeding: A Cultural Analysis of Fed Up the Documentary"

Kim Chook, Boston College

"Divergent Facial Expression and Upper Body Language in Winning and Losing Hollywood Actors at the Academy Awards"

Lucile Da Silva, Northeastern University and University of Geneva

Shadyside, 4:30-5:45 p.m. Friday



UNDERSTANDING IDENTITY, DISCOURSE, AND HUMAN RIGHTS

Chair: **Angie Planisek**, Baldwin Wallace University

"Western Discourse on Muslim Women"

Lauren Wry, Boston College

"Where Did My Curls Go? Reclaiming Afro-Latina Identity"

Paola Cespedes, Ramapo College of New Jersey

"Gender Representation of Female Slaves in Uncle Tom's Cabin and Incidents in the Life of a Slave Girl"

Wendy M. D'Angelo, Pennsylvania State University

"Ideological Criticism of Axe Soap Advertisements"

Jared Hoffman, University of Pittsburgh at Greensburg

Fox Chapel, 4:30-5:45 p.m. Friday



5:15- 6:30 p.m.

Undergraduate Roundtable: "Where Do We Go from Here? Stories and Strategies from Graduates in the Marketplace"

Conference Center A, 5:15-6:30 p.m. Friday

Sponsor: Urban Communication Foundation
Chair: **Kasey Clawson Hudak**, Penn State Lehigh Valley
Panelists: **Casey Myburgh**, Account Director, WCG-W20 Group
Jillian Plummer, Supplier Program Coordinator, SAP Ariba
Matt Fazio, Marketing Supervisor, Donnelly-Boland and Associates
Angela Gaitaniella, Development Manager, Senator John Heinz History Center

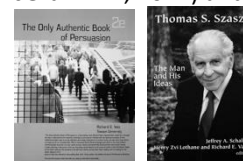
The city of Pittsburgh has over 70 for-profit and non-profit colleges and universities within its metropolitan region and surrounding counties. This roundtable features communication graduates from Pittsburgh-based higher education institutions, whose careers span the healthcare marketing, city government, consulting, and software technology fields. Panelists will share their experiences of attending school and working in the city of Pittsburgh, and discuss how their communication degrees led to many exciting professional opportunities.

6-8 p.m. _____

Wine and Spots

Lawrence Welk, 6-8 p.m. Friday

Sponsor: **Richard E. Vatz**, author of *The only authentic book of persuasion: The agenda/spin model* (McGraw-Hill, 2017) and co-editor of *Thomas S. Szasz: The man and his ideas* (Transaction Publishers, 2017).



6:30-8 p.m. _____

Undergraduate Scholars Reception

Riverboat, 6:30- 8 p.m. Friday



8-9 p.m. _____

12 Step Meeting

Parkview West, 8-9 p.m. Friday

SATURDAY, APRIL 28, 2018

Convention registration

Omni Conference Center foyer, 7:30 a.m. – 2 p.m. Saturday

7:30-8 a.m. _____

Coffee and Cookies

Omni Conference Center foyer, 7:30-8 a.m.

CONNECT Conference

Doubletree, 8:15 a.m.-1 p.m. Saturday

Please join the Community College Interest Group on Saturday, April 28, for a morning of connecting with colleagues, learning from experts, and collaborating with others at the biennial Connect Conference. The 2018 featured presenters are Dr. Pat Gehrke from the University of South Carolina, who will focus and elaborate on ideas from his recent article "A Manifesto for Teaching Public Speaking," published in *Review of Communication* in 2016, and Dr. Nicholas D. Bowman from West Virginia University, who will discuss the challenges we face in the theory and teaching of mass media in a new era.



Cost: \$30 (First-time ECA attendees who attend the Connect Conference will receive a free one-year ECA membership!)

Location: Double Tree Hotel (just steps away from the Omni William Penn)

Schedule of Events

8:15 – 8:45 a.m.	Registration and breakfast
8:45 – 9:00 a.m.	Welcome
9:00 – 10:30 a.m.	Pat J. Gehrke, presentation and workshop
10:30 – 10:45 a.m.	Break and snacks
11:00 – 12:30 p.m.	Nicholas D. Bowman, presentation and workshop
12:30 – 1:00 p.m.	Reflection and Evaluation

CONNECT Conference Registration opens

(DT) Three Rivers Foyer, 8:15- 8:45 a.m. Saturday

Exhibit Area Open

Frick, 9 a.m.-3 p.m. Saturday

Business Meetings

Interpersonal Communication
Rhetoric & Public Address
Applied Communication
Media Ecology
Interpretation & Performance Studies
Communication Administration
Kenneth Burke
American Society/History of Rhetoric
Communication Traits

Various rooms, 8-8:45 a.m. Saturday

Conference Center A
Carnegie 3
Conference Center B
Conference Center C
Oliver
Heinz
Vandergrift
Phipps
Bob & Dolores Hope

9-10:15 a.m.

Undergraduate Poster Session 2

Including an ECA Coffee Café

Frick, 9-10:15 a.m. Saturday



SHORT COURSE

BUILDING BRIDGES DURING DIFFICULT DIALOGUES: STRATEGIES FOR TEACHING AND MANAGING CRUCIAL CONVERSATIONS

Presenters: **Nicole Blau**, Ohio University Lancaster
Candice Thomas-Maddox, Ohio University Lancaster

Oliver, 9-10:15 a.m. Saturday



Difficult conversations emerge in a variety of relationship contexts – between romantic partners or friends, colleagues at work, parents/children, teachers/students, physicians/patients, and more. This short course is designed to help participants recognize cues signaling the need for crucial conversation and to identify strategies for effectively managing these difficult dialogues. Additionally, participants will receive curricula tips for teaching about crucial conversations in a variety of communication classes. All participants will receive relevant research on crucial conversations, examples of case studies to work through said interactions, and sample worksheets and class activities that can be used when training others on crucial conversations.

BUILDING A BRIDGE FOR OUR FUTURE GENERATION OF LEADERS

Sponsor: Communication Administration
Chair: **Mary Mino**, Pennsylvania State University, DuBois
Respondent: **Mary L. Kahl**, Penn State, Behrend

Heinz, 9-10:15 a.m. Saturday

"Learning to Think as a Leader"

Mark Hickson III, University of Alabama at Birmingham

"Priming the Pipeline: Attracting the Next Generation of Corporate Communicators"

Tamara L. Gillis, Elizabethtown College

Yvette Sterbenk, Ithaca College

"The Bridge to Know(ing) Where: Leading Through Lens of Your Discipline"

Rick Olsen, University of North Carolina Wilmington

"Building bridges from Communication Departments to Senior Leadership Teams: How we can face the greatest challenges in higher education"

Kristen C. Eichhorn, State University of New York, Oswego

"Developing Women Leaders in the Academy Through Enhanced Communication Strategies"

Jayne Cubbage, Bowie State University

These papers will discuss the importance of strong leaders in communication administration.

**BUILDING A BRIDGE TO HISTORY THROUGH A MUSEUM OF MEMORY:
TO CATCH AND TO KEEP (PERFORMANCE PANEL)**

Carnegie 3, 9-10:15 a.m. Saturday

Sponsor: Interpretation and Performance Studies

Chair: **Chip Rouse**, Stevenson University

Respondent: **Kathryn Hobson**, James Madison University

"To Catch and To Keep"

Sauna M. MacDonald, Villanova University

This top performance submission is a one-woman show of a performed collection of linguistic and material fragments assembled from several sets of stories. It is about keeping: about lighthouse keeping, about keeping lighthouses protected in the modern world, about what and who is (and isn't) kept in our collective and public memories, and the (academic and everyday life) process of keeping memories and histories for future generations to encounter.

TECHNOLOGY IN THE CLASSROOM: BUILDING BRIDGES OR CREATING SILOS?

Three Rivers, 9-10:15 a.m. Saturday

Sponsor: Communication and Technology

Panelists: **Amanda Damiano**, Hofstra University

Noura Ahmad Hajjaj, SUNY New Paltz

Douglas Strahler, Slippery Rock University

Can technology become distracting and create a silo effect? In accordance with the 109th annual Eastern Communication Association Convention theme "Building Bridges," we propose a faculty panel to share strategies for effectively utilizing technology in the classroom. Panelists will discuss the pedagogical challenges and opportunities that arise from incorporating technology into the classroom, sharing strategies for successful best practices and research involving technology integration.

TOP PAPERS IN INTERPERSONAL COMMUNICATION

Conference Center A, 9-10:15 a.m. Saturday

Sponsor: Interpersonal Communication

Chair: **Meredith Marko Harrigan**, SUNY Geneseo

Respondent: **Jenny Rosenberg**, SUNY Oswego

“Sex Matters: Exploring Affection Exchange Theory and Relational Qualities”

Sean M. Horan, Texas State University

Toni Morgan, University of Nebraska-Lincoln

Christy Bennett, Communication Professional

Tianna Cobb, University of Oklahoma

Melanie Booth-Butterfield, West Virginia University

“Equity and Relationship Maintenance in First Marriages and Remarriages”

Marianne Dainton, La Salle University

“Work-Family Conflict, Relational Turbulence, Conflict Tactics and Marital Satisfaction

Timothy R. Worley, Penn State University

Marina White, Murray State University

The panel features the top three competitive papers in interpersonal communication.

REVIEWS AND COMMENTS ON MEDIA ECOLOGY:

Conference Center B, 9-10:15 a.m. Saturday

AN APPROACH TO UNDERSTANDING THE HUMAN CONDITION

Sponsor: Media Ecology Association

Chair: **Thom Gencarelli**, Manhattan College

Respondent: **Lance Strate**, Fordham University

Participants: **Jeffrey Bogaczyk**, Duquesne University

Cheryl Casey, Champlain College

Susan Jasko, California University of Pennsylvania

Brenton Malin, University of Pittsburgh

The book recently published by Lance Strate, *Media Ecology: An Approach to Understanding the Human Condition*, represents a new synthesis and summary of the field, one that is intended to establish its philosophical underpinnings and address major concerns and criticisms directed at media ecology scholars such as Marshall McLuhan, Walter Ong, and Neil Postman. As an attempt to provide a clear understanding of media ecology that is also intended to move the field forward, the work represents a significant contribution to a communication-centered field, and therefore is of interest to communication scholars in general. The panelists will provide their reviews and comments on the book, followed by a response from the author.

EFFECTS OF SELECTED ONLINE MEDIA PLATFORMS

Phipps, 9-10:15 a.m. Saturday

Sponsor: Communication and Technology

“YikYak—Who Talks Back?: Testing the Bystander Effect in Anonymous Online Settings”

Stephanie Tikkanen, Ohio University

Melissa Weller, Ohio University

“Your Shirt Looks Great!’ Young Adults’ Preferred Modalities and Motivations for Telling White Lies to their Peers”

Elizabeth M. Jenkins, Ohio University

jw Smith, Ohio University

“Understanding the Functions of Tinder: The Bridge Between Tinder Stereotypes and Participants’ Use of the App”

Rhiannon B. Kallis, California University of Pennsylvania

“An Analysis of Commodity Messages from Women on YouTube”

Heather Riddell, George Mason University

TOP COMPETITIVE PAPERS IN RHETORIC & PUBLIC ADDRESS

Vandergrift, 9-10:15 a.m. Saturday

Sponsor: Rhetoric & Public Address
Chair: **Alfred Mueller**, Neumann University
Respondent: **Trevor Parry-Giles**, NCA/University of Maryland

"Citizen Cartography, North Korea, and the Visual Economy of Satellite Imagery"

Timothy Barney, University of Richmond *

"Laughing at *Demokratia*"

Matthew R. Meier, West Chester University

"Nannie Burroughs on African-American Political Power in the 1928 Presidential Election"

Michele Mason, University of Maryland

"Finding the Right Voice: Promoting and Sustaining Individual Branding on Food Blogs"

Alane Presswood, Hollins University

This panel features the top four competitive papers in the Rhetoric & Public Address Interest Group.

* **Top Paper**

TOP PAPERS IN THE KENNETH BURKE INTEREST GROUP

Conference Center C, 9-10:15 a.m. Saturday

Sponsor: Kenneth Burke
Chair: **Brian Gilchrist**, Mount St. Mary's University
Respondent: **Erik Garrett**, Duquesne University

"Legitimization of Online Misogyny in the Manosphere"

Kelly M. O'Donnell, University of North Carolina at Greensboro *

"The Morality Martyr Archetype"

Lisa Glebatis Perks, Merrimack College

Jacob S. Turner, Merrimack College

Heather Sciacca, Merrimack College

Meghan Sweeney, Merrimack College

"Attitude and The Imagined Agent: An Analysis of the Vilification of Sports Heroes"

Anna K. Turnage, Bloomsburg University

"Kill the Scapegoat, then Kill Them Again: A Burkean Discussion on Toxicity in Online Video Games"

Steven Zwier, Duquesne University

The Top Papers in the Kenneth Burke Interest Group recognize outstanding scholarship by building bridges across various areas of the communication discipline through the systematic thought of Kenneth Burke. Our authors replicate bridge building, what Burke called "pontification," by engaging topics such as online misogyny, martyr archetypes, the vilification of sports heroes, and online video games.

* **Top paper**

CONVERSATIONS BRIDGING PEDAGOGIES, PRIVILEGE, AND PRAXIS: NARRATIVES OF CHALLENGE AND RESILIENCY SURROUNDING ISSUES OF DIVERSITY, EMBODIMENT, AND VOICE IN THE CLASSROOM

Bob & Dolores Hope, 9-10:15 a.m. Saturday

Sponsor: Voices of Diversity
Chair: **Daniel S. Strasser**, Rowan University

“With The Body of White Supremacy”

Daniel S. Strasser, Rowan University

“Light Skinned Privilege in the HBCU Classroom”

Nicole Files-Thompson, Lincoln University

“Bad Hombre in the Classroom”

Andrew Spieldenner, California State University, San Marcos

“What Difference Does It Make?: Navigating the Privileged Halls of Academia as a Black, Queer, Female Professor”

Elizabeth Whittington Cooper, Morehouse College

“Teaching in the Trump Era: Challenging Disembodied Conversations in the Classroom within Higher Education”

Andy Kai-chun Chuang, LaGuardia Community College, City University of New York

“Narrating Connection”

Kathryn Hobson, James Madison University

This panel will look to mend the broken bridges of communication through positive pedagogical practices.

TOP COMPETITIVE PAPERS IN APPLIED COMMUNICATION

(DT) Allegheny, 9-10:15 a.m. Saturday

Sponsor: Applied Communication

Chair: **Alexander L. Lancaster**, Weber State University

Respondent: **Jennifer Owlett**, William Paterson University

“The *Rethink* Campaign to Reduce the Normalization of Prescription Stimulant Misuse on College Campuses: an Application of the Theory of Planned Behavior” *

Sara LaBelle, Chapman University

Hannah Ball, Chapman University

Keith Weber, Chapman University

Allison White, Chapman University

Alysia Hendry, Chapman University

Shaun Anderson, Loyola Marymount University

Students of SCC400, Chapman University

“Protégés Mentorship Satisfaction: The Effects of Assertiveness and Mentorship Type”

Emily Gumkowski, Canisius College

Rosanne L. Hartman, Canisius College

“Climate Change is Affecting Me?: The Power of Communicating Perceived Health Impacts of Climate Change”

Lindsey Beall, George Mason University

“Stuck in the Middle with You: Communication Networks Predict Employee Turnover”

Thomas Hugh Feeley, SUNY Buffalo

This panel features the top rated papers in the Applied Communication Interest Group. Topics include responses to the misuse of prescription drugs by college students, the protégé-mentor relationship, the health effects of climate change on individuals, and a meta-analysis of research on network centrality and employee turnover.

* **Top paper**

THE NEED FOR ROOTS: BUILDING GROUND IN A TECHNOLOGICAL SOCIETY

(DT) Ohio, 9-10:15 a.m. Saturday

Sponsor: Philosophy of Communication

Chair: **Joel S. Ward**, Geneva College

"Cultivating Connections: Agrarian Metaphors for Technological Spaces"

Maryl McGinley, University of Pittsburgh at Johnstown

"Restlessness and the Discontents of the Digital Age"

Calvin L. Troup, Geneva College

"Weighting for Community: The Modern Gym as a Medium of Communication"

Justin Bonanno, Duquesne University

"Design and Development: Finding Ground in a Digital Ecology"

Joel S. Ward, Geneva College

Good habitats encourage growth. This is true of animal habitats as well as human ones. Good habitats provide the means of growth, the nutrient rich environment whereby animals and people can put down roots, build homes, and raise young. This collection of papers discusses the notion of roots to open conversation on new digital technologies and how they may not contain the fundamental elements humans need to become rooted in roles, relationships and communities.

UNDERGRADUATE POSTER SESSION 2

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

Jason S. Wrench, SUNY New Paltz

Rachel Presley, Ohio University

Tracey Quigley Holden, University of Delaware

Frick, 9-10:15 a.m. Saturday



"Put the 'Me' in Meme"

Katelyn Vega, Kutztown University

Sarah Clark, Kutztown University

"Male and Female #Bodygoals On Instagram"

Danielle Ford, Kutztown University

Danielle Laudeman, Kutztown University

"Life Role Reversals: A Narrative Criticism of Room"

Abbey McCann, University of Pittsburgh at Johnstown

"Where No Woman Has Gone Before: Intersectionality in Star Trek: The Original Series"

Mercedes Thomas, West Chester University

"The Danger of Normalizing Race: What Donald Trump Tells Us About Racial Segregation in the United States"

Isabella Viola, Boston College

"Rhetoric of Guernica"

Thomas J. Monahan, SUNY Fredonia

"Hot off the presses: The portrayal of female advertising characters in popular women's magazines"

Allison Harnsberger, Robert Morris University

"Leadership Within Higher Education Administrators"

Kristen Shimko, Wheeling Jesuit University

"Bridging the Distance of a Global Issue: Recognizing the Humanity in the Refugee Through Levinas' Face-to-Face Communication Ethics"

Lindsey Laverty, Eastern University

"'Is the Mother Always the Best Fit?' Gender Bias in Child Custody Cases"

Amanda Weber, Canisius College

"The Silent Majority: A Study of Voter Perceptions in the 2016 elections as They Pertain to the Spiral of Silence"

James Saporito, University of Pittsburgh at Johnstown

Arron Werner, University of Pittsburgh at Johnstown

"Socio-economic Status in Relation to College Student's Selection of Major"

Emily Stewart, University of Pittsburgh at Johnstown

"The Social Media Skinny: A Content Analysis of Body Images on Four Social Networking Sites"

Amy Vaughan, Cleveland State University

Brooke Nedrich, Cleveland State University

Anna Kateri Zawilinski, Cleveland State University

Zachary Tokar, Cleveland State University

"Building Bridges Between Heteronormative Society and Gay Fathers"

Stephen Gordon, Eastern University

"Pentadic Visions of the Future in Star Trek and Star Wars: Mapping Discourse Where No One Has Gone Before"

Hannah Andrews, Eastern University

THE COMMUNICATIVE POWER OF MUSIC AND DANCE

Chair: **Georgia Bedford**, Slippery Rock University

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

"The Grrl Power of KPop: A Study on Sexuality and Empowerment"

Antigone Thanasias, Manhattan College

"The Importance Of Sustainable Countercultures For A Creative City: The Case Of Dance Music And The Borough Of Brooklyn"

Célia Carballar, Manhattan College

"Critique of Elastic Heart"

Michaelyn Benson, SUNY Geneseo

"How Kendrick Lamar's 'Alright' Became a Black Lives Matter Anthem"

Emily Counts, Abilene Christian University

EXPLORING FEMALE CHARACTERS (AND DRAGONS) IN LITERATURE

Chair: **Robert Foschia**, St. Vincent University

"Women in Power: How Game of Thrones' Queens Build Bridges Across the Gender Divide"

Carolyn Noyes, Northeastern University

"Choose Daenerys! A Rhetorical Analysis of Daenerys Targaryen in Game of Thrones as an Intermediate Social Movement Leader"

Christina S. DeMoss, Penn State Schuylkill

Oakmont, 9-10:15 a.m. Saturday



Fox Chapel, 9-10:15 a.m. Saturday



"Hofstede's Cultural Dimensions In Martin's Game Of Thrones"

Kaya Roberts, Stevenson University

"An Evaluation of the Creation and Development of Female Characters in Literature"

Sophie Yeomans, SUNY Geneseo

COMMUNICATION IN, AND OF, SOCIAL MOVEMENTS

Chair: **Nicholas Artman**, Slippery Rock University

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

Shadyside, 9-10:15 a.m. Saturday



"The Alt-Right Movement: A Microanalysis"

Sierra St. Pierre, Stonehill College

"Ashton Kutcher, Human Trafficking and Sociological Criticism"

Justine Olivia Simon, Grove City College

"The Dangers of Excessive Political Correctness in Online Social Movements"

Warren Rubio Jr., Kutztown University of Pennsylvania

"The Movement is Brotherhood: A Communication Ethics Analysis of Saint Francis of Assisi"

Ellen Salvatore, Mount Saint Mary's University

10:30-11:45 a.m.

CONVERSATIONS IN OUR COMMUNITY

Sponsor: First Vice President

Chair: **Kasey Clawson Hudak**, Penn State Lehigh Valley

Respondent: **Gary Gumpert**, Urban Communication Foundation

Panelists: **Brian Burley**, Author + Curator of YNGBLKPGH

Melissa Wade, VisitPITTSBURGH Senior Director of Communications

Steve Radick, Brunner, Vice-President, Director of Public Relations

Reverend John Creasy, Director, Garfield Community Farm

Conference Center A, 10:30-11:45 a.m. Saturday



In a city with over 90 neighborhoods, Pittsburgh has many local residents who have become leaders within their own communities, and whose voices bridge their community's needs with that of city planners' progressive images of the city. This roundtable features some of Pittsburgh's civic leaders discussing their visions for the city's continued growth, and how their current projects in the public relations, marketing, tourism, and civic leadership arenas engage a vibrant Pittsburgh. A Q & A session with refreshments provided by the Urban Communication Foundation concludes the panel.

TEACHING IN PRISONS: STRUGGLES, SUCCESS, AND SUGGESTIONS

Sponsor: Instructional Communication

Chair: **David S. Heineman**, Bloomsburg University of Pennsylvania

Respondent: **Jennifer K. Wood**, Penn State New Kensington

Conference Center B, 10:30-11:45 a.m. Saturday

Eric C. Miller, Bloomsburg University of Pennsylvania

Deleasa Randall-Griffiths, Ashland University

David S. Heineman, Bloomsburg University of Pennsylvania

Razvan Sibii, University of Massachusetts Amherst

Doreen M. S. Jowi, Bloomsburg University of Pennsylvania

Luke Winslow, San Diego State University
Denisha R. Biggers, San Diego State University
Allison V. Doherty, University of Georgia
Emily Beach, San Diego State University
Bonnie Elene Deal, San Diego State University
Yasaman Sadeghi, San Diego State University

The presenters on this panel present a wide range of faculty experiences and scholarly engagements regarding teaching in the prison system. Presentations will focus on strategies for creating meaningful pedagogical experiences in and against some particularly unique constraints and will highlight a number of relevant curricular strategies, institutional cultures, and classroom interactions that are meant to address the prison context.

**ARGUMENTATIVENESS RESEARCH IN CONTEXT:
BRIDGING THE GAP BETWEEN RESEARCH AND APPLICATION**

Carnegie 3, 10:30-11:45 a.m. Saturday

Sponsor: Communication Traits
Chair: **Meredith Marko Harrigan**, SUNY Geneseo

“Building a Workplace Relational Bridge: Argumentativeness in the Applied Organizational Communication Context”
Corey J. Lieberman, Marymount Manhattan College

“Building a Personal Relational Bridge: Argumentativeness as Experienced in the Interpersonal Communication Context”
Lynda L. McCroskey, California State University, Long Beach

“A Tale from the Bridge: Practical Recommendations from 35 Years of Research on Argumentativeness”
Andrew S. Rancer, University of Akron

“Bridging Communication Gaps by Laying a Solid Theoretical Foundation: Early Evidence of Argumentativeness Scale Predictive Validity in the Doctoral Dissertation of Andrew S. Rancer”
Charles J. Wigley III, University of Nevada, Las Vegas

Each presenter will provide attendees with a meaningful handout that supports each author’s contention that argumentativeness research has played a key role in understanding communication in specific relational contexts. The focus is on the connection between argumentativeness theory, as reflected operationally in the Argumentativeness Scale, and salient relational outcomes that have been predicted by that measure.

READING PITTSBURGH PLACES: FROM THE SACRED TO THE SECULAR

Oliver, 10:30-11:45 a.m. Saturday

Sponsor: Rhetoric & Public Address
Chair: **Theodore F. Sheckels**, Randolph-Macon College

“A Confluence of Cultures: An Ideological Analysis of Two Indian Hindu Temples in the Pittsburgh Area”
Rekha Sharma, Kent State University

“Secular Cathedrals”
Carl T. Hyden, Morgan State University

“From Pittsburgh’s ‘Joy of Life’ to Pittsburgh’s ‘Man’: Italian Rhetorical Visions of Building Bridges to Promote Unity and Human Potential”
Richard Italo Falvo, El Paso Community College -Valle Verde Campus

“Rural Roots Go Urban Chic: Pittsburgh’s (Cat) Colony Café and the Ethos of Feline Fervor”
Mary L. Kahl, Penn State, Behrend

Rhetorical scholarship has paid increasing attention to not just memory sites but places in general. As texts, they can be read through various perspectives and found to have effects that are comparably various, ranging from the sacred to the secular. The presentations focus on Pittsburgh's riches: Hindu temples, the towering Cathedral of Learning, the shining PPG corporate complex, a renaissance-inspired façade at Pitt's Graduate School of Public Health, a modernistic East Liberty landmark on Penn Circle, sculptures adorning two bridges, and a curious Strip District café.

**BUILDING BRIDGES BETWEEN STUDENT ENGAGEMENT IN CRITICAL RESEARCH
AND COMMUNITY-ORIENTED SOCIAL JUSTICE**

Heinz, 10:30-11:45 a.m. Saturday

Sponsor: Voices of Diversity
Chair: **Nancy Bressler**, Wheeling Jesuit University
Respondent: **Jack Banks**, University of Hartford

"An Exploration in Success and Failure: Using Autoethnography as Critical Method in the Classroom"
Kathryn Hobson, James Madison University

"'We Should All Be...': Introducing Social Justice in the Classroom"
Rachel Guldin, University of Oregon

"Utilizing the Benefits of Critical Ethnography to Explore Social Justice"
Nancy Bressler, Wheeling Jesuit University

"Building Bridges through Critical Autoethnography"
David C. Oh, Ramapo College of New Jersey

This panel explores critical theories and pedagogical advances that engage students in critical research.

BUILDING PROFESSIONAL BRIDGES THROUGH THE ECA CLIENT EXPERIENCE

Vandergrift, 10:30-11:45 a.m. Saturday

Sponsor: First Vice President
Chair: **Stephanie Verni**
Panelists: Student members of The Mill, Stevenson University:
Adrienne Civetti, Stevenson University
Grace Clark, Stevenson University
Courtney Hottle, Stevenson University
Meghan Loveless, Stevenson University
Matt Patti, Stevenson University
Kamica Price, Stevenson University
Kaya Roberts, Stevenson University
Ben Wanaselja, Stevenson University



Students from The Mill, a student-run, multi-service integrated marketing firm at Stevenson University, discuss their experiences working with ECA as a client as they contributed to planning the 2018 ECA conference.

THE LEGACY OF TREVOR MELIA: BRIDGES TO THE PAST

Conference Center B, 10:30-11:45 a.m. Saturday

Sponsor: Kenneth Burke/First Vice President
Chair: **Jean Costanza Miller**, The George Washington University
Panelists: **Star A. Muir**, George Mason University
Richard Thames, Duquesne University
Richard E. Vatz, Towson University



During Trevor Melia's long career at the University of Pittsburgh, he profoundly influenced studies of the rhetoric of science and introduced the work of Kenneth Burke to thousands of students. As a master teacher, his influence continues through the

scholarship and teaching of his students who have further advanced rhetorical and Kenneth Burke studies. Three of his students share their insights into what made Melia a superb scholar, teacher, and mentor whose legacy continues.

CELEBRATION OF WORK: VIRGINIA P. RICHMOND

Chair: **Leeanne M. Bell McManus**, Stevenson University
Panelists: **Jason Teven**, California State University, Fullerton
Timothy Mottet, Colorado State University- Pueblo
Candice Thomas-Maddox, Ohio University Lancaster
Melissa Bekelja Wanzer, Canisius College
Kristen C. Eichhorn, SUNY Oswego
Ann Bainbridge Frymier, Miami University
Jason S. Wrench, SUNY New Paltz
Katherine S. Thweatt, SUNY Oswego

Three Rivers, 10:30-11:45 a.m. Saturday



Virginia P. Richmond has been a communication educator, researcher, consultant, book author, and mentor for over four decades. Join us at this panel to celebrate her contributions to the Eastern Communication Association and to the communication discipline. You will hear stories from panelists who would like to pay tribute to her legacy and leadership.

MEDIA ECOLOGY AND COMMUNICATION ETHICS: A DIALOGUE

(DT) Allegheny, 10:30-11:45 a.m. Saturday

Sponsor: Media Ecology Association
Chair and respondent: **Erik Garrett**, Duquesne University

"The History and Ethics of Media Ecology and Rhetoric of Technology"
Matthew P. Mancino, Duquesne University

"Don't @ Me: Communication Ethics in the Twittersverse"
Kati Sudnick, Duquesne University

"Neil Postman as Media Ecology's Bridge to Communication Ethics"
Ryan McCullough, West Liberty University

"The Materiality and Performativity of Communication Ethics: Reclaiming the Life-Binding Media of Institutions"
Austin Hestdalen, Duquesne University

"The Rhetoric of Modernism: Re-examining 20th Century Public Housing"
Sarah Jayne Constant, University of Pittsburgh

To what extent might the fields of communication ethics and media ecology inform and elaborate upon each other? While questions of ethics in the field of media ecology are not necessarily new, contributions to media ecology from the distinct perspective of *communication ethics* has yet to be fully parsed out. Likewise, while communication ethics is concerned with ethical practice of communication in human social relations, the mediating forms which bind these relations find further elaboration in the scholarship of media ecologists. The necessity for this dialogue is exemplified in the papers included in this panel.

BRIDGING INTERPERSONAL COMMUNICATION AND INSTITUTIONAL GOALS

Phipps, 10:30-11:45 a.m. Saturday

Sponsor: Interpersonal Communication
Chair: **Alexander Stevens**, West Virginia University

Jenny Rosenberg, SUNY Oswego
Angela G. La Valley, Bloomsburg University of Pennsylvania
Angela M. Hosek, Ohio University
Meredith Marko Harrigan, SUNY Geneseo

This panel will feature a variety of scholars who have used their knowledge of interpersonal communication to enhance institution-level initiatives. Each participant will overview the institutional initiative and discuss the role interpersonal communication has played in progressing the campus toward its goal. Together, participants will highlight the practical value of interpersonal communication for colleges and universities.

ECA RESEARCH FELLOWS DISCUSS VIEWS ON RESEARCH AND HOW TO EVALUATE IT

Bob & Dolores Hope, 10:30-11:45 a.m. Saturday

Sponsor: ECA Research Fellows
Panelists: **Ronald C. Arnett**, Duquesne University
Ann Bainbridge Frymier, Miami University
Trevor Parry-Giles, NCA/University of Maryland

This panel explores two of the basic questions in all research: (1) What is research and (2) How do we evaluate it. The panelists will provide answers from their particular areas of research interest, some of which overlap and others which focus on a particular research methodology. The outcome will be a discussion of both the academic and professional value of communication research.

USING NEW MEDIA TO TEACH COMMUNICATION THEORY

(DT) Ohio, 10:30-11:45 p.m. Saturday

Sponsor: Instructional Communication
Chair: **Guy Wade**, Wayne State University
Presenters: **Shawn C. Starcher**, Kent State University
Jane Petrillo, University of Vermont
Heather M. Stassen, Cazenovia College
Virginia Horan, Suffolk County Community College

The presenters on this discussion panel will describe several ways in which communication educators can successfully integrate new media into their classroom to teach "old" communication theories. Specifically, panelists will provide examples of assignments that use new media contexts, including podcasts, LinkedIn, Pinterest, Facebook, and Instagram to teach students about communication theories, including those related to mass communication, interpersonal communication, visual design, and persuasion.

COMMUNICATION AND RELATIONSHIPS

Oakmont, 10:30-11:45 a.m. Saturday

Chair: **Daniel H. Mansson**, Pennsylvania State University, Hazleton



“Initiating Romantic Relationships in College Is the Worst’: Secrets of Decision-Making in Intimate Relationships of Emerging Adults”

Anni-Ming Larson, SUNY Geneseo

Mary Monsees, SUNY Geneseo

“Challenges, Opportunities and Relational Maintenance of Intercultural Romantic Relationships”

Kayla Murphy, SUNY Oswego

“Study Abroad: A Bridge for the Transformation of U.S. American college students’ National and Linguistic Identities”

Laura Pauls-Thomas, Eastern University

“Student Perception on Instructor Self-Disclosure Appropriateness”

Jordan Oatman, SUNY Oswego

THE DEVELOPMENT OF FRIENDSHIP IN FICTION AND REALITY

Chair: **Mary Mino**, Pennsylvania State University, DuBois
Respondent: **Kelly Rocca DelGaizo**, St. John's University

Shadyside, 10:30-11:45 a.m. Saturday



"Choosing to Reveal/Conceal Private Information: An Exploration of the Initiation and Maintenance of Friendships"

Erin Shaginaw, SUNY Geneseo
Michelle Soria, SUNY Geneseo

"College Students' Perceptions of Interracial Relationships and Comfort of Disclosure to Friends and Family"

Jennifer M. Galer, Bloomsburg University
Cally Lenig, Bloomsburg University
Katie Haslund, Bloomsburg University

"Bridging Cross-Sex Friendships in the Workplace: A Study of Derek Morgan and Penelope Garcia's Friendship on Criminal Minds"
Alessandra Zucchi, Northeastern University

"Face-to-Face Versus Computer-Mediated Communication: Bridging Closeness Between Friends?"

Alissa Allman, Ohio University Lancaster
Joshua Oliveiri, Ohio University Lancaster
Julie Welsh, Ohio University Lancaster
Cloresse McCandlish, Ohio University Lancaster

POLITICS IN A NEW WORLD: SOCIAL MEDIA, MEMES, AND REGULATION

Chair: **Mary E. King**, Bloomsburg University

Fox Chapel, 10:30-11:45 a.m. Saturday



"Amazing Grace: A Generic Criticism of Barack Obama's Eulogy to Clementa Pinckney"
Colleen Zewe, Saint Mary's College

"Building Bridges, Building Connections: The Social Construction of 'Joe Biden Memes' After A Chaotic 2016 Election Cycle"
Brenna Baker, Penn State Schuylkill

"Decoding Internet Memes Through Semiotic Analysis"
Victoria Ross, Manhattan College

"Campaign Finance Regulation: Killing or Saving Our Republic?"
Kelsey Ingold, Geneva College

12- 2 p.m.

Past Officers Luncheon

Lawrence Welk, 12-2 p.m. Saturday

12-1:15 p.m.

Planning Meeting 2

Chair: **Katherine S. Thweatt**, SUNY Oswego
Participants: Rhode Island Planning Team
2019 Interest Group Chairs

Phipps, 12-1:15 p.m. Saturday

Early Look: Graduate School Fair

Undergraduates can get a head start looking around at the Graduate School Fair, which will be held during the luncheon.

Sternwheeler, 12-1:15 p.m. Saturday

SHORT COURSE

COMMUNICATIVE ASCENT: LISTENING MORE, FEARING LESS, FIGHTING BETTER

Presenters: **Jill Leontiadis**, Duquesne University
Alexandra Reznik, Duquesne University/ Chatham University

Oliver, 12-1:15 p.m. Saturday



In this short course, the presenters approach the question, “How can we uphold civility while disagreeing?” with an interdisciplinary approach. One of this conference’s centralizing questions, “How do we communicate and engage others when the bridges are broken?” implies the reality of the polemic and dichotomous nature of our society. This short course explores what we can do as scholars across disciplines to fix these broken bridges of severed dialogues by disarming hatred and boldly addressing what we believe to be true in the face of retribution. This short course creates opportunities for new connections and for building new bridges by exploring paradigms for fighting better through thoughtful communication.

STUDENT ORGANIZATIONS: BUILDING BRIDGES ACROSS CAMPUS

Sponsor: First Vice President
Chair: **Caitlyn Reinauer**, NCA Lambda Pi Eta representative
Presenter: **Breanna L. Forgione**, University of Scranton
Courtney Hottle, Stevenson University
Olivia Nilsson, University of North Carolina Wilmington
Stephanie Spencer, University of North Carolina Wilmington
Taylor Carson, Slippery Rock University
Ciara Melissa Montalla, Fordham University
Brianna Miller, Fordham University
Cate Carrejo, Fordham University
Katherine Rogers, Duquesne University
Elizabeth Inglis, Duquesne University

Bob & Dolores Hope, 12-1:15 p.m. Saturday



This panel brings together various students, clubs, organizations, and communication honor societies including Lambda Pi Eta in order to share their university experiences.

BRIDGING THE GAP FOR THE WORKING POOR:

Conference Center B, 12-1:15 p.m. Saturday

PROJECTS & PRESENTATION PARTICIPANTS

Sponsor: Interpretation and Performance Studies and Voices of Diversity
Chair: **Jenny Warren**, Collin College
Respondent: **Sauna M. MacDonald**, Villanova University

***Spotlight Panel**

“The Working Poor: On Not Getting by in America” A Performance
Celeste Lacroix, College of Charleston
Michelle Wilcox, Chief Operating Officer, Crossroads Rhode Island
Carole Bennett, Oakland Community College

“Designing and developing partnerships that help individuals better serve the homeless”
Amy Johnson, Eastern Michigan University.

“Creating scholarship assistance for students in need”
Carole Bennett, Oakland Community College

"The 5 Ws of Fitting in the Frame: Connecting needs and resources through awareness, empathy, courage and communication"
Jenny Rogers, Eastern Michigan University

This panel examines the challenges faced by the often-overlooked populations of working poor and homeless individuals. Through discussion about student and faculty projects, and a 20-minute performance, this panel explores how the voices of poverty are portrayed, and how participants at various institutions are attempting to address the need of students 'on the margins.'

NEW APPROACHES TO INSTRUCTIONAL COMMUNICATION RESEARCH

Conference Center A, 12-1:15 p.m. Saturday

Sponsor: Instructional Communication
Chair: **James P. Baker**, West Virginia University
Respondent: **Sean M. Horan**, Texas State University

"Nonverbal Immediacy Usage and Subsequent Omani Student Ratings of Instructional Effectiveness"

Chas D. Koermer, West Virginia University
Lynda L. McCroskey, California State University, Long Beach

"Integrating Game-Based Learning into the Classroom: Clarity, Framing, and Cognitive Orientation"

Joe A. Wasserman, West Virginia University
Scott A. Myers, West Virginia University

"How Much Does Age Really Matter: Online Communication and the Digital Divide"

Monica A. Riordan, Chatham University
Roger J. Kreuz, University of Memphis
Alyssa N. Blair, University of Illinois at Chicago

This panel features three competitively selected papers submitted to the Instructional Communication Interest Group. These three papers focus on new areas of research, including the role of culture, technology, and game-based learning.

IMPLICATIONS OF MINDFULNESS BASED RESEARCH FOR PHILOSOPHY OF COMMUNICATION: COMMUNITY, CONNECTION, ALTERITY, AND INTERCULTURAL SENSITIVITY

Heinz, 12-1:15 p.m. Saturday

Sponsor: Philosophy of Communication
Chair: **Annette M. Holba**, Plymouth State University

"Mindfulness and Alterity: Practicing Invitational Rhetoric"

Annette M. Holba, Plymouth State University

"Enchantment, Continuity, and Empathetic Reading Practices"

Karolyn Kinane, Plymouth State University

"Mindfulness in High Impact Learning Practices"

Jessica Dutille, Plymouth State University

"Mindfulness Beyond Self-Help: Implications for a Culturally Grounded Philosophy of Communication"

Inci Ozum Ucok-Sayrak, Duquesne University

Grounding discussions of mindfulness in Philosophy of Communication reveals its significance to the human communicative condition. Panelists explore mindfulness through diverse perspectives; an invitational rhetoric in meeting alterity, rooted in the original cultural texts enriching our understanding beyond self-help, and in connection with contemplative pedagogical approaches, that open awareness and bring attention to being-in-the-world-with-others. Seeing the possibilities of becoming, knowing, and relating with others, our responsibilities and cultural sensitivities are illuminated in our everyday practices.

**EMERGING TRENDS & INNOVATIVE EXPERIMENTATION
IN NONVERBAL COMMUNICATION**

Conference Center C, 12-1:15 p.m. Saturday

Sponsor: Nonverbal Communication

Chair/Respondent: **Zachary M. Carr**, University at Buffalo, SUNY

"Silence the Woman: An autoethnonarrative of Baptist building or burning bridges"

Robin Smith Mathis, Mercer University

"Strike a Pose: A Meta-Analysis on the Effects of Power Posing on Feelings of Power"

Kelsey Gage, University at Buffalo, SUNY

"A Qualitative of the Impact of Nonverbal Communication in the Business-Professional Interview Environment"

Sarah Dollendorf, Canisius College

Melissa Bekelja Wanzer, Canisius College

Robin Brouer, Canisius College

"Do You Have a "Bitch Face?" Facial Features and Perceived Intimidation"

Zena Toh, University at Buffalo, SUNY

"Touch Revisited: Observations and Methodological Recommendations"

Julie Dutton, University of Alabama at Birmingham

Ashleigh Johnson, University of Alabama at Birmingham

Mark Hickson III, University of Alabama at Birmingham

The competitively selected papers on this panel highlight the vast diversity and eclectic nature of the field of nonverbal communication. The selected papers will discuss exciting and innovating experimentations taking place currently in the vast field of nonverbal communication.

**BUILDING & BURNING ONLINE BRIDGES: A SURVEY OF THE
FUNCTION & MEANING OF MEMES IN SOCIAL MEDIA DISCOURSE**

Vandergrift, 12-1:15 p.m. Saturday

Sponsor: Media Communication

Chair: **Jessica Harvey**, Saint Vincent College

Respondent: **Alvin Primack**, University of Pittsburgh

"Virtual Cosmopolitanism in Twitter Memes of London Terrorist Attack"

Regina Ogechi Alabere, Texas State University

"#GunControl: An analysis of hashtags used by political advocacy groups on Twitter"

Tiernan J. Cahill, Boston University

"Surviving #Shirtstorm: A Contextual Analysis of Memes and Reactions in a Gendered Online Controversy"

Deborah J. Danuser, University of Pittsburgh

"#StandForOurAnthem: A Rhetorical Analysis of the NFL Protest and Denial of Subjectivity"

Kelly M. O'Donnell, University of North Carolina at Greensboro

"Demystifying Meme Magic: Understanding the Rhetoric of the 'Alt-Right'"

Joshua Scalzetti, UNC Chapel Hill

On social media platforms such as Twitter and Facebook, memes are created and circulated to express an opinion or stance in politics, controversies and disasters (such as a terrorist attack or hurricane). This paper session brings together scholars from throughout the region to survey the roles that Internet memes can play in social media discourse and explore their rhetorical impact.

**BRIDGING THE CREDIBILITY GAP: FOSTERING CRITICAL THINKING,
MEDIA LITERACY, AND HEALTHY SKEPTICISM OF “FAKE NEWS”**

(DT) Allegheny, 12-1:15 p.m. Saturday

Sponsor: Political Communication

Chair: **Rekha Sharma**, Kent State University

“Reasonable doubt: Assessing the potential veracity and value of conspiracy theories, fake news, and other often-discredited discourse”

Rekha Sharma, Kent State University

“Crooked Hillary and Lying Ted: Feeling the Bern of ‘fake’ political polls”

Audrey E. Wagstaff, Wilmington College

“Does fake news signal the death of democracy? Campaigns, consequences, and culpability”

Jason Turcotte, California State Polytechnic University, Pomona

“From accurate to inflammatory: Partisan media coverage of the president”

Paul Haridakis, Kent State University

Zachary Humphries, Kent State University

“Fake news: Origins, effects, and solutions”

James D. Ponder, Kent State University

“Is it real or fake or somewhere in between? Reconceptualizing the real vs. fake news dichotomy as a continuum”

Chance York, Kent State University

To exemplify this year’s theme of “Building Bridges,” this panel will explore the notion of “fake news” as a means for connecting several types of mediated content and political viewpoints. Presenters will address a range of media content often classified as “fake news,” including conspiracy theories, news coverage, partisan commentary, fictitious posts, and poll numbers, highlighting the essential value of media literacy for fostering civil discourse, accurate decision-making, and ethical communication.

PUBLIC MEMORY IN FILM

(DT) Ohio, 12-1:15 p.m. Saturday

Sponsor: Rhetoric & Public Address

Chair: **Taylor Katz**, Abilene Christian University

“Star Wars Merchandising and Collective Consciousness”

Jonathon Lundy, Drexel University

“Historical Revision and Recognition of African Americans in Media”

Kathleen German, Miami University

“The Role of Egyptian Movies in Framing the October Victory in the Egyptian Public Memory”

Aliaa Dawoud, American University in Cairo

“Public Memory of Alcatraz in Film”

Cassandra L. Secrease, University of Dayton

This panel examines public memory as it relates to a variety of film artifacts in diverse contexts. War films contain socially significant representations of public memories regarding race. Other times war films are used to declare victory, even after an indecisive conflict. Popular culture films like *X-Men III* and *The Book of Eli* can shape the memory of iconic locations such as Alcatraz, while films in the *Star Wars* franchise are uniquely memorialized through merchandising.

CORPORATE IDENTITY, IMAGE, REPUTATION, AND ADVERTISING

Chair: **Abbe Depretis**, Temple University
Respondent: **Doreen M. S. Jowi**, Bloomsburg University

Oakmont, 12-1:15 p.m. Saturday



"The Whiter, the Better—or Is It? An Analysis of Teeth Whitening Advertisements and their Effect on Society"
Callista Fiegl, State University of New York at Geneseo

"The Effectiveness of Coca-Cola's Advertising"
Leah Baughman, Wheeling Jesuit University

"Corporate Hypocrisy: An Assessment of Inconsistent Corporate Communications Across Loyalty and Domain"
Kaelyn DiGiamarino, The College of New Jersey

AT THE MOVIES: UNDERSTANDING COMMUNICATION IN FILMS

Chair/Respondent: **Georgia Bedford**, Slippery Rock University

Shadyside, 12-1:15 p.m. Saturday



"Harry Potter and the Weapon of Mass Deception: The Media"
Alexandra Young, Boston College

"You Can't Get Out of Your Whiteness: Exploring the Invisibility of Whiteness through the 2017 Jordan Peele Film"
Meghan Forsyth, Ramapo College of New Jersey

"'All For One': Privilege and the 'mythical norm' in Disney's High School Musical 2"
Megan Hess, Messiah College

"True Love is 'As You Wish': An Ironic Fantasy Theme Analysis of The Princess Bride"
Jared Maier, Eastern University

LOVE ME, LOVE MY INSTAGRAM POSTS

Chair: **Robert J. Sidelinger**, Oakland University
Respondent: **Christopher Bondi**, Duquesne University

Fox Chapel, 12-1:15 p.m. Saturday



"Instagram Happiness: PDA and Relationships"
Brianna Burkert, Ramapo College of New Jersey

"DOUBLE TAP: Evidence of Genderlect in Instagram Post Performance"
Miriam Thurber, Messiah College

"Decoding Instagram aesthetics: What message does your food post communicate to society?"
Devyn Voorheis, McDaniel College

"Female Sexual Subjectivity on Instagram: An Examination of Two Sex Educators' Posts"
Charlie (Elizabeth) Tumbleson, Kutztown University

1:30-2:45 p.m.

Undergraduate Scholars Conference Luncheon

All USC members are invited to attend and meet with representatives from various graduate programs.

Sternwheeler, 1:30-2:45 p.m. Saturday



COMPETITIVE PAPERS: BUILDING BRIDGES IN THEORY AND METHODOLOGY **Conference Center A, 1:30-2:45 p.m. Saturday**

Sponsor: Theory and Methodology

Chair: **Craig T. Maier**, Duquesne University

"A Verbal Self-Monitoring and Repair Model of Vocal Dysfluency During Speech Performance"

Chris R. Sawyer, Texas Christian University

Karley A. Goen, Tarleton State University

Delwin E. Richey, Tarleton State University

"Conceptualization of Ethnic Communication Theory"

Uchenna Onuzulike, Bowie State University

"Breaking from Tradition: Reframing the Constitutive Metamodel with Emphasis on Communication Conceptions to Build Stronger Interdisciplinary Bridges"

John Christian Feaster, Rowan University

"Building a Bridge from Media Theory to Instructional Research: Applying Uses and Gratifications to Interactive Course Materials"

Rebecca Curnalia, Youngstown State University *

Amber Ferris, University of Akron Wayne College *

"Multifaith Narrative and Virtue Ethics"

Joshua Friedberg, Duquesne University

With papers spanning communication performance, communication pedagogy, culture, and ethics, this panel demonstrates the diversity of scholarship in theory and methodology. This panel also includes the Top Paper in Theory and Methodology.

***Top paper**

QUALITATIVE RESEARCH IN INSTRUCTIONAL COMMUNICATION

Carnegie 3, 1:30-2:45 p.m. Saturday

Sponsor: Instructional Communication

Chair: **Jordan Atkinson**, Missouri Western State University

Respondent: **Kerry Byrnes-Loinette**, Collin College

"Efficacy of Cell Phones within Instructional Design: A Professor's Perspective"

Sharon L. Storch, Indiana University of Pennsylvania

Anna V. Ortiz Juarez-Paz, Indiana University of Pennsylvania

"One of the Best Decisions I've Made: A Pilot Study of the Value of Undergraduate Honors Thesis Research in the Communication Discipline"

Celeste C. Wells, Boston College

Emmeline Albright, Boston College

"The Skills Gap Discourse in Academic: A Meta-Analysis of the Convention through Research Database Articles"

Kirk M. Winans, Rensselaer Polytechnic Institute

Kelly Norris Martin, Rochester Institute of Technology

Anne E. Leak, Rochester Institute of Technology

Anita Raghuraman, Rochester Institute of Technology

Benjamin M. Zwickl, Rochester Institute of Technology

This panel features three competitively selected papers submitted to the Instructional Communication Interest Group. The three papers are excellent examples of qualitative research approaches in instructional communication—a field that traditionally has been dominated by quantitative scholarship.

**MARKETING RESPONSIBLY: CORPORATE MEDIA USAGE
IN THE DIGITAL AGE**

Conference Center B, 1:30-2:45 p.m. Saturday

Sponsor: Media Communication
Chair: **Stephanie Verni**, Stevenson University
Respondent: **Zachary Humphries**, Kent State University

"Greening the Consumer: A Visual Analysis of Skin Care Products"
Michelle I. Seelig, University of Miami

"Sampling the Media Ecology of Environmental Coalitions @ Standing Rock"
Lucy Burgchardt, UNC Chapel Hill
Jessica Rich, Merrimack College

"Branding Budweiser: An Analysis of the Branding Strategies of Beer Companies to Promote Responsibility"
Lauren Bayer, Duquesne University
Zeynep Tanes, Duquesne University

The competitively selected papers on this panel deal with the way products and ideals are marketed in the current digital and physical landscape. Whether it is responsible marketing practices for alcoholic beverages or environmentally friendly approaches to selling beauty products and pro-environmental ideals the topics discussed on this panel hold important implications on consumers that interact with them.

NEGOTIATING THE COMPLEXITY OF POLITICAL INFORMATION

Conference Center C, 1:30-2:45 p.m. Saturday

Sponsor: Political Communication
Chair: **Kim Hannah-Prater**, University of Maryland
Respondent: **Tracey Quigley Holden**, University of Delaware

" 'The Donald' Trumps the Twitter-sphere: Masterful Management of His Pre- and Post-Inauguration Content"
Darrell L. Roe, Eastern New Mexico University

"Setting the 'Fake News' Agenda: Trump's Use of Twitter"
Rod Carveth, Morgan State University

" 'Facebooking' Our Political Legacy: The Relationship Between Political Disclosure on Social Media and Conflict Management Style"
Nicole Blau, Ohio University Lancaster
Melissa Weller, Ohio University

"Examining Political Information Efficacy and its Correlates in the 2016 Presidential Race"
Kristina M. Contreras, Radford University
Scott W. Dunn, Radford University

This panel features competitively selected papers focusing on information flow in politics. Looking at the use of tools, such as Facebook and Twitter, as well as the processing of political information, scholars explore topics such as the social media management, agenda setting, and efficacy.

KENNETH BURKE'S PITTSBURGH: THEN AND NOW

Heinz, 1:30-2:45 p.m. Saturday

Sponsor: Kenneth Burke
Chair: **Matthew P. Mancino**, Duquesne University
Panelists: **Erik Garrett**, Duquesne University
James Klumpp, University of Maryland
Elvera Berry, Roberts Wesleyan College
Jean Costanza Miller, The George Washington University

Kenneth Burke was born in Pittsburgh in 1897. This panel examines Burke's earliest defining context and imagines implications of a Burkean "attitude toward [our] history." By exploring Burke and Pittsburgh then (and now), we can understand how Burke's intellectual and interpersonal circles shaped his work and how his work continues to shape our understandings of social and geographical place. Panelists will present their research and perspectives as a catalyst for conversation with the audience.

COMPETITIVE PAPERS IN HEALTH RHETORIC, PUBLIC MEMORY, AND RHETORICAL THEORY

Oliver, 1:30-2:45 p.m. Saturday

Sponsor: Rhetoric & Public Address

Chair: **Alane Presswood**, Hollins University

Respondent: **Matthew R. Meier**, West Chester University

"The Jefferson Memorial as Visual Public Memory: Using Jefferson's Idyllic Rhetoric to Build Bridges between Polemical Debates"

Joshua D. Phillips, Pennsylvania State University, Brandywine

Monét C. Bradford, Pennsylvania State University, Brandywine *

"Yesterday's News: Public Memory and Today's Front Page"

Christy Zempter, Ohio University *

"Exploring How the American Girl Brand Rhetorically Constructs the Perception of Periods"

Samantha Shepherd, James Madison University *

"Articulating the Art of Rhetoric Beyond/Outside the Research versus Teaching Dialectic"

Matthew P. Brigham, James Madison University

John J. Rief, Duquesne University

This panel features papers that examine various issues in rhetorical theory, public memory, the intersection of health communication and rhetoric. From the Jefferson Memorial and the Newseum in Washington, DC to the American Girl brand, the scholars on this panel explore how rhetorical messages are conveyed through a variety of texts.

*** Student paper**

CROSS-CULTURAL EXPERIENCES IN COMMUNICATION AND TECHNOLOGY

Vandergrift, 1:30-2:45 p.m. Saturday

Sponsor: Communication and Technology

Chair: **Christopher Bondi**, Duquesne University

"Actor-Networking the Twitter Censorship in Turkey"

Alptug Okten, Rutgers, The State University of New Jersey

"The Online Cultural Communication of International Students in the U.S."

Xinyi Yan, Ohio University

Stephanie Tikkanen, Ohio University

"Tracing Gendered Practices in Social Media Use among Syrian Refugee Youth in Ottawa, Canada"

Rukhsana Ahmed, University of Ottawa

Luisa Veronis, University of Ottawa

"'Geschlossen', but not protected: Locks and shields as culturally variable indicators of smartphone data privacy"

Nicholas D. Bowman, West Virginia University

Leyla Dogruel, Universität Mainz

Johannes Gutenberg, Universität Mainz

Sven Joeckel, University of Erfurt, Germany

G.I.F.T.S.: GREAT IDEAS FOR TEACHING SPEECH III

Bob & Dolores Hope, 1:30-2:45 p.m. Saturday

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

"Teaching Presentation Structure by Describing Art"
Liza Burns, Landmark College

"Relationship Maintenance: You Give the Advice!"
Kristin Timm, George Mason University

"The Value of Communication Revealed through Interviews"
Dana Borzea, West Virginia University
James P. Baker, West Virginia University

"Reflecting on Engagement and Consumption of Sport"
Zac D. Johnson, California State University, Fullerton

"How Might I Socialize Them?: Teaching Students to Practically Apply Organizational Socialization Concepts in the Hiring Process"
Julia K. Weiss, West Virginia University

"The One with Phoebe's Husband': Relational Dialectics among Friends"
Angela G. La Valley, Bloomsburg University of Pennsylvania

"Framing News Stories in the Digital World: The Online Newspaper Comparison"
Andrea M. Smith, California State University, Los Angeles

"The Daily Quiz"
Delia B. Conti, Penn State Fayette

"Mirror, Mirror"
Rebecca M. Townsend, University of Hartford

STEREOTYPES, PREJUDICE, AND IDENTITY GAPS IN INTERPERSONAL RELATIONSHIPS

Phipps, 1:30-2:45 p.m. Saturday

Sponsor: Interpersonal Communication
Chair: **James P. Baker**, West Virginia University
Respondent: **Mary E. King**, Bloomsburg University of Pennsylvania

"Introducing Identity Gaps to Explain Relational and Communication Satisfaction as They Relate to Jealousy in Polyamorous Relationships"
Valerie Rubinsky, Ohio University

"Identity Gaps and Perceived Racial Prejudice in the Grandparent-Grandchild Relationship"
Matthew J. Thomas, West Virginia University
Christine E. Rittenour, West Virginia University
Matthew M. Martin, West Virginia University
Scott A. Myers, West Virginia University

"Stereotypes of Estranged Adult Children"
Christine E. Rittenour, West Virginia University
Stephen M. Kromka, West Virginia University
Sara Pitts, West Virginia University
Margaret A. Thorwart, West Virginia University
Janelle Vickers, West Virginia University
Kaitlyn V. Whyte, West Virginia University

"Poor, Backwards, and Inbred: Stereotypes of Appalachians"

Christine E. Rittenour, West Virginia University

James P. Baker, West Virginia University

Katherine B. Burgess, West Virginia University

Kathryn E. Shields, West Virginia University

Lawrencia B. Okai, West Virginia University

Framed by an intergroup perspective, social identity theory, and/or communication theory of identity, the competitively selected papers on this panel focus on the impact stereotypes, prejudice, and social discourse have on perception and interpersonal relationships.

GRADUATE POSTER SESSION 2

Frick, 1:30-2:45 p.m. Saturday

Chairs: **David C. Oh**, Ramapo College of New Jersey

Nicole Files-Thompson, Lincoln University

"Pedantic visions of the future in Star Trek and Star Wars: Mapping discourse where no one has gone before"

Hannah Andrews, Eastern University

"Hitler is our coping mechanism: The danger of understanding Donald Trump through the Hitler metaphor in visual political rhetoric"

Morgan Everman, West Chester University

"The authoritarian announcement: How ideographic <competition> supports elites at the expense of the 'other'"

Andrew Hiles, West Chester University

"An autoethnography: Expectancy violations theory's influence on people's response to grief and how to improve grief communication"

Kelley Anne Stuetz, West Chester University

"Growing up coy: Objectification, Burke's Dramatic Pentad, and a lawsuit on behalf of a transgendered child"

Karli Jayne Miller, West Chester University

"Crappily ever after: Deception, self-disclosure, and satisfaction in online dating"

J.J. De La Cruz, Texas Tech University

"An exploration of (un)civil discourse in nonreligious Facebook groups"

Alex Huebner, Florida State University

"#Thebodyisnotanapology: An intergroup communication analysis of the shift from body policing to body positivity"

Katrina Webber, University of Connecticut

"Circumventing regulations with viral marketing: Analysis of the use of social media to spread advertising messages containing taboo content internationally"

Matthew Struss, Indiana University of Pennsylvania

"Where do we go with flow? A discussion of current issues in the conceptualization and operationalization of emotional flow in narrative persuasion research"

Julia K. Weiss, West Virginia University

"More than skin deep: Women's emotional labor in the cosmetology industry"

Cody Clemens, Bowling Green State University

Shanna Gilkeson, Bowling Green State University

Alane Sanders, Marietta College

"Trump's travel ban: A case study application of situational crisis communication theory to executive order 13,769"

Michael A. MacFee, Stevenson University

"The Impostor Phenomenon: A Message Reception Theory"

DJ (Darryn) McCauley, University of Delaware

3-4:15 p.m.

SHORT COURSE

LEARNING ORGANIZATIONAL COMMUNICATION WITH THE MARKETPLACE SIMULATION

Presenters: **Tim Thompson**, Edinboro University
Dave Neumann, Rochester Institute of Technology
Melissa Gibson, Edinboro University

Oliver, 3-4:15 p.m. Saturday



This short course will introduce participants to the Organizational Communication Marketplace Simulation run as a semester-long group and class project at Edinboro University. The simulation is a high-impact practice that offers experiential learning for students as they perform one of five jobs, create a company and products, and work through various challenges on the way to an end-of-semester trade show. The simulation is a wonderful bridge to real-world experience. Participants in the short course will be prepared to incorporate the simulation and materials into their Organizational Communication and other related courses.

BUILDING BRIDGES TO DISCIPLINARY RELEVANCE IN THE 21ST CENTURY UNIVERSITY

Heinz, 3-4:15 p.m. Saturday

Sponsor: Instructional Communication
Chair: **Kelli J. Smith**, William Paterson University
Respondent: **Rod Carveth**, Morgan State University

Sharmila Pixy Ferris, William Paterson University
Jennifer Owlett, William Paterson University
Diana Peck, William Paterson University
Warren Sandmann, William Paterson University

The realities of education in the 21st century demand a change in the way we conceptualize education and its purpose. In this panel, we posit that Communication is uniquely positioned for relevance in the 21st century, with a solid disciplinary foundation in the skills and knowledge seen as desirable by students and employers.

RHETORICALLY ACCOMODATING PRESIDENT DONALD TRUMP: A BRIDGE TOO FAR?

Conference Center A, 3-4:15 p.m. Saturday

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

"Military Figures in the Trump White House: The Evolving Image"

Kathleen E. Kendall, University of Maryland

"The Inconsistent Rhetoric of President Trump: Afghanistan, a Prime Example"

Judith S. Trent, University of Cincinnati

"President Trump's Unique Inaugural"

Mary L. Kahl, Penn State, Behrend

"The President's Rally: Trump's Direct Communication with the Public"

Paula Youra, Lynchburg College

"The Tricky Rhetoric of a Trump "Business" Presidency for U.S. Businesses"

J. Kanan Sawyer, West Chester University of PA

"A Late Night Take on President Donald Trump"

Theodore F. Sheckels, Randolph-Macon College

"The *ad hoc* Rhetorical Presidency of Donald Trump"

Richard E. Vatz, Towson University

The Rhetorical Presidency is a time-honored concept, but in Donald Trump's presidency, with rhetoric conceived of as the struggle for agenda and spin, we have perhaps the first example wherein every day the focus is on presidential persuasion. This focus affects the country's agenda/spin in a unique way and, more tellingly, in a constant way. Our panel analyzes President Trump and the efforts of international, national and local audiences to deal effectively with him.

**THE DARK SIDE OF RESPONSIVENESS IN CONTEMPORARY ENVIRONMENTS:
FINDING LIGHT IN A PHILOSOPHY OF COMMUNICATION**

Vandergrift, 3-4:15 p.m. Saturday

Sponsor: Philosophy of Communication

Chair: **Rachel Savorelli**, Duquesne University

"'For Another Last Word, Once Again His:' Re-Reading Derrida's Funeral Responses through the Eulogy of Louis Althusser"

Robert Foschia, St. Vincent's College

"Branding & Consumer Involvement: Exploring Illusory Calls and Responses of Identity via Ideological Interpellation"

Jenna Lo Castro, Penn State Fayette

"Social Media Responsiveness: *Chiaroscuro* at the Boundaries"

Margaret M. Mullan, East Stroudsburg University of Pennsylvania

"Bridges Burned: From the Stigma Communication Model to the Response of Isolation"

Tim Michaels, Slippery Rock University

Problematic intentions are woven throughout responsive communication. First, this panel explores political mourning incorporated into a Jacques Derrida's eulogy for Louis Althusser. Secondly, Louis Althusser's work uncovers the promotions of illusory openings for consumer-brand engagement. Thirdly, Gabriel Marcel's philosophy of work draws attention to ways work acts upon bodies. Finally, Hannah Arendt's reflections on isolation are brought alongside stigma communication. What limits appear for the responsive acts that may be considered altruistic or benevolently responsive?

**BUILDING AND BURNING SYMBOLIC BRIDGES:
DIVERSE PERSPECTIVES ON THE WOMEN'S MARCH AS COMMUNICATIVE ACT**

Bob & Dolores Hope, 3-4:15 p.m. Saturday

Sponsor: Voices of Diversity

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

Respondent: **Elizabeth Whittington Cooper**, Morehouse College

"We're Supposed to be Allies": The Women's March and Intersectional Rhetorics of Feminism

Mia E. Briceño, Wilkes University

"Huddles or Hurdles? Racial and Economic Barriers to Collective Gathering for Women's March Aftermath"

Alyson Farzad-Phillips, University of Maryland

"Rhetorical Mapping, Counter-mapping, Space, Place, Feminism, Intersectionality, Social Movements, Social Change, Collective Organizing"

Meredith Foulke, North Carolina State University

Kayla Pack Watson, North Carolina State University

"Exploring Connection and Recognition Through the Women's March: An Organizational Communication Perspective on Personal Political Engagement"

Elizabeth Jeter, High Point University

"The Pussyhat Resistance: The Persuasive Operations of Feminist Knitwear"

Matthew Petrunia, Fashion Institute of Technology, SUNY

In this top panel, we address several of these diverse aspects of communication in/and the Women's March. Mia Briceño explores the role of intersectionality in the March, considering the rhetorical successes and challenges of the concept and practice in March discourses, and feminist social movements more generally.

BRIDGING THE NONVERBAL GAPS IN A MEDIATED SOCIETY:

Phipps, 3-4:15 p.m. Saturday

A RE-EXAMINATION OF RESEARCH METHODS, THEORETICAL APPROACHES, AND COURSE CONTENT

Sponsor: Nonverbal Communication

Chair: **Emma Reed Marie Caldwell**, Ohio University Lancaster

Respondent: **Danette Ifert Johnson**, Ithaca College

"The New Age of Nonverbal Cues in CMC: An Affordance Approach"

Nicholas D. Bowman, West Virginia University

Cathlin V. Clark-Gordon, West Virginia University

"Revisiting the Classics: Expanding Theories for 21st Century Communication"

Ann Bainbridge Frymier, Miami University, Ohio

Melissa Bekelja Wanzer, Canisius College

"21st Century Nonverbal Curriculum: Activities and Assignments to Explore Nonverbal Communication in Mediated Contexts"

Candice Thomas-Maddox, Ohio University Lancaster

As mediated channels become an increasingly preferred choice for communicating with others, understanding the role of nonverbal cues is essential. Panelists will engage the audience in a roundtable discussion of the emerging dominance of online contexts as we explore innovative approaches to the ways in which we research, theorize, and teach nonverbal communication. The discussion will focus on how nonverbal cues can build bridges of understanding and reduce the potential for misunderstandings. Audience members are encouraged to participate.

PHILOSOPHY OF COMMUNICATION ETHICS: MEANING AND GOODS

Conference Center C, 3-4:15 p.m. Saturday

Sponsor: Theory and Methodology/Philosophy of Communication

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

"David Hume: Power of Sensations"

Ronald C. Arnett, Duquesne University

"Jürgen Habermas: Discourse Ethics"

Pat J. Gehrke, University of South Carolina

“Kwame Anthony Appiah: Cosmopolitanism”

Annette M. Holba, Plymouth State University

“Umberto Eco: Ethical Responsibility and Signification”

Susan Mancino, Duquesne University

Jointly sponsored by the Theory and Methodology and the Philosophy of Communication Interest Groups, this panel explores the intersections between philosophy of communication and communication ethics, particularly attending to the work of David Hume, Jürgen Habermas, Kwame Anthony Appiah, and Umberto Eco. The panel emphasizes the goods protected and promoted by each thinker in uncovering human meaning, the historical moments in which their work is situated, and their implications for their work for the public domain.

BUILDING THE BRIDGE TO TRANSFORMATIVE LEARNING:

Conference Center B, 3-4:15 p.m. Saturday

CREATING BREAKTHROUGH EXPERIENCES TO PRODUCE PERSONAL TRANSFORMATION IN THE CLASSROOM

Sponsor: Community College

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

Panelists: **Nancy J. Willets**, Cape Cod Community College
Nicholas D. Bowman, West Virginia University
Denise Gilmer-Knudson, College of Southern Maryland
Carole Bennett, Oakland Community College
Karen Padrutt, Stark State College
Shawn C. Starcher, Kent State University

This roundtable consists of six participants from six different institutions, with a combined teaching experience of over 118 years. They have taught in community colleges, R1 institutions, multiple countries, to adult learners, to at-risk learners, to homeless learners, and even to the clergy. With their vast range of experiences, these participants will engage in dialogue on how they create breakthrough experiences to inspire personal transformation in their classrooms.

SEXUAL COMMUNICATION, SEXUAL IDEOLOGIES AND INTIMATE RELATIONSHIPS

Carnegie 3, 3-4:15 p.m. Saturday

Sponsor: Interpersonal Communication

Chair: **Rachael Bishop**, SUNY Oswego

Respondent: **Katie Neary Dunleavy**, La Salle University

“‘We Have to Get Over It’: Navigating Potentially Face-Threatening Sex Talk Through the Lens of Sexual Communication Comfort and Sexual Self-Disclosure in LGBTQ Intimate Partnerships”

Valerie Rubinsky, Ohio University

Angela M. Hosek, Ohio University

“Determining Romantic Love and Perceived Stress as Outcomes of Romantic Conflict: A Test of the Relational Turbulence Theory”

Mary E. King, Bloomsburg University of Pennsylvania

Angela G. La Valley, Bloomsburg University of Pennsylvania

“‘What *Even* Is Dating?’ Exploring How Black Heterosexual College Students are Discussing and Experiencing Dating Relationships”

Breonna Riddick, James Madison University

“Communication and the Construction of Multiple Sexual Ideologies”

Sean Gilmore, Baldwin Wallace University

Crystal Hamilton, Baldwin Wallace University

The competitively selected papers on this panel focus on both micro-level and macro-level discourse regarding dating, emotion, love, and sex.

TOP PAPERS IN THE UNDERGRADUATE SCHOLARS CONFERENCE

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

Respondent: **Lynda L. McCroskey**, California State University, Long Beach

Oakmont, 3-4:15 p.m. Saturday



"How Kennedy Carried His Cross"

Connor A. Myhre, Gustavus Adolphus College

"Performing Love Through Facebook Relationship Presentation"

Hana Mokonuma, SUNY Geneseo

"The Feed that Feeds: A Rhetorical Analysis of @NourishAndEat's Body Positive Instagram Campaign and Its Effect of Self-Image"

Jacqueline DeMuynck, Abilene Christian University

"The Bridging Of Insults And Gender: An Analysis Of Face Threats And Gender Schema On America's Next Top Model"

Olivia Giorlandino, Northeastern University

THE MEANING IS IN THE MUSIC

Chair: **Nick Tatum**, Abilene Christian University

Respondent: **Angela M. Corbo**, Widener University

Shadyside, 3-4:15 p.m. Saturday



"Viewing Music as a Reflection of Society"

Frank Weber, SUNY Geneseo

"Who Tells Your Story: A Textual Analysis of Race and Class Subversion in Hamilton: An American Musical"

Jamie Paton, Manhattan College

"'I Love Rock 'n' Roll': An Analysis of Joan Jett's Embodiment of Masculinity in Rock and Roll Culture"

Nicole Hoffman, Rowan University

"Behind the Faces of In the Heights: A Rhetorical Analysis of Nina Rosario's Use of Facework in the Musical In the Heights"

Baylee Colburn, Penn State Schuylkill

FEMINISM AND EQUALITY

Chair: **Kristin Roeschenthaler Wolfe**, Slippery Rock University

Respondent: **Nancy Bressler**, Wheeling Jesuit University

Fox Chapel, 3-4:15 p.m. Saturday



"Women's Health and Advocacy in the United States: Toward a Regressive State?"

Katelyn Sorbera, Ramapo College of New Jersey

"It's a Man's, Man's, Man's World: Descriptive Representation and Effects of Gender Inequality on U.S. Women's Health Policy"

Katherine Reynolds, Stonehill College

"This Just In: A Comparison Study of the Representation of Female Hosts on Fox News and MSNBC"

Emily Schario, Stonehill College

"Glasses Gotta Go: Movies Makeovers in a Postfeminist Society"

Kiera Hoenig, SUNY Geneseo

4:30-5:45 p.m.

ECA General Business Meeting
All are welcome to attend.

Three Rivers, 4:30-5:45 p.m. Saturday

6-8 p.m.

President's Reception

Riverboat, 6-8 p.m. Saturday

7 p.m.

Gather in the lobby of the Omni William Penn to attend *Hamlet*

Chair: Valerie Lynn Schrader, Penn State Schuylkill

8-9 p.m.

12 Step Meeting

Parkview West, 8-9 p.m. Saturday

SUNDAY, APRIL 29, 2018

Convention registration

Omni Conference Center foyer, 7:30 – 10:30 a.m. Sunday

8-9:15 a.m.

Finance Committee Meeting 2

Conference Center A, 8-9:15 a.m. Sunday

Leeanne M. Bell McManus, Chair (President)

Katherine S. Thweatt (First Vice President)

Jennifer H. Waldeck (First Vice President Elect)

Benjamin R. Bates (Immediate Past President)

Cheryl Casey (Executive Director)

Pamela Lannutti *Communication Quarterly* Editor (*ex officio*)

Nicholas D. Bowman, *Communication Research Reports* Editor (*ex officio*)

Kristen L. Majocha, *Qualitative Research Reports in Communication* Editor (*ex officio*)

DECONSTRUCTING TO (RE)BUILD: INTERACTIVE GAMES AS FUNDAMENTALLY
COGNITIVELY, EMOTIONALLY, SOCIALLY, AND PHYSICALLY DEMANDING TECHNOLOGIES

Shadyside, 8-9:15 a.m. Sunday

Sponsor: Communication and Technology

Chair: Carlina DiRusso, Pennsylvania State University

Respondent: Kristine Nowak, University of Connecticut

Panelists: Nicholas D. Bowman, West Virginia University

Jaime Banks, West Virginia University

Cheryl Campanella Bracken, Cleveland State University

Olivia Cohen, Cleveland State University

Kelly Boudreau, Harrisburg University of Science & Technology

AVOIDING THE BRIDGE TO NOWHERE:

Conference Center C, 8-9:15 a.m. Sunday

CHARTING NEW TERRITORIES IN THE MOBILE VILLAGE

Sponsor: Media Ecology Association & Media Communication

Chair: **Noura Ahmad Hajjaj**, SUNY New Paltz

Respondent: **Jessica Harvey**, Saint Vincent College

“Advertising in the Mobile Village: Constructing an Anti-Environment”

Nicholas Artman, Slippery Rock University

“Television in the Mobile Village”

Zack Stiegler, Indiana University of Pennsylvania

“News in the Mobile Village: Choosing Process over Finished Product”

Brandon Szuminsky, Baldwin Wallace University

“Radio in the Mobile Village: A Shift from Traditional Airwaves”

Matthew Albright, Indiana University of Pennsylvania

As a constantly connected environment via the Internet and mobile technology, the Mobile Village reconstructed the means in which content reaches a mass audience (Stiegler & Artman, 2017). To successfully navigate this environment, consumers must learn to adjust to new dynamics imposed by mobile technologies. In this panel, we examine mass media technologies and practices in an attempt to understand the practical impact of the mobile village within communication outlets.

PANEL ON INTERDISCIPLINARY TEACHING

Oliver, 8-9:15 a.m. Sunday

Sponsor: Instructional Communication

Chair/Respondent: **Kris Paal**, Longwood University

Brian McKernan, The Sage Colleges

Nathaniel Green, The Sage Colleges

Serenity Sutherland, State University of New York at Oswego

Jennifer K. Wood, Penn State New Kensington

Allen Larson, Penn State New Kensington

Isabel FaKuangy, Longwood University

Chris Labosier, Longwood University

The presenters on this discussion panel present different faculty's experiences in putting together interdisciplinary courses and freshmen programs. Panelists describe their creative course designs with a focus on how communication studies enriches student understanding of and engagement with a wide array of fields. Of special interest to the audience will be the panelists' assessment of the benefits and challenges of interdisciplinary teaching, as well as their strategies to optimize this increasingly significant form of learning in the 21st century.

“THE PLACE IS HERE, THE TIME IS NOW”: BUILDING BRIDGES BETWEEN PAST MEDIA NARRATIVES & CURRENT SOCIAL ISSUES

Conference Center B, 8-9:15 a.m. Sunday

Sponsor: Media Communication

Chair: **Cassandra Holstein**, Wheeling Jesuit University

Respondent: **Jack Banks**, University of Hartford

“Recreating the Frontier: Tonto and the North Dakota Pipeline Controversy”

Kathleen German, Miami University of Ohio

"The Place That Lies Between the Pit of Man's Fears and the Summit of His Knowledge: Analyzing Modern Day Relevance of The Twilight Zone"

Nancy Bressler, Wheeling Jesuit University

"'One little fight and his mom got scared, now he's undermining and perpetuating ideologies with his auntie and uncle in Bel-Air': A textual analysis of race and class"

Yafeu Rougier, Wheeling Jesuit University

"'It's a Different World, than where you come from': Examining Intersectionality Themes and their Connections to Social Issues"

Amber Byrd, University of Hartford

As current social and cultural issues dominate the headlines, this panel considers to what extent fictional television shows with settings in the past demonstrate current social and cultural concerns. In celebration of ECA's theme of "Building Bridges", this panel connects current events surrounding police brutality, racial profiling, Standing Rock, and sexual assault on college campuses to sitcom and science fiction narratives. Panelists question how narratives set in the past communicate current day commentaries.

**BUILDING BRIDGES ON LOCAL SOIL: LOCALITY AND
COMMUNITY-ENGAGED RESEARCH AND PEDAGOGY**

Phipps, 8-9:15 a.m. Sunday

Sponsor: Theory and Methodology

Chair: **Craig T. Maier**, Duquesne University

"Building Bridges Between Communication Studies and Community: A Praxis-Approach"

Jill K. Burk, Penn State University, Berks

"A Typology of Risks Inherent to Community-Engaged Teaching and Learning"

Todd Kelshaw, Montclair State University

"Appreciative Inquiry in an Urban Context: Responding to the Opioid Crisis"

Craig T. Maier, Duquesne University

G. Blake Plavchak, Duquesne University

"Connecting, Learning, and Organizing: Youth Voice and Youth Advocacy in Schools and Communities"

Jennifer Snyder-Duch, Carlow University

"Understanding Community-Engaged Learning through Students' Reflective Writing: A Case Study in Teaching 'Small Group Communication'"

Sarah Worley, Juniata College

"Bridges that Support the Path to Professional Identity"

Naomi Bell O'Neil, Clarion University of Pennsylvania

Community-engaged research and pedagogy is an increasingly important part of communication education and scholarship that builds numerous bridges both inside and outside the classroom. In this high-density panel, we will explore the rewards and challenges of community-engaged research and scholarship in the light of communication theory.

**STATE POLITICS ALONG THE POTOMAC:
VIRGINIA IN 2017; MARYLAND IN 2018**

Vandergrift, 8-9:15 a.m. Sunday

Sponsor: Political Communication

Chair: **Kim Hannah-Prater**, University of Maryland

"Expanding the Electorate: Virginia House of Delegates Challengers' Strategic Outreach to Historic Non-Voters"

Scott W. Dunn, Radford University

Kristina M. Contreras, Radford University

“Shifting Virginia Demographics”

Colin P. Kearney, University of Florida

“Who Can Build the Right Bridges to Beat Larry Hogan?”

Carl T. Hyden, Morgan State University

“Will Political Success Undermine the Quest for an African-American Governor in Maryland?”

Theodore F. Sheckels, Randolph-Macon College

State politics not only mirror the national but offer stories worth exploring on their own. This session considers the political dynamics in Virginia in 2017 and Maryland in 2018. In Virginia, the dynamics are as big as demographic shifts and as small as House of Delegates campaign strategies. In Maryland, the dynamics are beating a popular incumbent and determining who, among two or more African-American candidates, should carry the banner of both race and party.

**BUILDING BRIDGES BETWEEN KNOWLEDGE AND PERCEPTIONS OF RISK
TO ADDRESS PUBLIC HEALTH EPIDEMICS**

Heinz, 8-9:15 a.m. Sunday

Sponsor: Health Communication

Chair: **Shawn C. Starcher**, Kent State University

Respondent: **Rukhsana Ahmed**, University of Ottawa

“Sport-Related Concussion Education and the Elaboration Likelihood Model: Need for Cognition as a Mediator between Health Literacy and Concussion Education Efficacy”

Jacob S. Turner, Merrimack College

Andrew C. Tollison, Merrimack College

Birgid Hopkins, Merrimack College

Leah Poloskey, Merrimack College

Dennis Fontaine, Merrimack College

Richard Piatt, Merrimack College

“Assessment of HPV Vaccine Knowledge and Desired HPV Vaccine Information Source among College Students”

Keith Richards, East Carolina University

Hannah Priest Catalano, University of North Carolina Wilmington

Katherine Hyatt Hawkins, George Mason University

“Risk Communication During a Pandemic: Building Networks Towards a Reflexive Cosmopolitan Vision”

Carrie Flickinger, Duquesne University

The competitively selected papers on this panel explore potential approaches for addressing epidemics that pose widespread public health threats. Approaches to be discussed include education efficacy, health literacy, perceptions of risk, and source credibility, among others. These papers provide important implications for future public health initiatives.

**BUILDING BRIDGES ACROSS THEORETICAL AND PEDAGOGICAL TRADITIONS
ON TEACHING AND DIVERSITY: STRATEGIES TO EFFECTIVELY DEVELOP
CULTURALLY INCLUSIVE EDUCATIONAL ENVIRONMENTS**

Carnegie 3, 8-9:15 a.m. Sunday

Sponsor: Voices of Diversity

Chair: **Kai Kuang**, Bloomsburg University

Respondent: **Erin Brummett**, Bloomsburg University

"Building Bridges of Knowledge, Even When Tearing down Old Ways of Thinking: Reflections on Teaching Critical Perspectives on the Confederacy in the (Almost) Heart of the Former Confederacy"

Ruth J. Beerman, Randolph-Macon College

"What Counts as 'Knowledge' in the Classrooms?: Integrating Culturally Responsive Teaching and Critical Multicultural Education Approaches"

Kai Kuang, Bloomsburg University

"Beyond 'Snowflake' Discourses: Cultivating Meaningful Discussions around Identity & Power"

Laurena Bernabo, University of Iowa

" 'Check the Rhyme': Using Hip Hop as a Bridge to Teach Communication Studies"

Shavonne Shorter, Bloomsburg University

"What Does it Mean to Be Me?: Exploring Difference and Cultural Identity Development in the Classroom"

Erin Brummett, Bloomsburg University

"Cultural Civility in Global Education"

Doreen M. S. Jowi, Bloomsburg University

This panel seeks to connect research and practice on teaching and diversity and proposes strategies to develop culturally inclusive environments effectively.

DISCUSSION OF PITTSBURGH PUBLIC THEATRE'S *HAMLET*

Oakmont, 8-9:15 a.m. Sunday

Sponsor: Rhetoric and Public Address

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

Participants: Those who attended *Hamlet* on Saturday night

9:30-10:45 a.m.

Executive Council Meeting

Conference Center A, 9:30 a.m.-noon Sunday

Benjamin R. Bates, Ohio University

Leeanne M. Bell McManus, Stevenson University

Katherine S. Thweatt, SUNY Oswego

Jason S. Wrench, SUNY New Paltz

Cheryl Casey, Champlain College

Nicholas D. Bowman, West Virginia University

Pamela Lannutti, La Salle University

Kristen L. Majocha, University of Pittsburgh at Johnstown

April Copes, Anne Arundel Community College

Tracey Quigley Holden, University of Delaware

Nyia Lacey, Delaware County Community College

Nancy J. Willets, Cape Cod Community College

Susan Drucker, Hofstra University

Trevor Parry-Giles, NCA/University of Maryland

Douglas Strahler, Slippery Rock University

EXECUTIVE COUNCIL MEETING (continued)

Mary Toale, SUNY Oswego

Carl T. Hyden, Morgan State University

Mary E. King, Bloomsburg University

Shauna M. MacDonald, Villanova University

Jean Costanza Miller, The George Washington University

Colin P. Kearney, University of Florida
Jordan Atkinson, Missouri Western State University
Joseph Lybarger, University of Tennessee
Craig T. Maier, Duquesne University
Rod Carveth, Morgan State University
Abbe Depretis, Temple University
Janie Harden Fritz, Duquesne University
Daniel S. Strasser, Rowan University
Applied Communication
Communication Administration
Communication and Technology
Communication Traits
Communication Law and Ethics
Community College
Health Communication
Instructional Communication
Intercultural Communication

**HOW STUDENTS LEARN: THEORETICAL PERSPECTIVES FROM
 EDUCATIONAL PSYCHOLOGY TO INCORPORATE
 INTO INSTRUCTIONAL COMMUNICATION RESEARCH**

Conference Center B, 9:30-10:45 a.m. Sunday

Sponsor: Instructional Communication
 Chair: **Alan K. Goodboy**, West Virginia University
 Respondent: **Sean M. Horan**, Texas State University
 Presenters: **James P. Baker**, West Virginia University
 Cathlin V. Clark-Gordon, West Virginia University
 Stephen M. Kromka, West Virginia University
 Andrew L. Nicholson, West Virginia University
 Sara Pitts, West Virginia University
 Joe A. Wasserman, West Virginia University
 Mckay Steven West, West Virginia University

Presenters on this discussion panel will discuss theoretical perspectives from educational psychology that can be integrated into instructional communication research on student learning. Panelists will identify and discuss how student variables including student emotions, motivation, self-regulation, personality, persistence, attention, and metacognition can be integrated into instructional communication research. The fields of instructional communication and educational psychology can complement each other by merging effective teaching variables (instructional communication) with student variables that capture responsibilities of their own learning (educational psychology).

**CHALLENGES AND CREATIVE SOLUTIONS FOR SECURING HEALTHY
 SAMPLE SIZES IN INTERPERSONAL COMMUNICATION**

Heinz, 9:30-10:45 a.m. Sunday

Sponsor: Interpersonal Communication
 Chair: **Emily A. Dolan**, SUNY Oswego
 Presenters: **Mary E. King**, Bloomsburg University of Pennsylvania
 Jennifer S. Owlett, William Paterson University
 Meredith Marko Harrigan, SUNY Geneseo

Due to the sensitive nature of many of the topics interpersonal researchers investigate, securing a healthy sample size is often challenging. In this roundtable, participants will discuss the specific challenges they face when trying to secure a sample, consider why those challenges exist, and explore steps they or others might take to overcome those challenges and secure healthy sample sizes.

**SCORCHED EARTH POLITICS: INCIVILITY, INCENDIARY SPEECH
AND THE END OF DELIBERATION**

Carnegie, 9:30-10:45 a.m. Sunday

Sponsor: Communication Law and Ethics
Chair: **Thomas R. Flynn**, Slippery Rock University
Panelists: **D.L. Stephenson**, Western Connecticut State University
Richard E. Vatz, Towson University
Jason Zenor, SUNY Oswego
Thomas R. Flynn, Slippery Rock University

Has the 'free marketplace of ideas' metaphor has been adulterated to the point where political speech can never be regulated? Is the rhetoric of hate speech used to avoid difficult deliberation? Is academic freedom used to both suppress and protect incendiary speech? Has the lack of civility in public discourse destroyed any bridge between opposing sides?

**BUILDING BRIDGES BETWEEN THE MEDIATED & REAL WORLDS:
HOW MEDIA INFLUENCES REAL WORLD PERCEPTIONS, EMOTIONS, & RELATIONSHIPS**

Oliver, 9:30-10:45 a.m. Sunday

Sponsor: Media Communication
Chair: **Cheryl Campanella Bracken**, Cleveland State University
Respondent: **Jennifer Snyder-Duch**, Carlow University

"Expanding Our Present Understanding of our Relationship with the Non-Fictional World"
Shantale Roberts, Cleveland State University

"Trait Empathy's Impact on Message Processing and Attitude Change: Individual Differences in Affect and Ability and the Elaboration Likelihood Model"
Olivia Cohen, Cleveland State University

"Motivations for using online dating apps: Have online dating apps created a new hook-up culture?"
Lauren Franklin, Cleveland State University

"Social media affordances and public safety: Navigating from warnings to safety"
Ambrosia Luzius, Cleveland State University

"The Depiction of Non-native Accents in Television Broadcasting"
Doris Acheme, Cleveland State University

"Is digital advertising informed by persuasive technology? How millennials respond to digital advertising"
Sonoyta Hopewell, Cleveland State University

Media effects are still investigated primarily using Mass Communication theories. As we are living in an era of the intelligent web, this panel presents research bridging the use of traditional mass communication theories and linking them to new media experiences. The panel is comprised of young scholars who were tasked with examining media theories by bridging research areas or extending the research in new contexts.

ORGANIZATIONAL LEGACY, LABOR, ROLES, AND TURNING POINTS

Oakmont, 9:30-10:45 a.m. Sunday

Sponsor: Organizational Communication
Chair: **Joseph Lybarger**, University of Tennessee

"A bridge to the future? The impact of a parent's organizational legacy on their use of comforting behaviors with children considering military enlistment"
Mark Cistulli, Central Connecticut State University
Jason L. Snyder, Central Connecticut State University

“(Train)ing for the revolution: Transit union rhetorics”

Brandon Daniels, Syracuse University

“Organizational role theory, shared resources and role encroachment: A theoretical framework”

Maxine Gesualdi, West Chester University

“Getting to wear scrubs: Examining messages and symbolic turning points during nursing school”

Paula Hopeck, Bloomsburg University of Pennsylvania

The papers on this panel focus on the role communication plays within organizations across a variety of contexts. Topics include perceptions of an organization prior to organizational entry, social movements and organizational communication, negotiation of competing roles within an organization, and navigation through the organizational socialization process.

**BUILDING BRIDGES WITH TECHNOLOGY: OPPORTUNITIES FOR CULTURAL
AWARENESS, CIVIC ENGAGEMENT, POLITICAL PARTICIPATION, AND LEADERSHIP**

Vandergrift, 9:30-10:45 a.m. Sunday

Sponsor: Communication and Technology

Panel Organizer: **Amal Ibrahim**, University of Wisconsin-Whitewater

Chair: **Nahed Eltantawy**, High Point University

Panelists: **Susan McFarlane-Alvarez**, Clayton State University

Kristina Bell, High Point University

Lori Mackowski, University of North Carolina Greensboro