

“Making a Difference”

99th Annual Convention



Eastern Communication Association

Pittsburgh, P A

May 1-4, 2008

Preliminary Program

Just a note before you begin to read . . .

Last April, I met with the planners for this year's convention. Their enthusiasm and willingness to help make the 99th convention a success was very reassuring. They immediately got to work sending out their calls for submissions. When the deadline came, there was an incredible response by those within and beyond our region anxious to share their scholarship and innovative teaching strategies at our convention in Pittsburgh. The planners sent the submissions out for review and forwarded their results to me. When I first saw everything in front of me, I was thrilled with the number and quality of programs but overwhelmed with the thought of actually putting the program together. Now that the programs have been slotted and names checked for double bookings, I hope you will find the contents of the preliminary program as exciting as I do. The following pages are a testimony to the hard work of those who submitted, reviewed submissions and served as planners. This program clearly highlights the breadth and depth of our discipline and demonstrates the creative and innovative dimensions of our scholarship, teaching and service. Our 99th annual convention will certainly reflect our ability to ***make a difference*** within and beyond our discipline.

Sara

2008 ECA Business Meetings at-a-Glance

Wednesday, April 30th

3:00 p.m.-4:15 p.m.	ECA Finance Committee I
4:15 p.m.-5:30 p.m.	ECA Publications Committee
5:30 p.m.-6:45 p.m.	ECA Site Selection Committee

Thursday, May 1st

9:00 a.m.-12:00 p.m.	ECA Executive Council Meeting I
12:00 p.m.-1:00 p.m.	ECA Teaching Fellows Committee
1:00 p.m.-2:00 p.m.	ECA Research Fellows Committee
2:30 p.m.-3:45 p.m.	2009 Convention Program Planners I
4:00 p.m.-5:15 p.m.	Resolutions Committee I
4:00 p.m.-5:15 p.m.	100 th Anniversary Committee
8:00 p.m.-9:00 p.m.	12-Step Group Meeting

Friday, May 2nd

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

Business Meetings

Applied Communication

Health Communication

Instructional Communication

Interpretation and Performance Studies

Kenneth Burke

Media Ecology

Political Communication

Voices of Diversity

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

Meet the Journal Editors

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

Business Meetings

Communication Law and Ethics

Intercultural Communication

Interpersonal Communication

Lambda Pi Eta

Media Communication

Rhetoric and Public Address

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

12-Step Group Meeting

Saturday, May 3rd

8:00 a.m.-9:15 a.m.	2009 Convention Program Planners II
8:00 a.m.-9:15 a.m.	Resolution Committee II
9:30 a.m.-10:45 a.m.	Business Meetings
	American Society for the History of Rhetoric
	Argumentation and Forensics
	Communication Technology
	Community College
	Nonverbal Communication
	Organizational Communication
	Philosophy of Communication
	Theory and Methodology
11:30 a.m.-12:45 p.m.	Nominating Committee I
1:00 p.m.-2:15 p.m.	Past Officers
4:00 p.m.-5:45 p.m.	ECA General Business Meeting
8:00 p.m.-9:00 p.m.	12-Step Group Meeting

Sunday, May 4th

8:00 a.m.-9:15 a.m.	Nominating Committee II
11:30 a.m.-12:30 p.m.	ECA Finance Committee II
12:30 p.m.-2:30 p.m.	ECA Executive Council II

Convention Programs, Meetings and Activities

Wednesday, April 30, 2008

WE 1.00

3:00 p.m.-4:15 p.m.

ECA FINANCE COMMITTEE MEETING I

WE 1.01

4:15 p.m.-5:30 p.m.

ECA PUBLICATIONS COMMITTEE MEETING

WE 1.02

5:30 p.m.-6:45 p.m.

ECA SITE SELECTION COMMITTEE MEETING

Thursday, May 1, 2008

TH 2.01 **ECA CONVENTION REGISTRATION**
8:30 a.m.-5:30 p.m.

TH 2.02 **SHORT COURSE REGISTRATION**
8:30 a.m.-3:00 p.m.

TH 2.03 **BOOK EXHIBIT**
12:30 p.m.-5:00 p.m.

TH 2.04 **EXECUTIVE COUNCIL MEETING I**
9:00 a.m.-12:00 p.m. Presiding: **Richard West**, Emerson College

TH 2.05
10:00-11:15

Improving Health Campaign Messages: Identifying Attitudes, Beliefs, and Effective Message Processing Models

Sponsor: Health Communication
Chair: **Victoria Orrego Dunleavy**, University of Miami

“Uncertainty and Information Sufficiency: An Examination of the Risk Information Seeking and Processing Model”
Edward L. Glazer, Michigan State University
Aylin Sayir, Michigan State University
Marie Rienzo, Michigan State University

“Awareness of Diabetes and the College Student Audience: Results of Pre-Campaign Research Using Focus Group Analysis”
Melissa K. Gibson Hancox, **Edinboro** University of Pennsylvania
Barbara Niemialkowska, University of Pennsylvania

“Female College Students’ Attitudes and Perceptions about their Gynecological Healthcare and Privacy”
Margaret Quinlan, Ohio University

“Drinking and Driving in College Students: Students’ Perceptions of Two Public Service Announcements”
Keith Weber, West Virginia University

Kelly Rocca, St. John's University
Christine M. Kochan, West Virginia University
Joshua D. May, West Virginia University
Kellen Murphy, West Virginia University

This panel consists of papers that focus on health campaign design components. Papers in this panel highlight the importance of identifying underlying attitudes as well as utilizing persuasive theory to enhance message processing. Implications from the research on this panel inform effective campaign design.

TH 2.06
10:00-11:15

Understanding Cultures Across Contexts

Sponsor: Intercultural Communication
Chair: **Ruma Sen**, Ramapo College of New Jersey
Respondent: **Donyale R. Griffin**, Wayne State University

“Problematic Understanding in Intercultural Education”
Shiao-Yun Chiang, State University of New York at Oneonta

“Argumentative and Aggressive Communication in Bulgaria: Testing for Conceptual and Methodological Equivalence”
Theodore A. Avtgis, West Virginia University
Andrew S. Rancer, University of Akron
Penka Atanosova Kanjeva, Sofia University, Bulgaria
Rebecca M. Chory, West Virginia University

“Culture, Social Identity, and Collectiveness: Understanding Culture---A Critical Literature Review”
Erica F. Cooper, Roanoke College

This panel features a range of papers submitted to the Intercultural Communication Interest Group this year. Thematically, they address contemporary issues of cultural conflict and understanding across various global contexts.

TH 2.07
10:00-11:15

Issues of Gender and Identity in the Media

Sponsor: Media Communication
Chair and

Respondent: **Rod Carveth**, Central Connecticut State University

“Beauty, Brawn, and Brains: A Textual Analysis of Alias’ Sydney Bristow”
Gigi McNamara, The Pennsylvania State University

“Measuring the Effects of Viewing Cosmetic Surgery Reality Television Programs upon College Students Self-esteem and Body-Image Satisfaction”
Katherine Robert, Rochester Institute of Technology

“Women’s Roles, Motherhood and Female Sexuality in *Because I Said So*”
Amy Dalessandro, Kent State University

“Gender Representation in the U.S. Animated Children’s Films: A Content Analysis of Physical Attributes of Male and Female Characters”
Nicholas S. Smith, University of Akron
Paul R. Jacoway, University of Akron
Erica J. Woods, University of Akron
Yang Lin, University of Akron

“Community Weblogs: An *Ethos* for Identification”
Jessica Sheffield, The Pennsylvania State University

TH 2.08
10:00-11:15

Nonverbal Rhetoric in the Courtroom

Sponsor: Nonverbal Communication
Chair: **Donald B. Egolf**, University of Pittsburgh
Panelists:
Sondra L. Chester, University of Pittsburgh
Donald B. Egolf, University of Pittsburgh
Deborah A. Wanamaker, University of Pittsburgh

Rasicot has said that the attorney who wins the verbal trial but loses the nonverbal trial has a diminished chance of winning overall. The purpose of this presentation is to examine the nonverbal rhetorical strategies that famous and successful defense lawyers have used in winning cases. Lawyers included in the examination will be Melvin Belli, F. Lee Bailey, Gerry Spence, Johnnie Cochran, Roy Black, and Donald Watkins.

TH 2.09
10:00-11:15

Bent Emotions: Perspectives on Foreign Policy and Candidate Evaluations

Sponsor: Political Communication
Chair: **John S.W. Spinda**, Kent State University
Respondent: **Richard E. Vatz**, Towson State University

“Attracting Reptilian Power Charisma: Manipulating Messages to Gain an Edge in Political Campaigns”

Chris Kowal, University of Connecticut

“Emotional Investment and Perspective: A Study of the 2006 Connecticut Senate”

Chris Kowal, University of Connecticut

“When Media Make a Difference: Expanding the Policy-Media Interaction Model”

Dianne M. Garyantes, Temple University

“IR, PR, the E.U. & the U.S.: Bush’s and Chirac’s conflicting sacred/secular national identities regarding Iraq”

Christina M. Knopf, SUNY Potsdam

This panel features four papers that examine the communication of foreign policy and political candidate evaluations; two genres of political communication that often elicit emotional responses among the masses.

TH 2.10

10:00-11:15

Stretching Assumptions: Updating our Understanding of Communicators

Sponsor: Theory and Methodology
Chair: **Michele Rees Edwards**, Robert Morris University
Respondent: **Elizabeth R. Bernat**, SUNY Plattsburgh

“Revisiting the Interaction Involvement Scale: State Versus Trait Application”

Denise M. Polk, West Chester University

“Predicting the Intention to Do Physical Activities among College Students: Revisit of the Theory of Planned Behavior and Social Cognitive Theory”

Taejin Jung, SUNY Oswego

These competitively selected papers represent an honest effort to expand our thinking about accepted phenomena. In particular, we are asked to update our ontological assumptions about communicators themselves. By testing models and measurements of communicator activity, these authors provide new perspectives for thinking about the origins of communication behavior.

TH 2.11

11:30-12:45

Debate and Critical Pedagogy: Making a Difference in Both Directions

Sponsor: Argumentation and Forensics

Chair: **Neil Butt**, Wayne State University

“Using Critical Pedagogy to Coach Interpretation”

Katie Rasmussen, Wayne State University

“Mutually Reinforcing: The Application of Debate to Critical Pedagogy and Critical Pedagogy to Debate”

Neil Butt, Wayne State University

“Freire’s Failure to Follow Through: A Lacanian Reading of ‘Pedagogy of the Oppressed’”

Donny Peters, Wayne State University

This panel will address how elements of critical pedagogy can influence and, in turn, be influenced by argumentation, forensics, and debate instruction. The panel will also suggest that even critical pedagogical approaches themselves must be subjected to critical evaluation.

TH 2.12

11:30-12:45

Great Ideas for Teaching Speech (G.I.F.T.S) Part I

Sponsor: Community College

Chair: **Alberta Arnold**, LaGuardia Community College

“Having Your Say: Cultural Autobiography in the Intercultural Classroom”

Todd Allen, Geneva College

“The Hard Truth: Experiencing the Consequences of Hardball Negotiating”

Christine Foster, Bergen Community College

“Lewin & Lippert Mask Making Replication for Small Group or Leadership Classes”

Valerie Manno Giroux, University of Miami, Coral Gables, Florida School of Communication

“But I Thought I Was The Only One!: Using An Online Discussion Board to Discuss Speech Anxiety”

Lisa Heller Boragine and **Nancy J. Willets**, Cape Cod Community College

“Sloshed, Sexing, and...Studying? Fun with Linguistic Theories!”

Alyssa Kauffman, Suffolk County Community College

“The Joy of Teaching the Personal Experience Narrative in Basic Speech Classes”

Lisa Linton, Harrisburg Area Community College

“Impromptu, Extemporaneous, Manuscript, and Memorized Speeches: Tips for Teaching Students”

Ellen J. Meinke, Hillyer College, University of Hartford

“The Presentation Speaking Survey: What Real People Really Want to Know about Real Presentations”

Isa N. Engleberg, Prince George's Community College

TH 2.13

11:30-12:45

New Directions in Technology-Mediated Communication

Sponsor: Communication and Technology

Chair: **Tim Rumbough**, Bloomsburg University

“Gender Communication: Changing the Platform of Conversation”

Stacy Linkins, Immaculata University

“War and Digital Aesthetics: The Military Roots of Information Communication Technologies”

David Heineman, Bloomsburg University

“If You Can’t Beat the Internet, Publish on It! Time-Warner’s Zuda Comics and the Question of the Participatory Medium”

Matthew J. Smith, Wittenberg University

“Surrounded by the Pod People: An Examination of Podcasting among College Students”

Tim Rumbough, Bloomsburg University

In our modern technological society, communication patterns are continuing to change and evolve. The purpose of this program is to explore a variety of ways that technology-mediated communication is affecting our society.

TH 2.14

11:30-12:45

Interpersonal Relationships Across the Organizational, Health, and Instructional Contexts

Sponsor: Interpersonal Communication
Chair: **Kelly Rocca**, St. John's University
Respondent: **Marian Houser**, Texas State University-San Marcos

"Can Verbally Aggressive Messages in the Instructor-Student Relationship be Constructive?"

Matthew M. Martin, West Virginia University
Katie Neary Dunleavy, LaSalle University
Carrie Kennedy Lightsey, West Virginia University

"Predicted Outcome Value of Organizational Commitment"***

Paul E. Madlock, West Virginia University
Sean M. Horan, West Virginia University
Patrice M. Buzzanell, Purdue University

"Interpersonal and Multimedia Health Literacy Intervention"

Thomas D. Gore, Kent State University

***Interpersonal Interest Group Top Paper

The following papers will examine interpersonal communication concepts in the organizational, health and instructional setting.

TH 2.15

11:30-12:45

Does Instructor Self-disclosure Make a Difference in Perceived Instructor Credibility?

Sponsor: Instructional Communication
Chair: **Scott A. Myers**, West Virginia University
Respondent: **Candice Thomas-Maddox**, Ohio University-Lancaster

"The Relationship between Perceived Instructor Self-Disclosure and Instructor Credibility: A Quantitative Analysis."

Rebecca A. Dover, West Virginia University
Robert H. Maser, West Virginia University
Ryan V. Dougherty, West Virginia University

"How Instructors Establish Their Credibility through Self-Disclosure: Observations from Students."

Scot M. Benson, West Virginia University

Tyler M. Louk, West Virginia University
Meredith A. Mitchell, West Virginia University
Lisa B. Yakuboff, West Virginia University

“How Instructors Can Improve Their Credibility through Self-Disclosure: Recommendations from Students.” **Brittany L. Carozza**, West Virginia University
Shelbie L. Gaughan, West Virginia University
Meghan E. Jacobi, West Virginia University
John W. Nordlund, West Virginia University

Instructional communication researchers have explored the impact of a host of structural (e.g., class size), student-initiated (e.g., participation), and instructor communicative variables (e.g., immediacy) on students’ perceptions of instructor credibility in the college classroom. This panel extends this body of research by exploring the link between instructor self-disclosure and instructor credibility, identifying the ways in which instructors establish their credibility through self-disclosure, and providing suggestions on how instructors can improve their credibility through self-disclosure.

TH 2.16
11:30-12:45

Top Competitive Papers in Philosophy of Communication

Sponsor: Philosophy of Communication
Chair: **Cem Zeytinoglu**, East Stroudsburg University
Respondent: **Annette Holba**, Plymouth State University

“Making a difference among the existentially homeless: Considering contemporary possibilities with Simone Weil’s need for roots”
Stephen Kriss, Franconia Mennonite Conference/Duquesne University

“Communication Ethics: Making a Difference in the Marketplace of Ideas”
Ronald C. Arnett, Duquesne University
Janie M. Harden Fritz, Duquesne University
Leeanne M. Bell, Villa Julie College

“Authenticity and Tolerance: Virtues for Public Communication”
Colleen M. Deisler, Westminster College

This panel features the top three competitive papers from the Philosophy of Communication Group for this year.

TH 2.17

11:30-12:45

Talking (as) Women, Talking (as) Men: Rhetorics of Sex and Gender

Sponsor: Rhetoric and Public Address

Chair: **James F. Klumpp**, University of Maryland

Respondent: **Kathleen Torrens**, University of Rhode Island

“The Boob Tube: Feminine Style of Talk in Lifetime Movies”

Heather Stassen, Ohio University*

“Consistency, Weakness, and Hegemonic Masculinity: President Carter's March Address to the UN General Assembly”

Hillary A. Jones, The Pennsylvania State University*

“Female Power Relationships in The Devil Wears Prada: Making a Rhetorical Difference for Women”

Julia A. Spiker, University of Akron

“Public Dialogue in Mediated Spaces: Pink’s ‘Stupid Girls’”

Jennifer Dunn, Ohio University*

“Dances and Discourses of (Dis)ability: Heather Mill’s Embodiment of Disability on Dancing with the Stars”

Margaret Quinlan, Ohio University*

Benjamin Bates, Ohio University

These competitively selected papers examine the enactments and depiction of sex and gender in public talk. Although the contexts include politics, media, and business, and the media include public speech, film, television, music, and the internet, each author offers implications for how depictions of women and men as being “rightly sexed” and “rightly gendered” influence, conform to, and challenge public understandings of femininity and masculinity.

*Graduate Student Paper

TH 2.18

11:30-12:45

Making a Difference in the Classroom: Infusing Diversity to Enhance Learning

Sponsor: Voices of Diversity

Chair: **Christine Pease-Hernandez**, Slippery Rock University

“Illuminating the Unseen: Discussing Issues of Socioeconomic Status in the Classroom”

Brett A. Barnett, Slippery Rock University

“Beyond White, Heterosexual, Middle-Class, Able-Bodied Feminism: Teaching Gender and Communication”

Ako Inuzuka, University of Pittsburgh at Johnstown

“Fostering Diversity in the Basic Speech Course through Communication Ethics”

Fadoua Loudiy, Slippery Rock University

“Creating a Classroom Community Conducive to Talking About Difference”

Christine Pease-Hernandez, Slippery Rock University

“Beyond the Text: The ‘Current Affairs’ Assignment as a Method for Connecting Theory to Practice in a Cross Cultural Communication Course”

Leesha Thrower-Kamara, Northern Kentucky University

The basis of this panel/round table is to share and discuss how we have incorporated issues of diversity into the curriculum to help students learn. For many, diversity issues should only be part of the intercultural communication class or the human diversity or ethnic studies class, but the truth is that teaching diversity should be a component of all classes, especially when diversity encompasses so many different identities (i.e. socioeconomic status, gender, ethics, ethnicity, etc.).

TH 2.19

11:30-12:45

Making A Difference: What Role Does Theory Play in PR Education?

Sponsor: Theory and Methodology

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

Panelists:

Amiee Shelton, Roger Williams University

John H. Prellwitz, University of Pittsburgh at Greensburg

Thomas P. Boyle, Millersville University

MacDonald Kale, California University of PA

Katrina Quinn, Slippery Rock University

Michelle Honald, Ohio University

How are basic communication theories contributing to new theories of PR? Are we moving toward a comprehensive theory of PR? Of crisis management? Of reputation rehabilitation? Do professionals use theory? Do they reflect critically on their practice in terms of developing a stronger theoretical base for application? How do we connect theory and professionalization with classroom activities and student organizations? Join us for hammering out the answers to these key questions.

TH 2.20

11:30-12:45

Where Learning and Service Meet: Incorporating the Consultant/Client Model in the Organizational Communication Course

Sponsor: Applied Communication
Chair: **John Gareis**, University of Pittsburgh

“Getting the Most from the Consultant Model in the Classroom: A Case Study in Teaching Organizational Communication”
Ellen R. Cohn, University of Pittsburgh

“Assessing and Addressing Current Residents’ Needs: A Plan to Establish a YMCA Branch in New Bethlehem”
Adam Gunn, University of Pittsburgh

“Funding and Renovating the New Bethlehem Community Center: A Lesson in PR and Grant Writing”
Julia E. Johnson, University of Pittsburgh

“Managing Expectations Between Classroom Consultants and the New Bethlehem Community: The Client’s Perspective”
John Gareis, University of Pittsburgh

TH 2.21
12:00-1:00

TEACHING FELLOWS COMMITTEE MEETING

TH 2.22
1:00-2:00

RESEARCH FELLOWS COMMITTEE MEETING

TH 2.23
2:15-4:15

Getting Published: Strategies That Make a Difference

Sponsors: 1st Vice President
ECA Distinguished Research Fellows
Panelists:
Deborah Borisoff, New York University
Melanie Booth Butterfield, West Virginia University
Susan Drucker, Hofstra University

Lois Einhorn , Binghamton University, SUNY
Kathy Kendall, University of Maryland
Linda Lederman, Arizona State University
Virginia Richmond, University of Alabama, Birmingham.

This session conducted by senior women scholars in the discipline explores the ins and outs of publishing. Each facilitator has extensive publication and editorial experience with both journals and books. This workshop will explore how to approach a publisher, write a proposal, deal with reviews and have your work accepted; the book contract; manuscript development, and production process. Are there differences in the challenges faced by women in publishing? Participants are encouraged to bring sample ideas, reviews of articles in progress, questions related to the book prospectus process, etc.

****Please pre-register with Susan Drucker(sphsjd@hofstra.edu). Workshop limited to 20 participants.**

TH 2.24
1:00-2:15

Guideposts for Communication and Action: Making a Difference in Ethical, Health Care, and Public Safety Crises

Sponsor: Applied Communication
Chair: **Robin Mathis**, Texas A&M
Respondent: **Janet Reynolds Bodenman**, Bloomsburg University

“Applied Standards or Good Public Relations: Are Corporate Codes of Ethics Making a Difference?”

Amanda Rosol, Penn State Beaver
Juliette Storr, Penn State Beaver

“Age and Sex Differences in Perceptions and Use of Emergency Messages during Katrina”

Patric R. Spence, Calvin College
Kenneth A. Lachlan, Boston College
Kenneth Sibal, Ohio University

“Making a Difference: Investigating Problematic Communication and Delays in Trauma Patient Transfer”

E. Phillips Polack, M.D., F.A.C.S, Plastic Surgery Inc.
Theodore A. Avtgis, West Virginia University
Matthew M. Martin, West Virginia University
Daniel Rossi, D.O., West Virginia University

TH 2.25
1:00-2:15

Animating a Living History of the Alta Argumentation Conference

Sponsor: Argumentation and Forensics
Chair: **Gordon R. Mitchell**, University of Pittsburgh

“1979-1981: First Conference & Dimensions of Argument”
Brent Saindon, University of Pittsburgh

“1983-1985: Argument in Transition and Social Practice”
Carly Woods, University of Pittsburgh

“1987-1989: Spheres of Argument and Argument in Controversy”
Eric English, University of Pittsburgh

“1991-1993: Argument in Controversy and Argument in the Postmodern Challenge”
Gordon R. Mitchell, University of Pittsburgh

“1995-1997: Argumentation and Values and Argument in a Time of Change”
John Rief, University of Pittsburgh

“1999-2001: Argument at Century’s End and Argument in Communication and Culture”
Matt Brigham, University of Pittsburgh

“2003-2005: Critical Problems in Argumentation and Engaging Argument”
Takuzo Konishi, University of Pittsburgh

In 2006, the full text proceedings of the National Communication Association-American Forensic Association (Alta) summer conference on argumentation were published by EBSCO on the Communication Mass Media Complete database. This significant publishing event makes available some of the key texts in the history of American argumentation studies, which have been previously cloistered in precious few libraries. This roundtable discussion panel systematically inventories the online Alta proceedings, focusing on those papers that resonate with the Schenley Park Debate Authors Working Group’s research program. This forum promises to retrieve long-lost keystone texts in this subfield and generate fresh synthetic insights with relevance for forensics practitioners and scholars of argumentation alike.

TH 2.26
1:00-2:15

Rhetorical Framing and the Limits of Dissent

Sponsor: Kenneth Burke
Chair: **Meg Zulick**, Wake Forest University

“Smiling Buddha: Scapegoating and Early Indian Nuclear Discourse”
Brian Delong, Wake Forest University

“Burkean Scapegoating in the Rhetorical War on Terrorism”
Brad Hall, Wake Forest University

“*The 300*, Persae and Symbolic Action”
Sarah Spring, Miami of Ohio

“Theorizing the Effectiveness of Animal Rights Campaigns: Kenneth Burke and Holocaust Imagery”
Joseph Packer, Wake Forest

“Connecting a Rhetorical Past to a Psychoanalytic Present: Kenneth Burke and Psychoanalysis”
Paul E. Johnson, University of Iowa

This panel examines several case studies from a Burkean perspective in order to explore how rhetorical framing can act to undermine the ability to negotiate and persuade.

TH 2.27
1:00-2:15

Political Aspects of the Media

Sponsor: Media Communication
Chair and
Respondent: **Brent Malin**, University of Pittsburgh

“Aesthetics, Subcultural Politics, and Mediated Communication: The CrimethInc. Ex-Workers Collective”
Jessica L. Ghilani, University of Pittsburgh*

“Mapping Cindy Sheehan Across Internet News: Using Pentadic Cartography to Map Independent Media Internet Sites”
Jeffrey Delbert, University of Missouri-Columbia

“A Critical Approach to Spiral of Silence Theory: An Analysis of Political Cartoon Coverage of George W. Bush’s Attempt to Reform Social Security”
Mark Glantz, University of Missouri-Columbia

“The Ethics of the Image Repair Discourse Strategy Used by Duke University in its Handling of the Lacrosse Team Sex Scandal”

Claire Ferraris, Western Oregon University

Rod Carveth, Central Connecticut State University

“The Internet Rhetoric of U.S.-Based Hate Groups: A Case Study in the Thematic Content of Online Hate Sites”

Brett A. Barnett, Slippery Rock University

*Debut Paper

Papers on this panel examine political aspects of the media including how the media can be used to express political opinions or manage image.

TH 2.28

1:00-2:15

Making a Difference in the Next Four Years: A Roundtable Discussion of the 2008 Election

Sponsor: Political Communication

Chair: **John S.W. Spinda**, Kent State University

Panelists:

Lawrence W. Hugenberg, Kent State University

Trevor Parry-Giles, University of Maryland

Theodore F. Sheckels, Randolph-Macon College

Richard E. Vatz, Towson State University

With the election only a few months away, this panel of experts will examine key issues surrounding Presidential campaigns as well as other major newsworthy campaigns in the 2008 election. Audience participation is encouraged in this open-forum discussion.

TH 2.29

1:00-2:15

Black Voices: Engaging Competing Perspectives in Discourses of African American Rhetors of the Nineteenth and Twentieth Centuries

Sponsor: Rhetoric and Public Address

Chair and

Respondent: **Nneka Ifeoma Ofulue**, University of Maryland

“African American Colonized: Correspondence with the American Colonization Society”

Bjørn F. Stillion Southard, University of Maryland

“Invisible Blackness and the One-Drop Rule in *Plessy v. Ferguson* and *Jane Doe v. State of Louisiana*: A Rhetorical Approach to Examining Legal Narratives”

Erica Cooper, Roanoke College

“What Would God Have You Do?: A Rhetorical Critique of Religion, Agency, and Moral Accountability in Cyrus Bustill’s *I Speak to Those in Slavery* and Henry Highland Garnet’s *An Address to the Slaves of the United States of America*”

Nneka Ifeoma Ofulue, University of Maryland

Though a canon of black rhetors has been developed, critiques often present African American public address as representing a single voice and reinforce the perceptions of an undifferentiated “black” culture. In the spirit of “making a difference,” this panel engages the multi-vocal character of discourses by black rhetors. First, panelists will examine forms of black rhetoric. The second half of the panel will be a roundtable discussion focusing on the multi-vocal character of black rhetoric.

TH 2.30

1:00-2:15

Exploring and Interrogating Diverse Identities and Discourses: Selected Papers in Voices of Diversity

Sponsor: Voices of Diversity

Chair: **Donnetrice Allison**, Richard Stockton College

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

“‘The Prettiest Labia I Have Ever Seen Is Now Mine!’: Investigating Labiaplasty Discourse”

Jessica A. Nodulman, Bowling Green State University

“In Denunciation of Whiteness – A Revisit of Sojourner Truth, Ida B. Wells and Angela Davis’ Rhetoric in First and Second Wave Feminism”***

Lili Shi, Howard University

“Implications of Civic Engagement and Volunteerism for African Americans: The Influence of Society, Identity, Community, and Religion”***

Carolyn Swabeck, Ohio University

“Transparent Euphemisms for Anti-Feminist Rhetoric: A Rhetorical Criticism of Harvey Mansfield’s ‘Suggestions from a Friend’”

Mia E. Briceno, Pennsylvania State University

“Rethinking Homosexual Identity Theories: A Case Study of GLBT Mormons’
Homosexual and Religious Identity Formation and Negotiation”

Robin L. Scholz, Herzing College

This panel features five selected competitive papers from the Voices of Diversity Interest Group.

****Debut Paper**

TH 2.31

1:00-2:15

Making a Difference through an Undergraduate Communication Research Course: A High Intensity Panel

Sponsor: Instructional Communication

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

“Facilitating Breadth, Depth, and Continuity in an Undergraduate Research Curriculum”

Melissa W. Alemán James Madison University

Sharlene R. Thompson, James Madison University

Eric M. Fife, James Madison University

C. Leigh Nelson, James Madison University

“Combining Survey Research with Community Service in the Undergraduate Research Methods Course”

Don M. Boileau, George Mason University

“Tackling the “So What?” Question: Relating Communication Research Material to Undergraduates”

Maria A. Kopacz, West Chester University

“Considering the Pedagogical Viability of a Sophomore-Level Research Methods Class (Quantitative/Qualitative Mix)”

Lisa Millhous, West Chester University

“Engaging Students Inside and Outside the Classroom: I love this vocation!!”

Naomi Bell O’Neil, Duquesne University

“An Engagement between Student Researchers and Research Projects: Cold Feet, Sweaty Palms”

Denise M. Polk, West Chester University

“Successes and Challenges in Learning Communication Research: A Student Perspective”

Jessica Schlener, West Chester University

Megan Wozniak, West Chester University

“The Challenges of Selecting Course Materials for an Introductory Communication Research Methods Course: Is There a Best Book?”

Katie M. Warber, Wittenberg University

Communication research is one of the most challenging undergraduate courses, given the complexity of the material and the difficulty of relating it to the students. This panel discussion will give instructors and students an opportunity to exchange experiences and strategies for teaching this important course. Each panelist will discuss an aspect of communication research instruction and will provide the attendees with a tip-sheet of teaching suggestions.

TH 2.32

1:00-2:15

Theatre And Performance Strategies In Speech and Language Acquisition Courses – An Interpretation Division Workshop

Sponsor: Interpretation and Performance Studies

Facilitator: **Helen Huff**, Manhattan Community College, CUNY

Helen Huff, Borough of Manhattan Community College – City University of New York

Eva Kolbusz-Kijne Borough of Manhattan Community College-City University of New York

Vincent Cheng, Borough of Manhattan Community College-City University of New York

This interactive presentation will demonstrate effective classroom strategies that incorporate aspects of theatrical and performance techniques to teach public speaking and language presentation skills. Presenters will briefly introduce their performance strategy and demonstrate how it works in the classroom.

TH 2.33

1:00-2:15

Freedom of Speech: Making a Difference in Democracy

Sponsor: Communication Law and Ethics

Chair: **Pat Arneson**, Duquesne University

“The United States Constitution: Oral and Written Argument”

Georgia Bedford, Duquesne University

“Freedom of Speech and Political Communication”

Bonnie Sanford, Duquesne University

“Civil Disobedience: The Exercise of Free Speech in the Civil Rights Movement”

Pat Arneson, Duquesne University

“A Call to Conscience: Martin Luther King, Jr. Speaks on Faith, Democracy, and Justice”

Todd Allen, Geneva College

This panel explores the theoretical tension between written and oral speech, recognizing the significance of ethics in the interpretation and application of political ideas in a democracy. These tensions are explored further in the advocacy and exercise free speech through civil disobedience.

TH 2.34

1:00-3:45

*Making a Difference from the Classroom to the Professional World: Public Relations
Student Society of America*

Sponsor: Applied Communication

1st Vice President

Chair: **Katrina Quinn**, Slippery Rock University

Participants:

Rebecca Avakian, California University of Pennsylvania

April Aven, Slippery Rock University

Nikki Campbell, Campbell Consulting

Michelle Cometa, Rochester Institute of Technology

Victoria Evans, Slippery Rock University

Thomas Flynn, Slippery Rock University

Megan Hilts, Rochester Institute of Technology

Wilma King, Rochester Institute of Technology

Susan Jasko, California University of Pennsylvania

Natalie Labate, Slippery Rock University

Ericha McLaughlin, Slippery Rock University

Andrew Pitzarella, California University of Pennsylvania

Rudy Pugliese, Rochester Institute of Technology

Kathleen Glenister Roberts, Roberts, Duquesne University

Eric Rocca, Slippery Rock University

Trisha Ross, California University of Pennsylvania

Nicole Rupp, Slippery Rock University

Marc Stemka, California University of Pennsylvania

Christie Talik, Slippery Rock University

This panel will feature a discussion of public relations practitioners, professors and students belonging to PRSSA. The goal of the discussion is to demonstrate how theory and practice “make a difference” to each other through communicative marketplace praxis. Nikki Campbell, of Campbell Associates, recently honored as one of the Best 50 Women in Business in Pennsylvania will be a featured speaker and PRSSA members will highlight their work through a poster session. The panel will also feature a reception hosted by Slippery Rock’s Dean of the College of Business, Information and Social Sciences, **Dr. Bruce Russell**, and Chair of the Department of Communication at Slippery Rock University, **Dr. Mark Zeltner**.

TH 2.35
2:30-3:45

Rhetorical Perspectives in/and Health Communication

Sponsors: Health Communication
Rhetoric and Public Address

Chair and

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

“Rhetoric and psychiatry: A Szaszian perspective on a political case study”

Richard E. Vatz, Towson University

“Arguing with the Hearing: Cochlear Implants, the Wellness Model and Advocacy for the Deaf”

John A. Lynch, University of Cincinnati

Cecilia Holmes-Farmer, University of Cincinnati

“‘No Day but Today’: Life Perspectives of HIV-infected Individuals in the Musical *Rent*”

Valerie Lynn Schrader, Ohio University

“Natural Health for Bad Girls and Saints: Rhetoric Making a Difference in American Health Behaviors”

Kate Simcox, Messiah College

This jointly-sponsored program offers competitively selected papers at the intersection of health communication and rhetorical studies. Following the presentation of each paper, the authors will be asked to engage in a roundtable discussion of how these two areas, which often intersect in practice, can be thought of as intersecting in communication studies as well.

TH 2.36
2:30-3:45

Making a Difference: Connecting Culture and Community in Predominantly White Classrooms by Understanding Teaching Frameworks Among Four Faculty of Color

Sponsor: Intercultural Communication
Chair: **Angela Cooke-Jackson**, Eastern Kentucky University
Respondent: **Ruma Sen**, Ramapo College of New Jersey

“My Camera, My Culture and My Community: An Atypical Approach to Teaching Intercultural Communication”

Angela Cooke-Jackson, Eastern Kentucky University

“Countering Resistance: The Experience of a Black Faculty Member and his White Classroom”

John Youngblood, SUNY Potsdam

“Frontline Communication: Teaching Communication Courses from an Ethnic Cultural Framework at Predominantly White Institutions”

Dana Seay, University of Louisville

“Curious Yellow: Challenges of a Japanese Woman Teaching in the Sunshine State”

Kimiko Akita, University of Central Florida

This panel will seek to share the experiences of four faculty of color that teach culturally specific courses in Communication departments at predominantly white Southern and Northern academic institutions. Through the lens of these professors we will seek to unlock the racially disparate classroom doors, unravel the experiences of each faculty, and shed light on different pedagogical approaches used to enlighten white students while maintaining the worth and value of these faculty members.

TH 2.37

2:30-3:45

Relationship Issues in Online Environments, Education, and the Workplace

Sponsor: Organizational Communication
Chair: **Jason L. Snyder**, Central Connecticut State University
Respondent: **Ann Bainbridge Frymier**, Miami University

“Relationship management in an online environment: Nonprofit websites’ use of relational maintenance strategies with child and adolescent publics”

Denise Sevick Bortree, Penn State University

“Making a Difference in their Future: What Students Seek in Institutions of Higher Education”

Andrea M. Pampaloni, La Salle University

“Supervisors and Subordinates’ Communication Predispositions and Satisfaction with Work Relationships”

Jerry L. Allen, University of New Haven

Ben B. Judd, University of New Haven

This panel features competitive papers from the Organizational Communication Interest Group from this year.

TH 2.38

2:30-3:45

Making a Theoretical Difference: Thomistic, Natural Law, and Pauline Engagement of Communication Theory, Rhetoric, and Philosophy of Communication

Sponsor: Philosophy of Communication

Chair: **Colleen M. Deisler**, Westminster College

Respondent: **Calvin L. Troup**, Duquesne University

“Feedback and Feedforward: McLuhan and Aquinas in Dialogue on McLuhan’s Claim that Media Technologies Alter the Senses”

Richard Cain, Wheeling Jesuit University

“Stephen Toulmin’s Rhetorical Theory and Natural Law”

Jeanne M. Persuit, Duquesne University

“Alteric Portraits in the Areopagus Speech: A Contrast in Philosophies”

H. Curtis McDaniel, Duquesne University

TH 2.39

2:30-3:45

From Abolitionism to Anti-Lynching: African American Women, Rhetoric, and Political Activism

Sponsor: Rhetoric and Public Address

Chair and

Respondent: **Martha Watson**, University of Nevada – Las Vegas

“Break Every Yoke”: Biblical Allusion and Abolitionist Rhetoric in the Writings of Charlotte Forten Grimké”

Ronald J. Zboray, University of Pittsburgh

Mary Saracino Zboray, University of Pittsburgh

“Her Zeal May Cause Her to Forget Her Sphere”: African-American Female Authors Writing Race and Gender in Early Abolitionist Periodicals”

Holly M. Kent, Lehigh University

“‘Mercy and Compassion upon the Children’: An Analysis of Children as Rhetorical Trope in Mary Church Terrell’s ‘Lynching from a Negro’s Point of View’”

Erika D. Molloseau, Denison University

This panel explores the rhetorical strategies of African American women who fought against slavery before the Civil War, and lynching at the twentieth century’s turn. Diverse writers for anti-slavery periodicals, Charlotte Forten Grimké, and Mary Church Terrell, all indirectly challenged the hypocrisy of white society, and the racism and sexism barring them easy access to the public sphere of print and the podium, by deploying apt biblical and domestic-sphere allusions within their writings and speeches.

TH 2.40

2:30-3:45

The Conflict of Difference: How Faculty of Color Manage Classroom Diversity

Sponsor: Voices of Diversity

Chair: **Donyale Griffin**, Wayne State University

Donnetrice Allison, Richard Stockton College

Anjali Ram, Roger Williams University

Regina Clark, Ramapo College

Darlene Lee, Wayne State University

This panel will explore the unique challenges related to race, gender and age that faculty of color encounter in the white academy. There has been little research on the challenges faculty of color face when teaching predominantly white students and interacting with predominantly white colleagues. Moreover, few have examined ways to effectively deal with these challenges. Some suggest that the experiences faced by faculty of color and by white faculty teaching white students are not significantly different; however, recent literature suggests otherwise. The panel will address this literature and discuss strategies for effectively dealing with the inevitable conflict that difference brings.

TH 2.41

2:30-3:45

Spotlight on Scholarship: Trevor Parry-Giles

Sponsor: Spotlight on Scholarship Series
Chair: **Mari Boor Tonn**, University of Maryland
Respondent: **Trevor Parry-Giles**, University of Maryland
Panelists:
David Zarefsky, Northwestern University
J. Michael Hogan, Pennsylvania State University
Judith S. Trent, University of Cincinnati
Charles Morris III, Boston College

Trevor Parry-Giles's is the author or co-author of three books whose scholarship also has appeared in venues including the *Quarterly Journal of Speech*, *Communication Monographs*, and *Rhetoric & Public Affairs*. This panel focuses on his most recent book, *The Character of Justice: Rhetoric, Law, and Politics in the Supreme Court Confirmation Process*, winner of the 2007 NCA Diamond Anniversary Book Award and the 2007 \$10,000 Kohrs-Campbell Prize in Rhetorical Criticism given biennially by Michigan State University Press.

TH 2.42 2:30-3:45	2009 CONVENTION PLANNERS MEETING I Chair: Candice Thomas-Maddox , Ohio University
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TH 2.43 3:00-5:00	SHORT COURSE #1
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Political Difference and Change: Teaching Gender and Political Communication Courses

Instructors: **Janis L. Edwards**, University of Alabama; **Lisa Burns**, Quinnipiac University; **Ann Atkinson**, Keene State College; **Molly Wertheimer**, Penn State University - Hazelton; **Lisa Barry**, George Mason University

Although not traditionally part of the gender/communication curriculum, the subject of gender in the realm of political discourse has increasingly developed as vital aspect of political communication scholarship. Attention to women and politics has mirrored the dynamics of U.S. political realities, and fostered additional concerns with political masculinities. However, existing textbooks in the area of political communication often treat the subject minimally. This short course outlines a number of innovative options for addressing **difference** in the political sphere in terms of gender, whether as a comprehensive stand-alone class, a unit in the general political communication course, or a topic-focused seminar (such as first lady studies). Presenters will offer sample course outlines and identify and evaluate potential educational resources. An interactive

discussion with participants on potential issues and course exercises regarding gender, difference, and politics will also be included.

TH 2.44

SHORT COURSE #2

Outcomes-Based Assessment of Communication Programs: Making a Difference in the Quality of Student Learning

Instructors: **Thomas Flynn**, Slippery Rock University; **Valerie Swarts**, Slippery Rock University; **James Laux**, Slippery Rock University; **Christine Pease-Hernandez**, Slippery Rock University; **Bruce Russell**, Slippery Rock University

This short course explores methods of student-learning outcomes assessment used to evaluate our communication degree programs and meeting regional accreditation standards. In addition to meeting accreditation standards, assessment should be about continuously enhancing the quality of student learning, or, *making a difference*. Discussion will focus on the design and implementation of an appropriate and sustainable assessment plan for communication degree programs. The many challenges and opportunities of assessing learning outcomes will be examined. Participants will be provided with a variety of “user-friendly” materials and information that will aid them in developing assessment plans for their own communication programs and better understanding the role that assessment plays in student learning and teaching effectiveness.

TH 2.45

SHORT COURSE #3

3:00-5:00

Storytelling Workshop

Instructor: **Rachel Pollock**, Muskingum College

The Storytelling Workshop (Pollock, 2006) offers an opportunity for Communication educators to experience the breadth of storytelling in the classroom, first-hand. This short course activity challenges participants to orally create, develop, and revise personal identity stories, emphasizing communication goals and structuring messages from a familiar starting point, that of storytelling. The design of the workshop is simple: using story triggers from the Personal dictionary (Barkman, 2002) workshop participants orally create and revise stories in rotating pairs (storyspirals), record a written version of their text, then orally revise and retell their stories for an ethnographer/extended audience from the resulting transcript. Storytelling resources and alternate uses and extensions for the Storytelling Workshop (Pollock, 2006) will be distributed and discussed. Copies of the limited first-run of Barkman’s (2002) Personal dictionary will be made available for review. Archival information for follow-up will be provided to all participants

TH 2.46

4:00-5:15

Contextualizing Black Men, Masculinity, and Identity

Sponsor: Voices of Diversity

Chair: **Ronald L. Jackson II**, Pennsylvania State University

“Reconstituting Sites for Connection and Action: Authenticating Black Masculinity in the Workplace”

Jeffrey Tyus, Youngstown State University

“Leading Black Men: An exploration of the leadership experiences of Black men who lead Black men”

Rex Crawley, Robert Morris University

“Scripting Black Men’s Bodies and Subletting Hegemony in the movie *Crash*”

Ronald L. Jackson II, Pennsylvania State University

“Performing Masculinity in a Poetic Public Sphere: An ethnographic examination of spoken word performance in Los Angeles”

Amber L. Johnson, Loyola Marymount University

“Expressions from the playing fields: The identity politics of a black masculinity”

Timothy J. Brown, West Chester University

This panel provides an exploration of Black masculinity in organizational, popular cultural, and communal contexts. At a time in the field of communication when masculinity studies are still a fairly new focus of study, the scholars on this panel pinpoint the ways in which definitions of Black masculinity shift and get reconstituted throughout various discourses.

TH 2.47

4:00-5:15

Difficult Interactions: Conflict, Disagreement and Misbehavior

Sponsor: Instructional Communication

Chair: **Erin Bentley**, West Virginia Wesleyan College

Respondent: **Kathleen M. Long**, West Virginia Wesleyan College

“Small Group Confirmation and Perceptions of Equity: The Impact of ‘Thank You’”

Carrie Kennedy-Lightsey, West Virginia University

“The Relationship between Perceived Instructor Communicative Characteristics and Student Conflict-Handling Styles”

Karissa L. Zigarovich, West Virginia University

Scott A. Myers, West Virginia University

Matthew M. Martin, West Virginia University

Keith D. Weber, West Virginia University

“Studying Disagreement in a US Graduate Classroom”

Soumia Dhar, University of New Mexico

“When are teacher misbehaviors appropriate?”

Sara Banfield, Raritan Valley Community College

This panel features competitive papers examining conflict, disagreement, and misbehavior in instructional interactions.

TH 2.48

4:00-5:15

Top Papers in Communication and Technology

Sponsor: Communication and Technology

Chair: **LaKesha Anderson**, George Mason University

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

“Emphasizing the User in the Usability Study: Investigating Activity Theory and Website Navigation”

Heidi M. Trost, Rochester Institute of Technology

“Creating Social Influence Messages for Personas”

Mary E. Braz, Michigan State University;

Edward L. Glazer, Michigan State University

“Educational Web Portals: Potential to Make a Difference in K-12 Schools”

Marcy Bloom Milhomme[†], Boston University

These papers are the top three submissions to the Communication and Technology Interest Group.

[†] Debut Paper

TH 2.49

4:00-5:15

You Gotta Have Heart: Preparing Graduate Students for Teaching in Community Colleges

Sponsor: Community College
Chair: **Barbara Scotland**, College of Southern Maryland
Panelists:
Isa N. Engleberg, Prince George's Community College
Don Boileau, George Mason University
Nancy Willets, Cape Cod Community College
Nadine Poznanski, College of Southern Maryland

Few graduate programs in the country prepare and encourage graduate students to enter positions in community colleges. Simultaneously, most people recognize that there will be quite a few faculty positions opening at community colleges due to upcoming retirements. As a result, this seems to be a promising career opportunity not often considered by graduate students. The members of the panel will provide a variety of perspectives regarding what community college teaching requires of a person, what community colleges find attractive in potential faculty members, and how one graduate program successfully prepares graduate students for community college teaching.

TH 2.50
4:00-5:15

Was There a Pitt Tradition in Rhetoric?

Chair: **James R. Pickett**, Flagler College
Panelists:
Bonnie Jefferson, Boston College
Jean Jones, Edinboro University
Thomas Kane, University of Pittsburgh
Richard Thames, Duquesne University
Richard Vatz, Towson University

The University of Pittsburgh's Speech/Communication Department has long been recognized for its excellence in rhetoric, public address, debate. But is that tradition one of unified curriculum, teaching and approaches to scholarship as the Cornell "school" is often thought to be? Or, was Pitt home to disagreement and arguments made by disparate scholars including Edwin Black, Thomas Kane, Trevor Melia, Robert P. Newman, Otis M. Walter, Charles A. Willard, and Theodore Otto Windt, Jr.? How did the Pitt faculty and students react to questions of the day such as the "old" vs. the "new" rhetoric, the role of the neo-Aristotelian tradition in rhetorical criticism, the role of history and sociology in rhetorical criticism, the issue of rhetoric as epistemic, and the role of "objectivity" in rhetorical criticism. By discussing the questions and positions taken up in the department, the panelists hope to answer the question explicit in the title of the panel.

TH 2.51

4:00-5:15

Culture Clash in the Classroom: From Difference to Dialogue?

Sponsor: Intercultural Communication

Chair: **Regina Clark**, Ramapo College of New Jersey

Respondent: **Anjali Ram**, Roger Williams University

Panelists:

Ruma Sen, Ramapo College of New Jersey

Bonnie Blake, Ramapo College of New Jersey

Renata Gangemi, Ramapo College of New Jersey

Mary Cicitta, Ramapo College of New Jersey

Regina Clark, Ramapo College of New Jersey

This intention of this roundtable discussion is two-fold: to discuss the implications of critical thinking and critically engaged discussions in the Communication classroom, and to explore strategies for effective implementation of perspective consciousness. Discussants will offer examples of media materials that are often used to critique representations of the larger society and those representing difference, such as media—films, television, etc.—as a means of talking more in depth about these and other expressions of difference.

TH 2.52

4:00-5:15

100th ANNIVERSARY COMMITTEE MEETING

TH 2.53

4:00-5:15

RESOLUTION COMMITTEE MEETING I

TH 2.54

5:00-6:00

NEWCOMERS' RECEPTION

TH 2.55

6:00-7:00

WELCOME RECEPTION

TH 2.56

8:00-9:00

12-STEP GROUP MEETING

Friday, May 2, 2008

FR 3.01 ECA CONVENTION REGISTRATION

8:30 a.m.-5:30 p.m.

FR 3.02 SHORT COURSE REGISTRATION

8:30 a.m.-1:00 p.m.

FR 3.03 BOOK EXHIBIT

9:00 a.m.-5:00 p.m.

FR 3.04

8:00-9:15

Competitive Papers in Communication and Technology

Sponsor: Communication and Technology

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

Respondent: **Kristin Roeschenthaler**, Duquesne University

“Persona, *Ethos* and Social Networking Sites: What Rhetoric Can Teach Us about Web 2.0”

Kevin W. Kellar †, Penn State Mont Alto; **Alfred G. Mueller**, Penn State Mont Alto

“Digital Game Based Learning: Implications for the Classroom”

Susan Mackey-Kallis, Villanova University; **George W. Boone**, Villanova University

“The Internet: A Viable Tool for Managing Postpartum Depression?”

LaKesha Anderson, George Mason University

This panel examines how technology is influencing our lives, our classrooms, and our health.

† Debut Paper

FR 3.05

8:00-9:15

Expanding the Meaning of the Academic Community: Making a Difference through Campus Communication Projects

Sponsor: Instructional Communication

Panelists:

Joseph Bulsys, SUNY Geneseo
Alice Crume, Kent State University Tuscarawas
Rosanne L. Hartman, Canisius College
Andrew Herman, SUNY Geneseo
Jared A. Chester, SUNY Geneseo
S. Diane McFarland, Buffalo State College

Panel members will summarize and then engage in roundtable discussion of five campus projects, from research on undergraduate development of social capital to the creation of an international dual-degree program, that embrace the value of redefining academic community on the college campus. Attention will be given to the societal, economic, and international considerations impacting the projects. In each case, presenters will explore a common theme: How communication dynamics influence and are influenced by the campus context and the impact of the projects on the concept of academic community.

FR 3.06
8:00-9:15

Constructing Identities, language and online violations within the Interpersonal Relationship

Sponsor: Interpersonal Communication
Chair: **Kristen Campbell Eichhorn**, State University of New York at Oswego
Respondent: **Christine Courtade Hirsch**, State University of New York at Oswego

“When You Stalk Me, Please Don't Tell Me About It: Facebook and Expectancy Violation Theory”

Eric M. Fife, James Madison University
C. Leigh Nelson, James Madison University
Kristine Bayles, James Madison University

“Constructing Parental Identities: An Analysis of Adoptive Parents’ Identity-Work in Families formed through Visible Adoption”

Meredith Marko Harrigan, State University of New York at Geneseo

“Gadamer, Language and Interpersonal Communication”

Cyril Latzoo, Duquesne University

These papers will explore how identities, language and online violations are constructed within the interpersonal relationship.

FR 3.07
8:00-9:15

The Face on the Front Page: Women in Newspapers and Internet News Sites

Sponsor: Media Communication
Chair: **Cynthia M. Lont, George Mason University**

“An Analysis Across Time: Women in the News”
M. Junior Bridge, Unabridged Communications

“Women in the News Today”
Kristen Willett, George Mason University

“So What? Why it Matters How Women Are Portrayed in the News Media”
Cynthia M. Lont, George Mason University

A longitudinal study of a variety of small to major-circulation U.S. newspapers, from 1989 through the end of the 1990s, documented little change in women’s portrayal in the news media. The coverage was minimal and largely superficial. A recent study, using the same methodology as the earlier national ones, included the top five Internet news sites as well to determine if differences from that of print news publications existed. The question is posed: Why does it matter how women are portrayed in the news?

FR
8:00-9:15

Fighting the Frenzy: Challenges Facing Organizations

Sponsor: Organizational Communication
Chair and
Respondent: **Rebecca Chory**, West Virginia University
Panelists:

Jeremy Fyke, Purdue University
Sean M. Horan, West Virginia University
Carrie D. Kennedy-Lightsey, West Virginia University
Paul Madlock, West Virginia University
Catherine Kingsley Westerman, West Virginia University

The purpose of this panel is to discuss challenges facing organizations. Topics reviewed include: Maintaining identification through change, employee death, anti-social whistleblowing, workplace alienation, and negative performance feedback. Panel participants will review relevant research and present new areas that warrant investigation. Consistent with the convention theme, this panel aims to make a difference in research through a review of difficult, often under-researched topics. Ultimately, these presentations hope to stimulate future research of these organizational challenges.

FR 3.09

8:00-9:15

Making a Difference at Home and Abroad: A Collection of Rhetorical Analyses

Sponsor: Political Communication
Chair: **Jason A. Edwards**, Bridgewater State College
Respondent: **Trevor Parry-Giles**, University of Maryland

“Brown v. Board of Education of Topeka, Equality, and The American Dream:
Rhetorical Ideographs and Narratives”
Arthur W. Herbig, IV, University of Maryland

“Partisanship: Explicit and Implicit”
Natalia Kovalyova, University of Texas at Austin

“In Search of the “Good” Arguments: What Characterizes the Better-Recalled Arguments
during the Presidential Debates”
Theodore F. Sheckels, Randolph-Macon College
Lauren Cohen Bell, Randolph-Macon College
Joan L. Conners, Randolph-Macon College

“Consoling Through Faith: A Rhetorical Analysis of Religious References in Bill
Clinton’s Oklahoma City Bombing Memorial Prayer Service Address”
Valerie Lynn Schrader, Ohio University

“Paving the Path for Collision: Presidential Rhetoric and Collective Memory in Post
Soviet Russia”
Susan B. Malcolm, Robert Morris University

This panel features five papers that examine the rhetoric of political communication
across a variety of domestic and international contexts.

FR 3.10

8:00-9:15

*Making a Difference through Dissent: Agitative Rhetoric and Possibilities for
Resistance*

Sponsor: Rhetoric and Public Address
Chair: **Julie Haynes**, Rowan University
Respondent: **Maria Simone**, Rowan University

“Out of the Closets and into the Streets: The Queer Nation Manifesto and the
(Re)formation of Identity”
David Penyak, Rowan University*

“Nothing to Lose: Social Protest Rhetoric of the Fat Underground”

Jill Ferrara, Rowan University*

“Examining The Truth’s ‘Singing Cowboy’”

Patricia Ryan, Rowan University*

“Teaching Rhetoric of Social Protest through Rhetorical Form”

Julie Haynes, Rowan University

This panel explores possibilities for social resistance through the use of “agitative” rhetoric. The panel provides case studies of protest rhetoric characterized by extreme discourse or images and offers pedagogical implications for teaching social protest through a framework of agitation and procedural politics. The panel also problematizes distinct theoretical delineations between procedural and agitative rhetoric and suggests that various protest texts might blur these boundaries and, in doing so, more effectively challenge the status quo.

* Debut Paper

FR 3.11

8:00-9:15

Performing Racial Identity on a Historically White Campus

Sponsor: Voices of Diversity

Chair: **Sean L. Wright**, Villanova University

Respondents: **Anita K. Foeman**, West Chester University

Heidi Rose, Villanova University

“‘What’d I do?’ Performing White Male Identity at Villanova University”

Sean L. Wright, Villanova University

“Understanding Performance Through the Lens of The Custodian’s Rip Off”

Raffaele A. Gigliotti, Villanova University

“Understanding Performance Through the Lens of The Enthusiast’s Infatuation”

Sean L. Wright, Villanova University

“Understanding Performance Through the Lens of The Skeptic’s Cop Out”

Raffaele A. Gigliotti, Villanova University

“Understanding Performance Through the Lens of The Curator’s Exhibitionism”

Sean L. Wright, Villanova University

Developing praxis between theoretical micro-aggressive practices and first hand testimony, this panel seeks to create an understanding of how racialized dialogue between white males and multicultural others functions on a predominantly white (PWI) campus. Secondly, it discusses possible conversational strategies that may be employed as students of color and their white male counter-parts work to develop authentic relationships. This panel will feature a performance followed by an analysis based on Dwight Conquergood's four performative stances.

FR 3.12

8:00-9:15

Stats to Meet Researchers' Changing Needs: An Examination of Four Statistical Techniques

Sponsor: Theory and Methodology
Chair: **Erin Kleman**, Kent State University

"Exploratory or Confirmatory?: Weighing out the 'Factors' in Factor Analysis"
Amber L. Ferris, Kent State University

"Diagnostic Techniques in Multiple Regression"
Gretchen Dworznik, Ashland University

"What are the Odds?: Logistic Regression in Communication Research"
Erin E. Kleman, Kent State University

"Hierarchical Linear Modeling: Multi-Level Testing for Multi-Level Data"
John Spinda, Kent State University

Advanced statistical procedures allow researchers to test complex questions, yet some scholars may not have the necessary tools to best address those questions. Experienced doctoral candidates will present four statistical analyses that can be used in empirical research. Panelists will detail the what, when, why, and how of factor analysis, multiple regression, logistic regression, and hierarchical linear modeling. Whether attendees need an introduction or a refresher course, this panel should spark useful conversation.

FR 3.13

8:00-9:15

The Ecology of Communicative Cities

Sponsor: Media Ecology Association
Chair: **Gary Gumpert**, Urban Communication Foundation

“There is no There There”

Gary Gumpert, Urban Communication Foundation

Susan Drucker, Hofstra University

“Ecological Indicators that can Make a Difference for Urban Ecologies”

Mary Ann Allison, Hofstra University

“Social Media, Millennials, and the New Urbanism”

Peter Haratonik, The New School University

“Contributing to Healthy City Ecologies: A Case Study in Community Networking”

Teresa M. Harrison, University at Albany

“The New Digital City: A Space without a Place?”

Dale Herbeck, Boston College

The urban landscape is in a state of change as the nature of civics and community are altered with the rise of broadband technology, increasing expectations of global connection and the requirement of data accessibility. This panel will explore the media ecology of communicative cities. What qualities of urban life should be nurtured and preserved? Is it possible to embrace a modern technological life and yet preserve some of our traditional expectations of community?

FR 3.14

8:00-9:15

Making A Difference Through Performance

Sponsor: Interpretation and Performance Studies

Chair: **Vanessa Wynder Quainoo**, University of Rhode Island

“Making A Difference In the Lives of Seniors”

Roger Allen, The Desert Readers of Tucson, AZ

This program offers a unique opportunity to reflect on the restorative potential of performance. This performance engages the audience in revisionist and reflective interpretation.

FR 3.15

8:00-9:15

Top Competitive Papers in Lambda Pi Eta

Sponsor: Lambda Pi Eta
Chair: **Jason S. Wrench**, SUNY New Paltz
Respondent: **Doreen Jowi**, Bloomsburg University of Pennsylvania

“A Study on How Sibling Gender and Geographic Distance Affects Perceived Sibling Use of Relational Maintenance Behaviors, Communication Satisfaction, and Self-Disclosure”

Stephanie Olah, Baldwin-Wallace College
Rebecca Cameron, Baldwin-Wallace College

“Nationwide newspaper coverage of Warrantless Wiretapping in the 2006 Election Year: A community structure approach”

Joshua B. Wright, The College of New Jersey

“To Touch or Not To Touch”

Abigail Foldi, Ohio University-Eastern
Katie Graham, Ohio University-Eastern
Haley Spencer, Ohio University-Eastern
Zachary M. Thuring, Ohio University-Eastern

“Vietnam in Korea Portrayal of War in M*A*S*H: A Cluster Analysis”

Margaret Samole, University of Pittsburgh at Greensburg

This panel features the top four competitive papers from the Lambda Pi Eta affiliation this year.

FR 3.16 **APPLIED COMMUNICATION BUSINESS MEETING**
9:30-10:45

FR 3.17 **HEALTH COMMUNICATION BUSINESS MEETING**
9:30-10:45

FR 3.18 **INSTRUCTIONAL COMMUNICATION BUSINESS MEETING**
9:30-10:45

FR 3.19 **INTERPRETATION AND PERFORMANCE STUDIES BUSINESS MEETING**
9:30-10:45

FR 3.20 KENNETH BURKE BUSINESS MEETING
9:30-10:45

FR 3.21 MEDIA ECOLOGY BUSINESS MEETING
9:30-10:45

FR 3.22 POLITICAL COMMUNICATION BUSINESS MEETING
9:30-10:45

FR 3.23 VOICES OF DIVERSITY BUSINESS MEETING
9:30-10:45

FR 3.24
9:30-10:45

***Citizenship, Death, Patriotism and Faithfulness: Contesting Norms through
Deliberately Divisive Rhetoric***

Sponsor: Rhetoric and Public Address
Chair and
Respondent: **David Heineman**, Bloomsburg University

“Paradise Lost: Wartime Censorship of Rural Newspapers”
Catherine M. Hastings, Susquehanna University

“The Art of ‘Popping’ Souls: A Critical Analysis of Depictions of Death in *Dead like Me*
and *Pushing Daisies*”
Andrea M. McClanahan, East Stroudsburg University of Pennsylvania

“Not Ready to Make Nice: Anti-Patriotic Discourse, the Dixie Chicks and Insurrectionary
Performances”
Kara Shultz, Bloomsburg University

“The Pope's Divisions: The Polarizing Discourse of Pope Benedict XVI”
Robert Westerfelhaus, College of Charleston

The papers on this panel are organized around the ways in which rhetoric can be used to resist normative social constructions of citizenship, death, patriotism and faithfulness. Each essay provides an examination of the ways in which rhetoric can be used to challenge to dominant discursive practices, which establish and perpetuate these normative assumptions.

FR 3.25

9:30-10:45

Spotlight on Scholarship: Herman Cohen

Sponsor: Spotlight on Scholarship Series

Chair: **Maureen C. Minielli**, Kingsborough Community College

Respondent: **Herman Cohen**, The Pennsylvania State University

“Reading Hugh Blair Today: An Essay in Honor of Herman Cohen”

David Dzikowski, The Pennsylvania State University

“Cohen’s Influence from a Social Scientist Perspective”

Sharmila Pixy Ferris, William Paterson University

“Using the #2 Pencil to Scribe Speech Communication History”

Anne Jabro, Robert Morris University

“Dr. Herman Cohen: One of Six”

Mary Mino, The Pennsylvania State University, DuBois

“Putting it into Perspective: Cohen’s ‘History of Speech Communication’ as Legacy”

Janet Bodenman Reynolds, Bloomsburg University

“The Intellectual Heritage of Herman Cohen: Joining the Book of the Week Club”

Calvin Troup, Duquesne University

“Herman-eutics . . . A Continuing Conversation on the Text of Life as Cohen Sees It”

Jerry Zolten, The Pennsylvania State University, Altoona

“Dr. Herman Cohen: The Quiet Motivator”

Kathryn Sue Young, Mansfield University

This panel spotlights Herman Cohen’s inveterate contribution to the historical study of rhetorical theories and the development of speech communication as an academic discipline. He is the author of over 30 scholarly works, including *The History of Speech Communication: The Emergence of a Discipline, 1914-1945*. Spanning four decades of his career, the panelists will reflect on scholarship, pedagogy, mentorship, and friendship during his career and post-retirement. The panel will commence with brief presentations and will afford time for audience discussion.

FR 3.26

9:30-10:45

Connecting Civility to the Undergraduate Classroom: A Faculty/Student Roundtable Discussion

Sponsor: 1st Vice President

Chair: **Caroline Parsons**, Zeta Epsilon chapter, Lambda Pi Eta, Clemson University

“Laptops in the Classroom: Effects on Civility”

Jacqueline Fuller, Jarrett Hanley, Dan Squire, and Rebecca Hains, Faculty Adviser, Sigma Omega chapter, Lambda Pi Eta, Salem State College

“Civility in a Visual Learning Environment”

Matthew Gilsbach, President, and **Lillie Ransom**, Faculty Adviser, Iota Nu chapter of Lambda Pi Eta, Gallaudet University.

In this interactive roundtable discussion, members of Lambda Pi Eta in the eastern region will present case studies that explore the issue of civility, and its role in the undergraduate classroom. Topics will include the increase in communication technology and inappropriate behavior. This session will provide a forum for students and faculty to collaborate on ethical approaches to the service of civility in the classroom.

FR 3.27
9:30-10:45

Top Competitive Papers in Organizational Communication

Sponsor: Organizational Communication

Chair: **Robert Whitbred**, Cleveland State University

Respondent: **Jerry Allen**, University of New Haven

“Hurtful Teasing in the Workplace: Who is Laughing”

Paul E. Madlock, West Virginia University

Megan R. Dillow, West Virginia University

“Effects of Feedback Sensitivity on Job Satisfaction and Role Ambiguity”

Kirsten L. Reppert, Canisius College

“Having the Last Laugh: Employee Resistance Strategies and Resources in Workplace Bullying Situations”

Renee L. Cowan, Texas A & M University

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

FR 3.28
10:45-12:15

ALL CONVENTION PROGRAM

FR 3.29
12:30-1:45

Top Papers in Applied Communication

Sponsor: Applied Communication
Chair: **Susan Malcolm**, Robert Morris University
Respondent: **Lisa Millhous**, West Chester University

“Antecedents of Intention to Help Mitigate Wildfire: Implications for Campaigns Promoting Wildfire Mitigation to the General Public in the Wildland-Urban Interface”

Benjamin R. Bates, Ohio University

Brian L. Quick, University of Illinois at Urbana-Champaign

Aaron A. Kloss, Ohio Department of Natural Resources

“Applying Concepts of Social Marketing and Diffusion of Innovation: an Analysis of the Marketing and Communication Activities of Performing Arts Organizations”

Susan Hunter, University of Akron

Yang Lin, University of Akron

“Professional Learning Communities: Long-Term Success Based on Student-Centered Faculty Collaboration, Teacher Empowerment, and Transformational Principal Leadership”

Scott A. Heydt, Duquesne University

“The Present and Future of American Leaders: A Review of Literature Concerning Gendered Management Styles”

Kasey Clawson, Duquesne University

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

FR 3.30
12:30-1:45

Forensics Making a Difference: Parlaying Forensics into Real World Work in Political Contexts

Sponsor: Argumentation and Forensics

Chair: **Barbara Sims**, Alderson-Broaddus College

“Making a Difference: Forensics Becomes Political Activism”

Andrea McClanahan, East Stroudsburg University

“Making a Difference: Forensics Becomes Government Service”

Carl T. Hyden, Morgan State University

“Making a Difference: Forensics Becomes Political Consulting”

Theodore F. Sheckels, Randolph-Macon College

“Making a Difference: Forensics Becomes Consulting and the Study of Political Advertising”

Trevor Parry-Giles, University of Maryland

Forensics has often been a springboard for people entering fields like law, business, journalism and entertainment. It has provided a particularly fertile breeding ground for people entering politics in its various contexts. This panel is composed of former forensics competitors who have spent at least parts of their careers in a political context. They will discuss how they parlayed their forensics experiences into real world work making a difference through politics.

FR 3.31

12:30-1:45

Analyzing Morse v. Frederick: The Status of Student Speech

Sponsor: Communication Law and Ethics

Chair: **Donald Fishman**, Boston College

Susan J. Drucker, Hofstra University

Thomas Flynn, Slippery Rock University

Gary Gumpert, Urban Communication foundation

Jean Ann Streiff, Oakland Catholic High School

Martin Wallenstein, John Jay College of Criminal Justice

In *Morse v. Frederick* (2007), the Supreme Court ruled that a high school principal may restrict student speech when that speech is reasonably viewed as promoting drug use. Both the language and the holding in the *Morse* decision are widely viewed as a major retreat from the expansive language in *Tinker v. Des Moines* (1969). This panel examines *Morse v. Frederick* and discusses the doctrine of student speech in the age of the Internet.

FR 3.32

12:30-1:45

Making a Difference Utilizing Innovative Computer Technologies in the Classroom

Sponsor: Communication and Technology

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

“The Multifaceted Faces of Facebook”

Rodney Carveth, Central Connecticut State University

“Is Your Classroom Ready for a Second Life?”

Sharmila Pixy Ferris, William Paterson University

“Utilizing Adobe Connect Professional and Adobe Presenter in Communication Courses”

Maureen C. Minielli, Kingsborough Community College

“Cell Phones in Education”

Hilary Wilder, William Paterson University

The increasing demands for cutting-edge technology usage by higher education educators necessitate continual scholarly attention. Panelists will discuss the integration of newer technology like social networking applications, virtual worlds, group meeting and communication software, and mobile technology into the classroom and on campus. They will also address additional potentials for international collaboration. The discussion panel format is interactive, with audience participation strongly encouraged.

FR 3.33

12:30-1:45

Top Papers in Health Communication

Sponsor: Health Communication

Chair: **Victoria Orrego Dunleavy**, University of Miami

“Exploring and Exploiting the Informal Curriculum for Informed Consent to Treatment: System Facilitation of Medical Resident Learning”

James O. Olufowote, Boston College

“Child Obesity and Food Advertising on Children’s Television Websites: A Content Analysis”*

Cherish Lo, University of Miami

Paul Driscoll, University of Miami

Michel Dupagne, University of Miami

“Nationwide Newspaper Coverage of the Morning-After Pill: A Community Structure Approach”**

Vanessa Campana, The College of New Jersey

Amanda Dato, The College of New Jersey

Genevieve Faust, The College of New Jersey

Helena Jablonski, The College of New Jersey

John, Pollock, The College of New Jersey

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

*Top Graduate Student Paper

**Top Undergraduate Student Paper

FR 3.34

12:30-1:45

Top Competitive Papers in Instructional Communication

Sponsor: Instructional Communication

Chair: **Leeanne Bell**, Villa Julie College

Respondent: **Danette Ifert Johnson**, Ithaca College

“Collaborative Communication Technologies and Learning in College Courses: Which Are Used, For What Purposes, and To What Ends?”

Jennifer H. Waldeck, Chapman University

Kathleen Dougherty, Chapman University

“Instructors’ and Students’ Perspectives of Student Nagging: Frequency, Appropriateness and Effectiveness”

Katie Neary Dunleavy, LaSalle University

Matthew M. Martin, West Virginia University

“The Role of Student Characteristics and Teacher Behaviors in Students’ Learner Empowerment”

Marian Houser, Texas State University – San Marcos

Ann Bainbridge Frymier, Miami University

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

FR 3.35

12:30-1:45

Contemporary Applications of Burke: Analyses and Criticisms

Sponsor: Kenneth Burke Interest Group
Chair: **Robert Westerfelhaus**, College of Charleston
Respondent: **James Klumpp**, University of Maryland

“Emotions as the Foundation of Dramatism”

James W. Chesebro, Ball State University

David T. McMahan, Missouri Western State University

“‘We’re Not Afraid’/Making a Difference: Burke’s Comic Frame and Re-Conceptualizing Public Responses to Terrorism”

Thomas R. Dunn, University of Pittsburgh*

“The Feminist Value of ‘Slippage’: Scene-Act Ratio in the Women’s Rights Rhetoric of Elizabeth Gurley Flynn”

Mary Haman, The Pennsylvania State University*

“Hope, Values and Commitment: A Burkeian Analysis”

Deandre J. Poole, Howard University*

“Attitudes toward Advertising: Capitalism and Advertising as the Container and the Thing Contained”

Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

* Student

This panel features competitively chosen papers submitted to the Kenneth Burke Interest Group.

FR 3.36

12:30-1:45

Cable Television Identities

Sponsor: Media Communication

Chair: **Brenton Malin**, University of Pittsburgh

“Making Over Subjects: Gender, Confession and Scrutiny in TLC’s *What Not to Wear*”

Jaya Mohan, Villanova University

“Franchising the Participant: How MTV’s *Real World* Programming (Re)works TV Talent”

Hugh Curnutt, University of Pittsburgh

“Viral Manhood: Fx, Masculinity, and the Economics of Viralcasting”

Brenton Malin, University of Pittsburgh

“The Subject of Addiction: Intervention and the A-signifying Semiotics of Television”
Gordon Coonfield, Villanova University

This panel considers some ways in which 21st century cable television constructs particular conceptions of identity. Considering recent changes in cable production, distribution, and reception brought about by developments in media policy and digital technology, the rise of reality programming, and the emergence of alternative channels such as my space, the panelists explore ways in which cable producers construct their audiences. Merging semiotics and political economic approaches, these papers survey a range of cable television subjectivities.

FR 3.37
12:30-1:45

Nontraditional Ways of Understanding: Public Relations, Wikinomics, and Online Environments, and Burnout

Sponsor: Organizational Communication
Chair: **Rosanne Hartman**, Canisius College
Respondent: **Denise Sevick Bortree**, Penn State University

“A Sociocultural Perspective of Organizational Public Relations Practice”
Robert J. Ristino, Roger Williams University

“LeCroy Corporation: New Media Channels and the Impact of Wikinomics”
Kathleen Kesting Woods, William Paterson University

“Helping human service workers make a difference: The role of workplace social support in reducing caregiver burnout”
Jason L. Snyder, Central Connecticut State University

This panel features competitive papers from the Organizational Communication Interest Group from this year.

FR 3.38
12:30-1:45

Making a Difference to the Masses: Perspectives on Politics and Mass Media

Sponsor: Political Communication
Chair: **Nicholas W. Geidner**, The Ohio State University
Respondent: **Kristin N. English**, University of Georgia

“The Rules of Engagement: When War and Journalism Collide”

Gillian Brooks, Georgetown University

“Overcoming Trends, History, Stereotypes, Bias and Favoritism: An Examination of Print Media Coverage of the Formal Presidential Candidacy Announcements of Senators Barack Obama, Hillary Clinton and John McCain.”

Cory Fritz, Ohio University

“Public discourse on TV news for deliberative democracy”

Jiwon Yoon, Temple University

“The Use of Metacommunication to Acclaim, Attack, and Defend”

Mark Glantz, University of Missouri, Columbia

This panel features four papers that examine the mediated political communication from a variety of perspectives.

FR 3.39

12:30-1:45

Top Competitive Papers in Voices of Diversity

Sponsor: Voices of Diversity

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

Respondent: **Joy Cypher**, Rowan University

“Diversity Retention Through Micropractices”*/**

Kristina Ruiz-Mesa, Villanova University

“Desi Films: Articulating Images of South Asian Identity in a Global Communication Environment”

Rekha Sharma, Kent State University

“Interpersonal Communication Conflict: Movie Violence Context and Its Connection to Urban America”***

Otis E. Thomas, Bowie State University

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

* Top Paper **Debut Paper

FR 3.40
12:30-1:45

Various Approaches to Nonverbal Communication

Sponsor: Nonverbal Communication
Chair: Kristen Eichhorn, SUNY Oswego

“You’re Actually Saying the Same Things”: Conceptual Parallels on Emotions
Nancy Hoar, Western New England College

Chattering Charades: Nature – Nurture Notions
Mark Hickson, University of Alabama at Birmingham

Verbal and Nonverbal Synchrony Patterns in Patient Compliance
Susan Wieczorek, University of Pittsburgh at Johnstown

Ethos as the Verbal/Nonverbal Nexus
Alfred Mueller, Pennsylvania State University Mont Alto

“Reading a Person Like a Book” and Other Misconceptions about Nonverbal Communication
James C. McCroskey, University of Alabama at Birmingham

This panel explores many facets of the interplay of verbal and nonverbal communication, from the abstract to a variety of practical situations. Specifically, the panelists will challenge traditional forms of nonverbal through emotions, gestures, and ethos, while providing a practical application through patient compliance and concluding with a discussion of the misconceptions of communication made by people outside our field. The goal of this panel is to crystallize existing areas of theory and application and open new questions for examination.

FR 3.41 **SHORT COURSE #4**
1:00-3:00

Using Philanthropic Teaching Activities to Make a Difference in our Communities and in our World

Valerie Lynn Schrader, Ohio University

As educators, we not only seek to help our students learn concepts about communication, we seek to help them apply these concepts in the real world. We hope that they will use their knowledge in ways that will improve their own lives and the lives of others. By incorporating philanthropic activities into our classes, we can show our students how they

can make a difference in their local communities, in their country, and in the world. This short course will provide an overview of philanthropic teaching techniques, as well as an explanation of how this type of project differs from service-learning. Examples of various philanthropic classroom projects will be included. Participants will also be provided the opportunity to design a philanthropic project for their own class.

FR 3.42
1:00-3:00

SHORT COURSE #5

Political Online Targeting: From Search Advertising to Social Blogs

Gloria Boone, Suffolk University; Linda Gallant, Emerson College

What do advertisers and politicians know about you?

Online media has revolutionized the targeting of personalized messages to micro audiences. Major Internet firms use search marketing and behavioral targeting to monitor communication in user generated social media to develop targeted political messages. Video and mobile messages provide new targeting possibilities. Political parties and politicians are using behavioral targeting provided by companies such as Double Click (owned by Google), Blue Lithium (owned by Yahoo), Tacoda (owned by AOL) and other companies to target political message to potential voters. The American online political audience is more active, more creative and more monitored than ever before in the history of communication. Online targeting in the 2007-2008 presidential primaries are examined. New Media theories by Sonia Livingstone, Berry Wellman, Ray Oldenburg and communicative informatics are discussed in exploring new political targeting and political engagement.

FR 3.43
2:00-3:15

Making a Difference in the Academy: Applied Communication in Pedagogical, Environmental, and Interpersonal Contexts

Sponsor: Applied Communication
Chair: **Sarah Ryan**, Baruch College
Respondent: **Ronald C. Arnett**, Duquesne University

“Dad-Professor and Mom-Professor Dialectics: a Comparison of Professional and Personal Identity Negotiation”

Janet Reynolds Bodenman, Bloomsburg University

“Communicating the Importance of Communication Ethics through Pedagogy”

Christina L. McDowell, Duquesne University

Leeanne M. Bell, Villa Julie College

“Making a Difference in Campus Energy Conservation: Overcoming Barriers and Motivating College Students to Conserve Energy”

Jeffrey R. Carlson, University of Connecticut

Carolyn A. Lin, University of Connecticut

Qingyun Luo, University of Connecticut

“Making a Difference in Foreign Language Study: The Application of the Narrative Paradigm into the Study of the Russian Language”

Leeanne M. Bell, Villa Julie College

FR 3.44

2:00-3:15

Competitive Papers in Communication Law and Ethics

Sponsor: Communication Law and Ethics

Chair: **Pat Arneson**, Duquesne University

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

“From ‘Fighting Words’ to ‘True Threats’: Is There an Appropriate First Amendment Standard for Assessing Hateful Internet Postings?”

Brett A. Barnett, Slippery Rock University

“Content Versus Time, Place, and Manner: What Makes a Difference in Ethical Free Speech?”

Jeanne M. Persuit, Duquesne University

“Corporate Social Responsibility: The Balance between Ethics and Economics”

Susan B. Malcolm, Robert Morris University

“The Identity Game: Michel Foucault’s Discourse-mediated Identity as an Effective Tool for Achieving a Narrative-based Ethic”

Steve Urbanski, West Virginia University

This panel features competitive papers from the Communication Law and Ethics Interest Group.

FR 3.45

2:00-3:15

Making a Difference: Enhancing Patient-Provider Communication

Sponsor: Health Communication
Chair: **Rosanne Hartman**, Canisius College

“Perceptions of Health Care Professionals’ Credibility as a Predictor of Perceived Patient Confidentiality”

Michelle Paulsel, Northwestern State University of Louisiana

Jacob L. Cayanus, Oakland University

James C. McCroskey, University of Alabama at Birmingham

Virginia P. Richmond, University of Alabama at Birmingham

“Communication as Treatment for Living: Communication Satisfaction and Active Patient Behavior as Predictors of Treatment Compliance”

Michael E. Burns, Texas State University-San Marcos*

Marsha N. Burney, State University-San Marcos*

“The Relationship Between the Patient’s Mind, Body, and Spirit and Communication with Physicians”

Carolyn M. Anderson, The University of Akron

“Three factors that Influence Relational Satisfaction in Health Care Teams: Verbal Aggression, Argumentativeness, and Attitudes Toward Health Care Teams”

James M. Durbin, The University of Akron*

Jennifer Barber, The University of Akron*

These competitively selected papers explore factors related to physician-patient interactions focusing on perceived patient confidentiality, active patient behavior, the role of spirituality, and relational satisfaction in health care teams.

*Debut Paper

FR 3.46
2:00-3:15

Great Ideas for Teaching Speech (G.I.F.T.S) Part II

Sponsor: Community College

Chair: **Alberta Arnold**, LaGuardia Community College

“Teaching Students to Run a Meeting”

Shirlee A. Levin, College of Southern Maryland

“The Little Mermaid is Your ‘TA’: Using Disney to Teach Theory”

Bonnie Jefferson, Boston College

“Making the Persuasive Speech Assignment Matter”

Thomas E. Jewell, Bergen Community College

“Including a Discussion of Ethics in a Public Speaking Class”

Rita Rosenthal, Boston College

“Diversity in Interpersonal Life”

Barbara Scotland, College of Southern Maryland

“You Are Here,” Imagination Maps as a Visual Aid Exercise”

Anne Sears, North Shore Community College

“What Do We Have in Common?”

Karin Sergel, Kutztown, University of Pennsylvania

“Writing in an Oral Communication Course”

Patricia Sokolski, LaGuardia Community College

FR 3.47

MEET THE JOURNAL EDITORS

2:00-3:15

FR 3.48

2:00-3:15

Burke Across Time and Genres: Historic Roots and New Understandings

Co-Sponsors: Philosophy of Communication

Kenneth Burke

Chair: **Elvera Berry**, Roberts Wesleyan College

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

“Burke’s Bias: Exploring his Theoretical Grounding”

Celeste Grayson, Duquesne University *

“The Rhetoric of Global Warming: A Burkean Difference”

Elizabeth Hogenmiller, Roberts Wesleyan College

“Understanding Hypocrisy: Orwell through Burke”

Bryan Blankfield, Roberts Wesleyan College

“A Comic Corrective: The Graphic Novel”

John Loyd, Roberts Wesleyan College

The salience of Burkean approaches and terms is evident in ongoing applications across disciplinary, philosophical, and socio-political boundaries. What are the historic roots of

Burke's own biases and how do we read him today? Whatever the genre or media-extension, his rhetorical frame seems to “make a difference” that matters. The significance of the difference is illuminated through his philosophical lineage and illustrated in three types of rhetoric that show us ourselves: the rhetoric of ecology, of satire, and of the graphic novel.

*Student

FR 3.49

2:00-3:15

Interpersonal Communication and Romantic Relationships

Sponsor: Interpersonal Communication

Chair: **Sean Horan**, West Virginia University

Respondent: **Ann Bainbridge Frymier**, Miami University

“Once a Cheater, Always a Cheater?": The Effects of Self-disclosing About Previous Infidelities on Current Romantic Relationships”

Tara Abbott, University of Georgia

Pamela J. Lannutti, Boston College

“Exploring the Connections between Self-Disclosure, Affective Orientation, and Relationship Satisfaction”

Nicole A. Smith, Lynchburg College

Melanie Booth-Butterfield, West Virginia University

“Husbands’ and Wives’ Motivations for Flirting with their Spouse: It’s More Than Just Sex”

Brandi N. Frisby, West Virginia University** Student/Debut Paper

“Mate Value Discrepancy: Is It an Illusion or a Reality?”

Robert J. Sidelinger, West Virginia University

Audra McMullen, Towson University

These papers explore interpersonal communication issues within the romantic relationship including, cheating, self disclosure, satisfaction, flirting, and mate value.

FR 3.50

2:00-3:15

Contributed Papers in Political Rhetoric

Sponsor: Rhetoric and Public Address

Chair: **Jason A. Edwards**, Bridgewater State College
Respondent: **John A. Lynch**, University of Cincinnati

“An Illinois Egghead Challenges King Eisenhower’s Court: Adlai Stevenson and the ‘New America’ at the 1956 Democratic National Convention”*
Tim Barney, University of Maryland

“Dan Quayle and ‘The Media’: The Oversimplification of Complex Meanings”*
Arthur W. Herbig, University of Maryland

“The Rhetorics of Diplomacy: An Ideological Analysis”*
Soumia Dhar, University of New Mexico

“Emma Goldman's 'Address to the Jury': A Study of Argumentation Strategy and Democratic Deliberation”*
Mary Haman, The Pennsylvania State University

These competitively selected papers examine a number of different areas in rhetoric and public address. Topics will include Adlai Stevenson's presagement of the rhetorical styling of John F. Kennedy, Dan Quayle’s (mis)understanding of the media, the challenges of negotiating the ideological stands of the United States, India, and Pakistan in international diplomacy, and Emma Goldman’s courtroom rhetoric.

*Graduate Student Paper

FR 3.51
2:00-3:15

Perspectives on the 2008 Presidential Election from Senior Scholars and Current Students

Sponsor: Political Communication
Chair: **James W. Chesebro**, Ball State University

“The Role of the Internet in the 2008 Presidential Campaign”
James W. Chesebro, Ball State University
Timothy Pollard, Ball State University

“The Early Campaign: More Important Than Ever”
Judi S. Trent, University of Cincinnati

“The Impact of Online Social Networking on the 2008 Presidential Election”
Nicholas W. Geidner, The Ohio State University

“Online Information Seeking Versus Online Discussions: Different Political Information

Channels with Different Effects”

John S.W. Spinda, Kent State University

The 2008 presidential campaign is acting as a perfect storm for political communication researchers. Specifically, this is the first presidential election since 1952 to have open tickets on both sides of the aisle; creating major primary battles in both the Democrat and Republican Parties. Also, the use of the Internet for information seeking or social interaction via networks is changing the way campaigns operate. Through these multiple viewpoints, the 2008 primaries will be critiqued and the possible outcomes and long term effects of the general election will be discussed.

FR 3.52

2:00-3:15

Spotlight on Scholarship: Jeremy Cohen

Sponsor: Spotlight on Scholarship Series

Chair: **Ronald L. Jackson II**, The Pennsylvania State University

Respondent: **Jeremy Cohen**, The Pennsylvania State University

“Learning from an Expanded Classroom: Best Practices in Civic and Community Engagement”

Kathleen Brown, The Pennsylvania State University, Greater Allegheny

“‘Ah, Carl . . .’: Jeremy Cohen and the Democratic Vibe of Public Scholarship”

Rosa A. Eberly, The Pennsylvania State University

“Public Scholarship in Universities: Meeting the Challenges of Social Change for Younger Generations”

Connie Flanagan, The Pennsylvania State University

“An Intercollege Minor in Civic and Community Engagement”

Laura A. Guertin, The Pennsylvania State University, Delaware County

“The Laboratory for Public Scholarship and Democracy”

Mary Lou Zimmerman Munn, The Pennsylvania State University

Jeremy Cohen’s work shines important light onto how and why public scholarship makes a difference in re-legitimizing higher education in interdisciplinary academic and public discourse communities and how public scholarship might reinvigorate and help sustain democratic practices. This session explores his contribution to public issues (e.g., social justice, human dignity, poverty, the environment) as well as how his work provides a foundation in community problem solving, social change, and the skills and practices necessary for sustaining democracy.

FR 3.53

POSTER SESSION I

2:00-3:30

"Pope John Paul II: Cultural Effects of a Religious Message Ignored"

Nicole A. Kirsch, University of Pittsburgh at Johnstown

"Linguistic Innovation on Traditional Writing: Using Computer-Mediated Communication"

Kayleigh Dzik, Keystone College

"Redemption"

Samantha Konkus, University of Pittsburgh at Greensburg

"Dove Promotes *Real* Beauty"

Mary McConnell, University of Pittsburgh at Greensburg

"Build Credibility, Eliminate Al Hurra"

Elizabeth Cantwell, George Washington University

"Easy Eating with Diabetes"

Chelsea Ademski and **Charles Minimah**, West Virginia University

"Dropping La Bomba: Interactions Between Latino(a)-Americans and the Media"

Brittany Carroll, Ramapo College of New Jersey

"Unmasked: Children's Depictions of Heroes and Villains in the Media"

Cheryl Gressley and **Stephanie Yachim**, Wilkes University

"Generational Differences in Perceived Topic Avoidance and Relational Satisfaction in Mother-Daughter Dyads"

Kari Reynolds, **Stephanie Noble** and **Rebecca Doan**, Bloomsburg University

"The Interrelationships Among Friendship Intimacy, Communication Satisfaction, Communication Motives, Trust, and Conformity Motivation"

Bridget Conrad, **Allyson Shankman**, **Sandesh Katyal**, and **Jesse Garbus**, SUNY New Paltz

"Firefighter's Identity in the Firehouse: How Organizational Culture and Identity are Related"

Amanda Gresens, **Megan Cummings**, and **Tanya Marshall**, SUNY New Paltz

"Using Social Exchange Theory to Explore the Relationship between Foster Mothers and Foster Children"

Maegan Greenberg, George Washington University

"Eating Disorders Among College Athletes: Can Eating Attitudes Be Examined Through Organizational Culture?"

Tracy Stecko, George Washington University

"Service Learning in Action: An Analysis of the Organizational Culture of the Columbus Division of Fire"

Brittany Lash, Ohio University Lancaster

"Instructional Communication: An Examination of the Relationship Between Classroom Connectedness, Teacher Credibility, Class Size, and Reason for Taking a Course"

Dana Cizmas, Ithaca College

"Instructional Communication as a Variable of Cooperative Learning Efficacy"

Hans Schmidt, Temple University

"Muslim Transvestites in Indonesia?: A Look into the “New” Global Hegemonic Forces of Islamic Militant"

Haley A. Kranstuber, Miami University

"Organizational Conflict in Electronic Message Exchange"

Jakub M. Konysz, Missouri State University

"The Cyber Factor: Are There Sex Differences Online? An Analysis of Relational Maintenance through the use of Computer-Mediated Communication"

Christina Fleuriet and **Dawn Estrada**, Texas State University - San Marcos

"Ideologies of Female Identity in *Erin Brockovich*"

Maxine Gesualdi, West Chester University

"Art on the Rise: An Examination of the “First Fridays” Phenomenon"

Tara Musser, West Chester University

"BBAM: A Case Study of Work Life Balance Using the Constitutive Approach to Communication"

Erin Christie, Rutgers University

"Except For News, Everything is For Sale: A Review of Chinese Entertainment Media in the New Century"

Xiaoxiao Cui, Rochester Institute of Technology

"Shape or be Shaped: How the Deaf Have Adapted to the Changing Media Landscape"

Katelyn D. Ecker, Rochester Institute of Technology

FR 3.54
3:00-3:30

ECA CAFE

FR 3.55
3:30-4:45

COMMUNICATION LAW & ETHICS BUSINESS MEETING

FR 3.56
3:30-4:45

INTERCULTURAL COMMUNICATION BUSINESS MEETING

FR 3.57
3:30-4:45

INTERPERSONAL COMMUNICATION BUSINESS MEETING

FR 3.58
3:30-4:45

LAMBDA PI ETA BUSINESS MEETING

FR 3.59
3:30-4:45

MEDIA COMMUNICATION BUSINESS MEETING

FR 3.60
3:30-4:45

RHETORIC AND PUBLIC ADDRESS BUSINESS MEETING

FR 3.61
3:30-4:45

Performance, Pedagogy and Culture

Sponsor: Interpretation and Performance Studies
Chair: **Mary Mino**, The Pennsylvania State University DuBois
Respondent: **Vanessa Wynder Quainoo**, University of Rhode Island

Performing Service Learning

Deb Royals and Jessica Kathelene Fifield, University of North Carolina

Politics of Possibility: The Emancipatory Potential of Enacting a Critical Performative Pedagogy

Nicole Cloud, University of Maine

Interpretations of the Mariel Boatlift on Stage and Screen

Joan O'Mara, University of Hartford

Anime, Manga and More...Oh My: Exploring Asian Culture Fandom In Contemporary America

Octavia Graham, University of Pittsburgh

FR 3.62

3:30-4:45

Toys, Trivia, and Trauma: Case Studies of Cultural Constructions of Identity and Difference

Sponsor: Voices of Diversity

Chair: **Vesta T. Silva**, Allegheny College

“Homies Don’t Play That: Constructions of Latino Identity through Collectible Toys”

Jon Wiebel, Allegheny College

“Do-It-Yourself Diversity: Cable Programming and Life Lessons”

Mark LaPointe, Allegheny College

“Playing with ‘Girl Power’ & Fashioning Difference”

Ishita Sinha Roy, Allegheny College

“Coming Out as Homophobic: Isaiah Washington and the *Grey’s Anatomy* Scandal ”

Courtney Bailey, Allegheny College

“The ‘Injury’ of a Disabled Child: The Genetic Elimination of Difference”

Vesta T. Silva, Allegheny College

When we speak of the factors that “make a difference” in our lives, very often the seemingly trivial elements of popular culture drop out of the equation. This panel contends that such ‘trivial’ factors as toys, television, or sensational news coverage play a vital role in our constructions of identity and value and have a tremendous influence on wider cultural understandings of diversity and difference.

FR 3.63

3:30-4:45

Spotlight on Scholarship: Judy C. Pearson

Sponsor: Spotlight on Scholarship Series

Chair: **Richard West**, Emerson College/University of Southern Maine

Respondent: **Judy C. Pearson**, North Dakota State University

Jeffrey T. Child, Kent State University
Isa N. Engleberg, Prince George's Community College
James W. Chesebro, Ball State University
Judith S. Trent, University of Cincinnati

With multiple figures, novel shapes, and lack of a central organizing principle, people have a difficult time describing the unorganized figure in perception. Judy C. Pearson's career may be best viewed as an unorganized figure. She has served as the President of NCA, WCA, and CSCA; has mentored more than 130 doctoral and master's students at several universities; has written 34 books (in all editions), published 65 scholarly articles, and presented hundreds of convention papers; and remains one of ECA's favorite debaters.

FR 3.64 **SHORT COURSE #6**
3:30-5:30

Incorporating Film into the Communication Classroom

Marcy Bloom Milhomme, Emerson College

This interactive short course will discuss methods and considerations for effectively using film clips in communication classes. Though film is known primarily for its entertainment value, it can be a useful tool for enhancing communication fundamentals in the classroom. Throughout the course lesson plan ideas and teaching approaches to central communication topics will be provided through the analysis of three motion pictures: *Thank you for Smoking*, in which the fictional character, Nick Naylor, is a lobbyist working on behalf of the Academy for Tobacco Studies, *Twelve Angry Men*, which takes place in an emotionally charged jury deliberation room, and *Swing Kids*, a historical fiction about a counter-culture swing dance movement during the time of Nazi Germany. Preparation, ethical considerations and "post-clip" activities will be presented. Terminology and concepts to be covered include: Toulmin's Model, inductive and deductive reasoning, Aristotle's Appeals, Cicero's Canons, and rhetorical processes.

FR 3.65
5:00-6:15

The Basic Course Does Make a Difference: Justifying the Basic Course as a College Requirement

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

Gary Eckles, Thomas Nelson Community College

Isa Engleberg, Prince George's Community College
Donald Fishman, Boston College
Thomas Jewell, Bergen Community College
Shirlee Levin, College of Southern Maryland
Mary Mino, Penn State Dubois Campus
Nancy Willets, Cape Cod Community College

Learning outcomes and assessment continue to be important buzz words on college campuses across the country. Many of us are caught in the middle of a battle to determine the inclusion of the basic course as a part of the general education curriculum. The panelists will discuss their experiences with this issue on their campuses.

FR 3.66
5:00-6:15

Making a Difference through Technology in Teacher-Student Interaction

Sponsor: Instructional Communication
Chair: **Qin Zhang**, Fairfield University
Respondent: **Mary Toale**, Baldwin-Wallace College

“Students’ Perceptions of E-mail Interaction during Student-Professor Advising Sessions: The Pursuit of Interpersonal Goals”

Melissa Taylor, Bloomsburg University
Doreen Jowi, Bloomsburg University
Howard N. Schreier, Bloomsburg University
Dale A. Bertelsen, Bloomsburg University

“A Comparative Study of Students’ Asynchronous Discussion Participation and Cognitive Engagement in Blended and Online College Classrooms”

Amy M. Bippus, California State University, Long Beach
Catherine F. Brooks, California State University, Long Beach

“Students’ Perceptions and Sense Making of Instructors’ Online Self-Disclosure”

Rebecca DiVerniero, University of Nebraska – Lincoln
Angela Nunziata, University of Nebraska - Lincoln

“Games in the Communication Studies Curriculum”

Cathie LeBlanc, Plymouth State University

This panel features competitive papers exploring applications of technology in teacher-student interaction.

FR 3.67

5:00-6:15

Top Competitive Papers in Intercultural Communication

Sponsor: Intercultural Communication
Chair: **Donyale R. Griffin**, Wayne State University
Respondent: **Ruma Sen**, Ramapo College of New Jersey

“Memories of Japanese Militarism: A Visual Rhetoric Analysis of the Yasukuni Shrine as a ‘Commemorative’ Site”

Ako Inuzuka, University of Pittsburgh at Johnstown

Thomas Fuchs, Washington State University

“Boundary Mechanisms Help International Teams to Make a Difference: Creating a Sense of Group Across Cultures”

Lisa M. Millhous, West Chester University

“Coping Strategies for Interracial Couples Making Decisions about Children’s Education: An Autoethnography”

Bessie Lawton, West Chester University

Dolores Arevalo-Rafter, West Chester University

Laura Brown, West Chester University

Anita Foeman, West Chester University

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

FR 3.68

5:00-6:15

Multicultural Perspectives on Gender Performativity

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

“Feminist Discourse on Masculinity: Acceptable Performance Of Maleness Thru Negative Definition”

George Boone, Villanova University

“I Now Pronounce you Husband and Wife: Performing Identities of Gender In Married Life”

Stephanie Melchione, Villanova University

“You Wish Therefore I Am: The Performance of Female Subservience

To Men In Pakistan”

Kiran Qureshi, Villanova University

“Tatoos and Performative Memory”

Dawn Marie Fichera, Villanova University

“Embracing and Resisting the Stereotype: Ethnic and Gender Identities
In Roma Folklore Performance”

Mina Ivanova, Villanova University

“Just One of the Guys: Hilary Clinton’s Performance of the Presidential Male”

Ralph Gigliotti, Villanova University

FR 3.69

5:00-6:15

Kenneth Burke and Philosophy of Communication

Sponsors: Kenneth Burke Interest Group

Philosophy of Communication

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

“The Voice of the Other: Aristotle and Burke, Dialogue and the Development of
Language/Consciousness”

Richard Thames, Duquesne University

“Rhetoric, Ideology, and Myth: Burke’s Platonic Dialectic”

Bryan Crable, Villanova University

“Philosophers of Life: Kenneth Burke and Henri Bergson”

Erik Garrett, Duquesne University

“Kenneth Burke’s Way of Knowing: Epistemological Implications”

Elvera Berry, Roberts Wesleyan College

The panelists will endeavor to demonstrate the applicability of Kenneth Burke to the Philosophy of Communication, an area of the discipline to which Burke is not normally supposed to be relevant. Each of the participants in this session will bring Kenneth Burke into conversation with an important philosopher or issue in the philosophy of communication.

FR 3.70

5:00-6:15

Top Competitive Papers in Media Communication

Sponsor: Media Communication
Chair: **Monica Brasted**, SUNY Brockport
Respondent: **Cary Horvath**, Youngstown State University

“A Comparative Analysis of Newspaper, Radio Stations and Television Stations Content and Design of Websites”
Michelle I. Seelig, University of Miami

“Uncovering Moving Image History: 16 mm TV News Film Remaining in U.S. Television Stations”
Rob Jason Fain, Rochester Institute of Technology

“Sex, politics, and kitsch: A feminist analysis of the advertisements in *Bust* magazine”
Suzy D’Enbeau, Purdue University

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

FR 3.71
5:00-6:15

Assimilating the Blog: Revisiting Communication Theories in the Context of Online Political Communication

Sponsor: Political Communication
Chair: **Lawrence W. Hugenberg**, Kent State University
Panelists:
James Belcher, Kent State University
Amy Dalessandro, Kent State University
Jonathan Judy, Kent State University
Rekha Sharma, Kent State University

The advent of the Internet brought with it the promise of unfettered access to information and the free exchange of ideas between individuals regardless of the constraints of time or space. It was the personification of democracy itself; a tool for both self and public empowerment. But the excitement quickly faded as scholars studied the habits and behaviors of users and discovered that individuals were not broadening their horizons; rather they were seeking out only information that was congruent with their pre-existing worldview. The recent rise of Weblogs on the Internet has revitalized interest in the effect of the Internet on Political Communication. This panel will examine the usefulness of several communication theories and critique their potential utility for the study of weblogs.

FR 3.72
5:00-6:15

Top Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address
Chair: **Benjamin R. Bates**, Ohio University
Respondent: **Trevor Parry-Giles**, University of Maryland

“The Rhetorical Strategies of Mary Wollstonecraft: Lessons in Ethos & Voice” ***
Lee Pierce, State University of New York – College at Brockport

“The Ideal Doctor? Medical Ethos as a Representative Anecdote in Medical Dramas” **
Heather Carmack, Ohio University

“Appeals to Religion and Science in American Evangelical Rhetoric of Biblical Manhood and Womanhood” *
Nneka Ifeoma Ofulue, University of Maryland

“Rhetorical Resolutions to the Tension Between Issue Ownership and Agency”
Christine Courtade Hirsch, State University of New York – College at Oswego

This panel features the top four competitive papers from the Rhetoric and Public Address Interest Group.

* Top Paper

** Top Graduate Student Paper

*** Top Debut Paper

FR 3.73
5:00-6:15

Spotlight on Scholarship: Ronald L. Jackson II

Sponsor: Spotlight on Scholarship Series
Intercultural Interest Group
Voices of Diversity
Chair: **Melbourne Cummings**, Howard University
Respondent: **Ronald L. Jackson II**, The Pennsylvania State University

“Ronald Jackson and the Reinvention of African Discourse: Reflections and Reactions”
Molefe Kete Asante, Temple University

“Scripting the Black Male Scholar--Re/viewing the Scholarship of Ron Jackson”
Maurice Hall, Villanova University

“Black Pioneers in Communication Research”

Jack Daniel, University of Pittsburgh

“Real Illusions of Black Intellectualism: Ron Jackson as Teacher/Scholar”

Tim Brown, West Chester University

“Making a Difference for the Field: Ronald L. Jackson II’s Work in the Broad Spectrum of Intercultural Communication”

Kathleen Glenister Roberts, Duquesne University

“Spoken Word Performance Honoring Ronald L. Jackson”

Jevon Johnson, Northwestern University

This panel spotlights the scholarship of Dr. Ronald L. Jackson II, who has challenged conventional thinking in our field by producing ground breaking research that examines identity and interaction in relation to race, gender, and culture. Both his “cultural contracts theory” and “black masculine identity theory” remain significant contributions to the field of communication in general and intercultural communication in particular. Participants will highlight and discuss his contributions to the field of communication. The audience will be invited to join in the discussion.

FR 3.74

5:00-6:15

Examining Communication Constructs in the Interpersonal Relationship

Sponsor: Interpersonal Communication

Chair: **Maria Brann**, West Virginia University

Respondent: **Elizabeth Bernat**, State University of New York at Plattsburgh

“Communication Constructs and Psychological Constructs: Similar and Dissimilar Views of Human Communication Traits”

Virginia P. Richmond, University of Alabama at Birmingham

James C. McCroskey, University of Alabama at Birmingham

Jonathan Amsbary, University of Alabama at Birmingham

“An Exploratory Investigation of How Persons with Disabilities Use Humor”

Megan Militello, Canisius College

Melissa Bekelja Wanzer, Canisius College

“Deceivers and Emotion: The Impact of Relational Commitment, Satisfaction, and Deceptive Message Type on Feelings of Guilt and Shame”

Sean M. Horan, West Virginia University

Megan Dillow, West Virginia University

“The Impact of Reticence on Cognitive Communication Competence and Interpersonal Perceptiveness”

Robert L. Duran, University of Hartford

Lynne Kelly, University of Hartford

These papers will examine communication constructs such as humor, commitment, reticence, communication apprehension and immediacy within the interpersonal context.

FR 3.75

5:00-6:15

Joan Martin Fayer: In Memoriam

Sponsor: 1st Vice President

Chair: **James W. Chesebro**, Ball State University

Alma Simounet de Geigel, University of Puerto Rico.

Joan O'Mara, University of Hartford.

James W. Chesebro, Ball State University.

This panel celebrates the life and academic contributions of Joan Martin Fayer, professor of linguistics at the University of Puerto Rico for over 45 years. She earned her master's degree in literature from Temple University, and her Ph.D. in linguistics from the University of Pennsylvania. Joan died suddenly on Sunday, October 7, 2007, at the age of 75. Among a host of major academic contributions, Joan was the first convention planner for the Speech Communication Association of Puerto Rico (SCAPR). She used ECA as the model for the SCAPR conventions. Under her guidance, SCAPR became an affiliate member of ECA.

FR 3.76

12-STEP GROUP MEETING

8:00-9:00

FR 3.77

WINE AND SPOTS

TBA

FR 3.78

RECEPTION

TBA

Saturday May 3, 2008

SA 4.01 ECA CONVENTION REGISTRATION

8:30 a.m.-5:30 p.m.

SA 4.02 SHORT COURSE REGISTRATION

8:30 a.m.-11:00 a.m.

SA 4.03 BOOK EXHIBIT

9:00 a.m.-5:00 p.m.

SA 4.04

8:00-9:15

Storytelling: Instructional Strategies for the Communication Classroom

Sponsor: Community College

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

“Teaching Students to Share their Lives through Personal Narrative”

Lisa A. Linton, Harrisburg Area Community College

“Storytelling in the Communication Classroom: A Multipurpose Pedagogy”

Dina Dahbany-Miraglia, Queensborough Community College and MEMEAC (Middle East & Middle East American Center) The City University of New York

“The Role of Reader’s Theatre and Storytelling in Dramatic Visualization”

Gerald Lee Ratliff, SUNY Potsdam

This panel will examine the creative role of storytelling in promoting spirited student engagement in our communication classrooms. Panelists explore perspectives from three different points of view: personal narrative, class-created stories, and reader’s theatre. Sample exercises and illustrations will be provided.

SA 4.05

8:00-9:15

“Noise” Variables in Patient/Physician/Pharmacist Interactions: Interfacing Communication with the Healthcare Profession

Sponsor: Health Communication

Chair: **Susan M. Wieczorek**, University of Pittsburgh at Johnstown

“Effect of Self-Help Practices on Patient/Doctor Relations: “Noise” Reduction from the Patient Perspective”

Lynn Dee Gregory, University of Vermont

“The Physician Perspective: Reducing Noise Barriers through Physician Training Workshops”

Susan M. Wieczorek, University of Pittsburgh at Johnstown

“Communication Obstacles in Retail Pharmacy Practice: The Quest for Effectiveness”

Nancy Hoar, Western New England College

“Health Care Delivery Systems and Patient Care: Barriers in Physician-Patient Interactions”

Doreen M. S. Jowi, Bloomsburg University of Pennsylvania

Skyrocketing malpractice lawsuit settlements, escalating healthcare costs, and alarming safety concerns create the impetus for the practical interplay of communication theory and research with the medical sciences. The American Medical Association identifies communication proficiency as a core competency in healthcare today, opening the door for a surge in practical, interdisciplinary research. This panel explores and identifies “noise” variables that cause listening interference in communication dyads between the doctor, patient, pharmacist, and the overall organizational system.

SA 4.06

8:00-9:15

Teaching New Teachers: Educating Graduate Teaching Assistants on Pedagogical Practices to Cultivate Instructional Success

Sponsor: Instructional Communication

Participants:

Rachel L. DiCioccio, University of Rhode Island

Adam Roth, University of Rhode Island

Kathleen M. Torrens, University of Rhode Island

Rebecca M. Townsend, University of Hartford

Theodore A. Avtgis, West Virginia University

The position of Graduate Teaching Assistant is a pivotal experience for graduate students and an essential component of most graduate programs. This potentially new teaching experience introduces graduate students to instruction while adding strength and validity to graduate programs. It is surprising then, that even with this significant influence, many graduate teaching assistants receive minimal training. This roundtable will discuss how to

design and implement an educational program that helps graduate teaching assistants cultivate successful pedagogical practices.

SA 4.07

8:00-9:15

The Fluidity of “Home” and Hybrid Identities in the Experience of Cross Cultural Sojourners

Sponsor: Intercultural Communication
Chair: **Eveline Lang**, Shippensburg University
Respondent: **Anjali Ram**, Roger Williams University

“A Safe Way of Being Ethnic: Creating (a gateway to) home in an Online German Delicatessen Store”

Eveline Lang, Shippensburg University

“Going Home (hui jia), but where is it? A Cross-semiotic Examination of the ‘Home’ Myth”

Hong Wang, Shippensburg University

“Third Culture Kids, Hybrid Identities and ‘Home’ in Flux”

Pia Silverlieb, Shippensburg University

This panel explores the complex constructions of “home: in the experience of individuals who journey between two or more cultures. The studies reveal both the dilemmas and struggles that individuals experience as well as the unique ways by which they are able to mediate shifting identities.

SA 4.08

8:00-9:15

Teaching an Interpersonal communication skills course online: Can it be done?

Sponsor: Interpersonal Communication
Chair: **Donald B. Egolf**, University of Pittsburgh

“Advantages and Disadvantages of E-Learning”

Sondra L. Chester, University of Pittsburgh

“The Course: Content and Testing”

Deborah Wanamaker, University of Pittsburgh

“The Course: Online Participation and Interaction”

Donald B. Egolf, University of Pittsburgh

This panel session will report on the design and teaching of an online interpersonal communication skills course. The session will begin with a report on the advantages and disadvantages of e-learning in general, will discuss the advantages and disadvantages of teaching an interpersonal skills course in particular, will give a detailed presentation on the design and teaching of the online course, and finally, will critique the entire effort.

SA 4.09

8:00-9:15

If You Broadcast They Will Come: How Radio Broadcasters Galvanized Protest and Support for the Jena 6

Sponsor: Media Communication

Chair: **Regina Clark**, Ramapo College of New Jersey

Donnetrice Allison, Richard Stockton College

Donyale Griffin, Wayne State University

Jessica S. Davis Ganao, North Carolina Central University

This panel will discuss and examine the impact of the broadcast media, especially in the black community, in spreading awareness of the Jena 6 controversy in Louisiana. Due to what they felt was a lack of initial media coverage surrounding the case, certain members of the black press took it upon themselves to share what they felt were disparities in the treatment of the local black youth who were arrested and charged with attempted second-degree murder. Soon after, radio personalities picked up on the story and refused to let it die, eventually arranging for a massive rally in the small town. The communication lines from within the black community were considerably strengthened and sparked what some are touting as a new era in civil rights. Is it reasonable to believe that radio broadcasters truly have their fingers on the pulse of the community? Will new leadership emerge from the ranks of the black press?

SA 4.10

8:00-9:15

Making a Difference in the National and Global Marketplace: Theoretical and Applied Perspectives in Philosophy of Communication

Sponsor: Philosophy of Communication

Chair: **Annette Holba**, Plymouth State University

Respondent: **Leeanne M. Bell**, Villa Julie College

“Sympathy and Self-Interest in Adam Smith: The Presupposition of The Theory of Moral Sentiments in An Inquiry into the Nature and Causes of the Wealth of Nations”

Richard H. Thames, Duquesne University

S. Alyssa Groom, Duquesne University

“Sarvodaya Surmounts Hypercapitalism: Self-Sufficient Economy Makes a Difference”

Reshmi Sen, Duquesne University

“The End(s) of Ethics for Professional/Applied Communication in a Globalized Age”

James R. Pickett, Flagler College

“Values System in Russian Organizational Culture: Cultural and Historical Approaches”

Victoria V. Lygdenova, Mount Union College/Institute of Philosophy and Law of Russian Academy of Science, Novosibirsk, Russia

SA 4.11

8:00-9:15

Institutional Theories of Communication: Organizations, Influence, and the Global Flow of Capital

Sponsor: Theory and Methodology

Chair: **Elizabeth Bernat**, SUNY Plattsburgh

Respondent: **Marie Garland**, Ithaca College

“Conceptualizing Videofilm Theory: A Concept that Emerged from the Nigerian Movie Industry known as Nollywood”

Uchenna Onuzulike, Clark University

“How Social Perceptions and Behaviors are Influenced by the Third-Person Effect: Moderators and Consequences in the Third-Person Effect”

Woomi Shim, Florida State University

“When Corporations Cross the Line: Corporate Colonization through Technology Use”

M. Janel Doyle, Ithaca College

This collection of debut papers focuses on the interactions between institutional forms of communication activity and dimensions of experience. The authors interrogate the cultural specificity of communication forms and technologies in exploring contemporary global practices associated with entertainment, public opinion, and labor.

SA 4.12

8:00-9:15

Forensics: Making a Difference in Career Choice and Career Success

Sponsor: Argumentation and Forensics

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

Joseph Edmiston, Weirton Madonna High School

Jessica Jones, West Virginia University

Kimberly Korcsmaros, Bridgewater College

Melinda Simon, Alderson-Broaddus College

Barbara F. Sims, Alderson-Broaddus College

Kennard S. Stauffer, Carnegie-Mellon University

Many former competitors in speech and debate attest to the benefits of their participation in the forensic activity. Most point directly to sharpening critical thinking skills, improving speaking, strengthening time management, and research skills. This panel of former forensic competitors will share the evolution of their careers and the significant impact forensics has had on their choices and success.

SA 4.13 **2009 CONVENTION PLANNERS MEETING II**
8:00-9:15 Chair: **Candice Thomas-Maddox**, Ohio University

SA 4.14 **RESOLUTIONS COMMITTEE MEETING II**
8:00-9:15

SA 4.15 **AMERICAN SOCIETY FOR THE HISTORY OF RHETORIC**
9:30-10:45 **BUSINESS MEETING**

SA 4.16 **ARGUMENTATION AND FORENSICS BUSINESS MEETING**
9:30-10:45

SA 4.17 **COMMUNICATION AND TECHNOLOGY BUSINESS MEETING**
9:30-10:45

SA 4.18 **COMMUNITY COLLEGE BUSINESS MEETING**
9:30-10:45

SA 4.19 **NONVERBAL COMMUNICATION BUSINESS MEETING**
9:30-10:45

SA 4.20 ORGANIZATIONAL COMMUNICATION BUSINESS MEETING
9:30-10:45

SA 4.21 PHILOSOPHY OF COMMUNICATION BUSINESS MEETING
9:30-10:45

SA 4.22 THEORY AND METHODOLOGY BUSINESS MEETING
9:30-10:45

SA 4.23
9:30-10:45

Making a Difference in Educating Multiracial Student Populations: Programs to Support Numerous Racial Groups in Partnership

Sponsor: Voices of Diversity
Chair: **Janet Yedes**, Kean University
Respondent: **Janet Yedes**, Kean University

“Teach Where You Are Planted: Growing a Multicultural Program on a Predominantly White University Campus”
Terry Nance, Villanova University

“Basic Differences: Designing the Basic Course in a Highly Diverse Public University”
Christopher Lynch, Kean University

“Educating Styles in Concert and Conflict: A Review of the Literature on Race, Learning Styles, Strategies, and Priorities”
Dolores Arevalo-Rafter, West Chester University
Anita Foeman, West Chester University

“Only the Very Best: An Autoethnography Exploring the Educational Choices of Highly Educated Interracial Couples as Parents”
Bessie Lawton, West Chester University
Laura Brown, West Chester University

This panel considers several approaches to meeting the challenge of providing an excellent education for multiracial populations. Presenters consider the scholarly literature, the impact of scholarly insights on campus initiatives and personal narratives to reach conclusions about effective teaching strategies in an ever more diverse learning community.

SA 4.24

9:30-10:45

Rhetorical Keywords: Ideographs and Icons in American Public Address

Sponsor: Rhetoric and Public Address

Chair: **Valerie Lynn Schrader**, Ohio University

Respondent: **Jeffrey Delbert**, University of Missouri – Columbia

“‘Ours is the Cause of Freedom’: The Presidential Interpolation of United States Citizens as Consumers after September 11, 2001”

Brittany Griebeling, University of Pennsylvania*

“Promoting <Awareness> or <Trendy Consumerism>?: Exploring Health Campaign Artifacts as Ideographical Representations”

Jocelyn M. DeGroot, Ohio University*

“‘Lady Justice’ Functioning Rhetorically as an Editorial Cartoon in the Ohio Supreme Court Races in 2000”

Erin H. Armstrong, Ohio University*

“Vision to <Vision>: An Ideograph Comes to Focus in the Presidential Nomination”

Timothy P. Pollock, Ohio University*

These competitively selected graduate student papers examine the roles and functions of ideographs and icons. Each author examines these ideographs and icons in a campaign setting, from the traditional political campaign to military and health campaigns.

* Graduate Student Paper

SA 4.25

9:30-10:45

The Ecology of Sustainable Media Society

Sponsor: Media Ecology Association

Chair: **Susan Drucker**, Hofstra University

Panelists:

Jan Servaes, University of Massachusetts, Amherst

Gary Gumpert, Urban Communication Foundation

Susan Drucker, Hofstra University

Ronald L. Jackson II, Penn State University

Peter Haratonik, The New School University

Roxanne O'Connell, Roger Williams University

At the World Summit on the Information Society, one of the main findings was that “the evolution of the information society should be imbedded in the concept of sustainable development.” Ideas about sustainability can be distilled into two primary strands: 1) the sustainable media environment in which communication technology is seen as a fundamental social and economic force and 2) sustainable development in which community, self-sufficiency, and conservation are key partners associated with the focus on local conditions, including natural resources, politics, features of the community, and quality of life. The problem is that the two perspectives are seldom linked, but must be if 21st century sustainability is to be achieved. The ideals and goals of sustainability enjoy broad support as the need for self-sufficiency; economic opportunity and equality of accessibility to resources are applauded. Media environment and community are inextricably bound. Diverse communities, marginalized communities, diasporic communities, all have needs associated with the sustainability movement. Multi-stakeholders seek to have a voice in the development of a sustainable civil society. Media ecology explores both the metaphorical or tangible media environments. This roundtable will explore the sustainable totality of the communication environment and the interconnections between media and the physical environments in which we live.

SA 4.26

9:30-10:45

Spotlight on Scholarship: Mari Boor Tonn

Sponsor: Spotlight on Scholarship Series

Chair: **Valerie Endress**, Rhode Island College

Respondent: **Mari Boor Tonn**, University of Maryland

“Making a Difference in Labor/1960s Research and Teaching”

David Zarefsky, Northwestern University

“Making a Difference for Women through Research and Mentoring”

Donna Kowal, SUNY-Brockport

“Exploring the Differences in Kenneth Burke”

Bryan Crable, Villanova University

“Political Differences in the Work of Mari Boor Tonn”

Trevor Parry-Giles, University of Maryland

From discussions of contemporary abortion rights controversies to explorations of the rhetoric of noted political leaders to an exploration of the tensions between deliberation and dialogue, Mari Boor Tonn’s research makes a difference for the discipline, for her students, for her colleagues, and for the community in which she lives and works. This

panel brings together friends and colleagues to spotlight Mari's scholarship and its capacity to make a difference on the discipline and on ECA.

SA 4.27

POSTER SESSION II

10:00-11:30

"Framing, Agenda Setting, and Bias: The 2007 Recalls and China in the American Print Media"

Margaret Flynn, Stonehill College

"Lady Bird Johnson as Intermediary First Lady"

Laura Harger, University of Maryland

"Exploring Difference in the Cultural Identities of Older and Younger Generations of Cape Verdean Americans"

Matthew Powers, Hanna Wells, and Chantel Boucher, Stonehill College

"Anne Lamott Commencement Speech, UC Berkeley: Evaluation"

Krysta Rexrode, West Virginia Wesleyan College

"Consol Energy: Mining Safety Project"

Meagan Birmingham and Jackie Segedin, West Virginia University

"Value Statements: Making a Difference as Demonstrated by FORTUNE'S 100 Best Companies to Work For"

Hillary McCormick, Mercyhurst College

"The LOST Society"

Holly Blanck, Ramapo College of New Jersey

"Family Vacations: The Involvement of Adolescents in the Decision Making Process and Family Conflict"

Amanda Finley and Elizabeth Snell, Bloomsburg University

"The Effects of Sibling Communication Satisfaction on Individual Self-Esteem"

Meghan Frum, West Virginia Wesleyan College

"High School Musical: What Fuels this Tweenage Phenomenon?"

Stefanie Krukowski, Ramapo College of New Jersey

"Addressing Indecency: How FCC Laws are Making a Difference in Network Television"

Faris N. Elrabie, Ramapo College of New Jersey

"Listening as a Rhetorical Strategy: An Analysis of Hillary Clinton's Health Care Policy Announcement Speech"

Amanda Gresens, SUNY-New Paltz

"Pathos in Obama's Rhetoric: Senator Barack Obama's Use of Pathos in Campaign Discourse: Strategizing the Experience Factor"

Alexandra McCarroll, SUNY-New Paltz

"An Analysis of Argument in Senator Clinton's "New" Health Care Policy Address"

Emily Frey, SUNY-New Paltz

"Constructing the Black Female Identity: *Incidents in the Life of a Slave Girl Written by Herself*"

Janay S. Phillips, George Mason University

"Current Issues in Health Communication: Crafting Ethical Health Care Campaign Messages"

Nicole Robinson, Rochester Institute of Technology

"Blogging: A Three-Fold Force in Mass Media"

Elizabeth A. Warfel, Rochester Institute of Technology

"Web Interactivity: Definitions, Models, and Applications"

Katherine Marie Robert, Rochester Institute of Technology

"The Effects of Conflict on Small Group Cohesion: An Empirical Analysis"

Lyndie Conner and **Michael Saenz**, Texas State University - San Marcos

"The Results Show[down]: An Examination of the *American Idol*/Presidential Politics Comparison"

Marcy Bloom Milhomme, Boston University

"More than Friends? A Study of the Relational Maintenance Strategies Used by Opposite-sex Friends when Accepting or Rejecting Romantic Advances"

Paul Lucas, **Duquesne University** and **Sheila Sheridan**, West Chester University

"The Emerging Generation: Has the Constructed Homosexual Identity Communicated in Media Changed Their Attitudes? "

Paula Baldwin and **Cassandra Querques**, Texas State University - San Marcos

"Communication Satisfaction in the Termination of Same-Sex Friendships"

Megan Rios and **Corey Wright**, Texas State University - San Marcos

"Turning Points in Relational Transitions"

Megan Dowd, University of Rhode Island

SA 4.28
10:45-11:30

ECA CAFÉ

SA 4.29
11:00-1:00

SHORT COURSE # 7

Bringing Hip Hop Into the Academy

Donnetrice Allison, The Richard Stockton College of New Jersey;
Donyale R. Griffin, Wayne State University

This short course offers participants suggestions for bringing hip hop to their respective campuses through course development and scholarly programming. The course also offers strategies for dealing with colleagues who may not view the study of hip hop as a worthy endeavor. Regarding pedagogy, they will learn some ways in which to structure a course in hip hop and participants will receive an extensive reading list of potential course texts. Additionally, participants will learn some ways in which to structure programs, such as conferences and other events, devoted to the study of hip hop culture. Finally, participants will learn ways in which to pursue funding for such endeavors.

SA 4.30
11:00-1:00

SHORT COURSE #8

Engaging Learners in Communication Research Methods Courses: But I Don't Do Numbers!

Sandra M. Ketrow, University of Rhode Island

The goal of this short course is to broaden participants' repertoire for using technology-driven or -accessed tools to engage undergraduate student learners in a communication research methods course.

SA 4.31
11:30-12:45

Public Scholarship and Democracy: The New Vision for the Greater Good

Sponsor: Applied Communication
Chair: **Jennifer K. Wood**, Penn State New Kensington

Kathleen Taylor Brown, Penn State Greater Allegheny

Jeanna Cooper, Penn State Greater Allegheny
Sara Ahrens, Penn State Greater Allegheny
Robert Walters, Penn State Allegheny and Blueroof Technologies

This panel will present 5 philosophies of democracy and why the integration of public scholarship matters to the greater good. Scholars interested in understanding public scholarship and democracy will learn 1) praxis of civic and community engagement 2) how to increase student retention, 3) understand the good life through a civcom model 4) freedom of speech-democracy, iPods, blogging, and Web 2.0; and 5) an engagement model of students making a difference in their local and global communities.

SA 4.32

11:30-12:45

Rules Make a Difference: Legal and Ethical Issues of Communication and Cheating in Sports

Sponsor: Communication Law and Ethics
Chair: **Gary Gumpert**, Urban Communication Foundation

“Apologia and Sports: Bill Belichick and the Spygate Controversy”
Dale Herbeck, Boston College

“Media and the Art of Sports Cheating”
Gary Gumpert, Urban Communication Foundation
Susan Drucker, Hofstra University

“In the Deed the Glory: Cheating, Scandal & the Dying Mythology of College Football”
Thomas R. Flynn, Slippery Rock University

New England Patriot’s coach Bill Belichick’s videotaping of the opposing team to steal signals is a variation on the theme of cheating in sports. Signals are stolen and plays faked to evoke advantageous calls. Instant replay, Youtube, blogs, televised press conferences, interviews and Congressional testimony have increased the impact of cheating in sports. This panel will explore the ethical and legal issues of communicating in and about cheating in sports.

SA 4.33

11:30-12:45

Argumentation and Politics: Making a Difference Everywhere?

Sponsor: Argumentation and Forensics
Chair: **Fran Mindel**, Morgan State University

Carl Hyden, Morgan State University
Maureen Minielli, CUNY—Kingsborough
Fran Mindel, Morgan State University
Stacey A. Peterson, College of Notre Dame of Maryland
Richard E. Vatz, Towson University

Argumentation and politics should go hand in hand. Yet in today's politically charged climate, how much effective, ethical argumentation are we really hearing? The panelists will discuss the types and level of argumentation in political/social activism, gender social movements, and current presidential debate, as well as the impact of public opinion polling, and the Black vote on the 2008 election, in an effort to answer the question: is argumentation making a difference in politics today?

SA 4.34
11:30-12:45

Making a Difference through Health Campaign Theory & Practice Pedagogy: An Emerging Motorcycle Safety Campaign

Sponsor: Health Communication
Chair: **Marifran Mattson**, Purdue University
Respondent: Representative from the Motorcycle Safety Foundation

“Focus Groups: Bringing Formative Research Alive”
Jennifer Gibb Hall, Purdue University

“Community Partnerships: Who, What, When, How?”
Carin Kosmoski, Purdue University

“Implementation: Coordinating a Cohesive Campaign”
Katie Wiesner, Purdue University

“Outcome Evaluation: The Role of Surveys”
Kindra Hunckler, Purdue University

This interactive panel is designed to illustrate how a graduate course sequence can serve as an applied dynamic learning environment to teach students about health campaign models and processes while working on an actual community-based safety campaign. The emergent design of the course sequence will be discussed along with students' experiences, projects, and contributions to the campaign. Audience members will gain tools for framing health campaign courses supported by examples, pitfalls, and strategies for success.

SA 4.35

11:30-12:45

Making a Difference: Service Learning across the Communication Curriculum

Sponsor: Instructional Communication

“Fusing Theory and Practice in Hybrid Introductory Courses: The Value of Central Service Learning”

Eveline Lang, Shippensburg University

“Service-Learning in Communication Education: Working the Philosophical–Oratorical Dialectic”

Ann Jabro, Robert Morris University

“Service-learning in interpersonal contexts: Communication and Older Adults”

Doreen Baringer, Shippensburg University

Brittany Shaud, Shippensburg University

“Identifying and Assessing Learning Outcomes in Service Learning: Curricular and Campus Leadership”

Kara Laskowski, Shippensburg University

Service learning, when theoretically grounded in disciplinary practice, strengthens students’ intellect, opens discussion of ethical conduct, and allows for academic enterprise to make a difference in communities. Too often service learning does not receive the proper development, oversight, or connection to the courses we teach, and results in little more than a tangential community service activity. This panel brings together faculty and students to discuss philosophical, pedagogical, and practical aspects of service learning across the communication curriculum.

SA 4.36

11:30-12:45

Making a Difference: The 2006 Gallaudet Protest and Beyond

Sponsor: Intercultural Communication

Chair: **Lillie S. Ransom**, Gallaudet University

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

“Communication as a Way of Knowing: Communication Antecedents to the Protest”

Robert D. Harrison, Gallaudet University

“Caught in the Middle: Varying Roles on Campus Causes Internal and External Conflict”

Matthew Gilsbach, Gallaudet University

“Academic Rigor: Response to the Middle States Commission on Higher Education (MSCHE)”

Lillie S. Ransom, Gallaudet University

“‘Healing’ from the Tumult of Protest at Gallaudet University: Questions of Meaning and Possibilities of Fruition”

Patricia Foley, Gallaudet University

The papers in this panel will analyze the 2006 student protest against the Board of Trustees’ selection of J. K. Fernandes as the 9th President of Gallaudet University. With the success of the protest and a new presidential search in the works, there is a sense that the university is better for having gone through such a difficult time.

SA 4.37

11:30-12:45

The Stories that Entertainment Media Tell

Sponsor: Media Communication

Chair and

Respondent: **Rebecca Chory**, West Virginia University

“The Stories They Tell: American Media Content, Perceived Realism, and Polish Viewers’ Perceptions of the U.S. Society”

Maria A. Kopacz, West Chester University

“Beauty and the Patriarchal Beast: Gender Role Portrayals in Sitcoms Featuring Mismatched Couples”

Kimberly R. Walsh, Boston College*

“The Writing’s on the Wall: The Death of the American Working Class in the Second Season of HBO’s *The Wire*”

Jennifer Hughes, Baruch College of the City University of New York*

“Love, Labor, and Resistant Ruptures in *The Pajama Game*”

Jennifer L. Borda, University of New Hampshire

* Debut Paper

This panel examines some of the various stories that television and movies tell.

SA 4.38

11:30-12:45

Top Competitive Papers in Nonverbal Communication

Sponsor: Nonverbal Communication
Chair: **Alan K. Goodboy**, Bloomsburg University
Respondent: **Jacob L. Cayanus**, Oakland University

“The Development of a Taxonomy of Nonverbal ‘Verbal’ Aggression” *

Andrew S. Rancer, University of Akron

Yang Lin, University of Akron

James M. Durbin, University of Akron

Emily C. Faulkner, University of Akron

“The Silent Signs of Learning: ASL in a Special Needs Class”

Marilyn Daniels, Pennsylvania State University

*Top Paper

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

SA 4.39

11:30-12:45

Contributed Papers in Presidential Rhetoric

Sponsor: Rhetoric and Public Address
Chair: **Ann Atkinson**, Keene State College
Respondent: **Mary Kahl**, State University of New York – College at New Paltz

“Apologizing for the Past for a Better Future: Bill Clinton’s Foreign Policy Apologies”

Jason A. Edwards, Bridgewater State College

“The Rhetoric of Athletic Achievement in Gerald Ford’s ‘Remarks to Members of the U.S. Olympic Team and Presentation of the Presidential Medal of Freedom to Jesse Owens’”

Bonnie J. Sierlecki, The Pennsylvania State University*

“From Inauguration to Dedication: A Rhetorical Analysis of Presidential Library Dedication Speeches”

Jennifer Kirk, University of Pittsburgh**

“Public Morality and Pluralism: An Analysis of Bush’s Stem Cell Rhetoric in Enforcing Moral Values in a Pluralistic Society”

Herbert Blankson, Ohio University*

Shirley Acquah, Ohio University*

These competitively selected papers examine how Presidents from the post-War era to the present deploy political rhetoric to frame their visions of foreign policy, freedom and democracy, the executive office's relationship to the American people, and private morality as a guide to public morality, respectively. Each paper offers implications for the mode by which a rhetor's personal visions can become collective understandings for the American public.

* Graduate Student Paper

** Debut Paper

SA 4.40

11:30-12:45

Spotlight on Scholarship: James C. McCroskey

Sponsor: Spotlight on Scholarship Series

Chair: **Scott A. Myers**, West Virginia University

Respondent: **James C. McCroskey**, University of Alabama, Birmingham

Panelists:

Jerry L. Allen, University of New Haven

James W. Chesebro, Ball State University

Mark Hickson, III, University of Alabama, Birmingham

Timothy P. Mottet, The University of Texas-Pan American

Jason S. Wrench, SUNY New Paltz

Arguably one of the most influential voices in the field of instructional communication, this panel highlights the contributions made by James C. McCroskey to the field of Communication Studies. Through his teaching, his mentoring, his scholarship, and his service, Jim has left an indelible mark on his students, his colleagues, his friends, and the discipline. Join us in spotlighting the impact of Jim's presence on the discipline.

SA 4.41

NOMINATING COMMITTEE I

11:30-12:45

SA 4.42

MEET THE NCA CANDIDATES

11:30-12:45

SA 4.43
1:00-2:15

PAST OFFICERS LUNCHEON

SA 4.44
1:00-2:15

Pictures and Music: Speaking Out in Non-Traditional Rhetorical Spaces

Sponsor: Rhetoric and Public Address
Chair: **Rebecca Townsend**, University of Hartford
Respondent: **Kristy Maddux**, University of Maryland

“Reinventing the Witch: Social Movement Leadership in the Musical Wicked”
Valerie Lynn Schrader, Ohio University*

“The Writing’s on the (Bathroom) Wall: Bar Bathroom Graffiti as Visual Rhetoric”
Jennifer Dunn, Ohio University*

“Donald and Bugs Fight Hitler: Opposing Philosophical Themes in World War II
Propaganda Cartoons”
Sander H. Lee, Keene State College

“Comics for Christ: Depictions of Evil in Jack T. Tract Comic Tracts”
Timothy P. Pollock, Ohio University*

These competitively selected papers visit non-traditional rhetorical spaces from bar bathrooms to Broadway and examine rhetorical operations from Warner Brothers’ and Disney’s efforts in World War II to Jack T. Chick’s war for your soul. Each author returns from a non-traditional space to offer new ideas for looking at rhetoric off the podium.

*Graduate Student Paper

SA 4.45
1:00-2:15

Studies in the History of Rhetoric

Sponsor: American Society for the History of Rhetoric
Chair: **David Dzikowski**, Penn State University – University Park
Respondent: **Michael J. Hostetler**, St. John’s University

“The Personal Letter as a Communicative Genre and Its Relation to Rhetoric”
Jennifer L. Adams, DePauw University

“Murder in Sophistopolis: Lessons about *Eikos* Argument from the *First Tetralogy*”
David C. Hoffman, Baruch College, CUNY

This in-depth panel features two works exploring in depth the concepts of *epistolary* and *eikos* in and from historical points of rhetoric.

SA 4.46
1:00-2:15

Competitive Papers in Argumentation and Forensics

Sponsor: Argumentation and Forensics
Chair: **Theodore F. Sheckels**, Randolph-Macon College

“The Changing Face of Debate: The End of Tradition?”
Angela Nastasee-Carder, Fitchburg State College

“Structuration Theory as Praxis: The Dan West Approved Method as an Embodiment of Structuration Theory in Practice ”
Brian Swafford, Ohio University

“The Normativity of Factivity: The Move Away from the Ideal Speech Situation and the Emphasis on Coercion in Habermas’s Between Facts and Norms”
Omri Ceren, University of Southern California
G. Thomas Goodnight, University of Southern California

“More Money, More Problems: Revisiting the Question of Female and Minority Participation in Intercollegiate Policy Debate”
Sean Luechtefeld, Wake Forest University

“Mary Church Terrell vs. Thomas Nelson Page: Gender, Race and Class in Anti-Lynching Rhetoric”
Martha Solomon Watson, University of Nevada, Las Vegas

SA 4.47
1:00-2:15

Making a Difference: Improving College Students’ Health through Student-Designed Health Communication Campaigns

Sponsor: Health Communication
Chair: **Maria Brann**, West Virginia University

“Eating Healthy Can Be Tasty: Avoid the Freshman 15”

Chelsea Ademski, West Virginia University
Kelly Doyle, West Virginia University
Jenna Froess, West Virginia University
Dana Garraway, West Virginia University

“Breast and Testicular Cancer Awareness”
Jordan Alkire, West Virginia University
Travis Baker, West Virginia University
Chantal Biancheri, West Virginia University
Molly Jouvenal, West Virginia University
Angie Musser, West Virginia University

“A Cure for all of your Ailments”
Julianna Bonner, West Virginia University
Michael Brewer, West Virginia University
Christine Dillard, West Virginia University
Nikki Maxwell, West Virginia University
Amy Piatt, West Virginia University

“Burn Calories, Not Cigarettes”
Carla Buffalano, West Virginia University
Lee Cassis, West Virginia University
Kelly Esslinger, West Virginia University
Justin Hensley, West Virginia University
Martin Schols, West Virginia University

“Do you have EDS?”
Matt Burns, West Virginia University
Rob Curran, West Virginia University
Kyala Perry, West Virginia University
Tabitha Schommer, West Virginia University

“Encouraging College Students to Get Regularly Tested for STDs/STIs”
Mike Errera, West Virginia University
Tanner Ivol, West Virginia University
Lindsey Lilly, West Virginia University
Dave Myers, West Virginia University
Mandi Porter, West Virginia University

“Healthy Eating Off-Campus”
Christopher Foster, West Virginia University
Dana Hering, West Virginia University
Jaclyn Pellock, West Virginia University
Kasey Ratliff, West Virginia University
Dayna Woods, West Virginia University

Seven groups of undergraduate students enrolled in a Health Communication course at West Virginia University were charged with the task of choosing a health topic relevant to college students, designing a health communication campaign to educate students, and evaluating the success of that campaign based on pre-established goals and objectives. Throughout the semester, the groups worked through the seven steps of designing a campaign. Students will present how they completed the steps and the results of their efforts.

SA 4.48

1:00-2:15

Communication Satisfaction in Classroom Settings

Sponsor: Instructional Communication
Chair: **Diane Millette**, University of Miami
Respondent: **Katie Neary Dunleavy**, LaSalle University

“Exploring Emotion in Teaching: Emotional Labor, Burnout, and Satisfaction in Chinese Higher Education”

Qin Zhang, Fairfield University
Weihong Zhu, Central China Normal University

“What is Relevant?: Student Perceptions of Relevance Strategies in College Classrooms”

Ashley Muddiman, Wake Forest University

“A Confirmatory Factor Analysis of the Student Communication Satisfaction Scale”

Alan K. Goodboy, Bloomsburg University
Matthew M. Martin, West Virginia University
San Bolkan, Bloomsburg University

This panel features competitive papers examining teacher and student satisfaction and student perceptions of relevance in classroom settings.

SA 4.49

1:00-2:15

Field Notes from the Rwanda Research Group: Student-led Communication & Social Justice Research—A Roundtable Discussion

Sponsor: Intercultural Communication
Chair: **Sarah Ryan**, Baruch College
Panelists:
Annie Balocating, Baruch College

Satoshi Ohno, Baruch College
Della Saju, Baruch College
Jennifer Walker, Baruch College

How can graduate students develop international communication field research projects? The roundtable discussion will address this question and debut the results of our recent Kigali, Rwanda field research. Drawing from nearly a year of team experiences, we will offer concrete advice for conducting background/exploratory research, crafting research questions, obtaining IRB approval, networking internationally, and conducting on-the-ground communication and social justice research.

SA 4.50

1:00-2:15

New Media in the Corporate Environment: Truth and Consequences

Sponsors: Communication and Technology
 Media Ecology Association
 Organizational Communication
Chair: **Susan Jasko**, California University of Pennsylvania
Respondent: **Thom Gencarelli**, Manhattan College

“Blogging The Organization-Employee Relationship: Corporate Consequences”
Denise Sevick Bortree, Penn State University

“Is the Success of New Media in Business Creating New Consequences for the Communications Practitioner?”

Victoria Geyer, Hofstra University

“Texting and the Consequences for Professional Communication Skills”
Nate Frezzel, California University of Pennsylvania

This panel will address the research into new media and the consequences for business communication practices. Just as electronic media are altering the everyday experience of individuals in industrialized nations around the globe, so too, are these technologies and the habits of mind they inculcate having consequences for the corporate world at both the individual and organizational levels.

SA 4.51

1:00-2:15

Making a Difference: Using “Reel” World Examples of Nonverbal Communication Through Popular TV and Movies

Sponsor: Nonverbal Communication
Chair: **Christine Courtade Hirsch**, SUNY Oswego
Panelists:
Kristen Campbell Eichhorn, SUNY Oswego
Steven Granelli, SUNY Oswego
Eileen Gilligan, SUNY Oswego
Jessica Reeher, SUNY Oswego

One way to apply theoretical concepts to an ever-changing college population is to incorporate popular cultural examples into the classroom experience. The goal of this panel is to foster a discussion and provide specific examples of how we can use media examples in the nonverbal course. Five communication scholars examine the way nonverbal communication is enacted in popular movies and television shows. Classroom handouts and discussion questions will be provided by the panelists.

SA 4.52
1:00-2:15

Diverse Family Systems, Interactions, Outcomes, and Assessments: Students Study Family Processes Across Domains and Family Types

Sponsor: Voices of Diversity
Chair: **Lorin Arnold**, Rowan University
Respondent: **Joy Cypher**, Rowan University

“Socializing Gender in Diverse Family Systems”**
Allison Chellew, Rowan University

“Family Size, Attitudes, and Interaction”**
Chelsey Rodier, Rowan University

“The Effects of Parental Conflict on Adult Children”**
Patricia Ryan, Rowan University

“Sibling Attachment and Diverse Relationships”**
Ian Sheldon, Rowan University

Family diversity relates to race, gender, socioeconomics, sexual orientation, ethnicity, religion, family size, family type, educational level, and so on. Work that utilizes ethnographic and narrative methodology to hear the individual voices of family experience helps us to understand the relationships between family diversity and communication. In this panel, we present four studies of family and how differences among and within families impacts our ongoing life experience. A thematic response and audience participation will follow.

****Debut Paper**

SA 4.53

1:00-2:15

Performance And Identity

Sponsor: Interpretation and Performance Studies

Chair: Roberta Crisson, Kutztown University

“Surviving Rape: The Reconstructing of Identity Through Communication”

Adria Eichner, Villanova University

This performance piece focuses on documenting, analyzing, and performing the post-rape communication of survivors, specifically looking at issues of power and identity.

The following three performances explore autoethnography as performance. Traditionally, autoethnography has been used to explore the connection between the experiences of the individual and the culture that surrounds them. While autoethnography has often been seen in the written form, there are also tremendous possibilities for its use in a performance context. Both in the classroom and in competitive speech, autoethnography has the potential to transform performances into a reflexive and therapeutic tool.

“Performance of Self in Competition: Autoethnography in Individual Events”

Patrick Barton, Ohio University

“Using Autoethnography in the Communication Studies Classroom”

Dan West, Ohio University

“My Story: A Dramatic Performance”

Chris Glazer, Ohio University

SA 4.54

1:00-2:15

Spotlight on Scholarship: Andrew S. Rancer

Sponsor: Spotlight on Scholarship Series

Chair: **Theodore A. Avtgis**, West Virginia University

Respondent: **Andrew S. Rancer**, University of Akron

Roberta Kosberg, Curry College

Carolyn M. Anderson, University of Akron

Yang Lin, University of Akron
Theodore A. Avtgis, West Virginia University
Dominic A. Infante, Kent State University

This panel unites colleagues and friends of Dr. Andrew S. Rancer to reflect on his work on argumentativeness--born through his 1979 dissertation that examined the influence of interpersonal and situational variables on argumentativeness--which has morphed into one of the most researched communication traits in the communication studies field. To date, Dr. Rancer is the single most prolific researcher in the area of trait argumentativeness, having published over 33 journal articles and book chapters on the subject.

SA 4.55
2:30-3:45

Making a Difference: An Examination of Diverse Issues in Media Stereotypes and Corporate America

Sponsor: Voices of Diversity
Chair: **Wei Sun**, Bowie State University
Respondent: **Melbourne Cummings**, Howard University

“Through the Looking Glass: The Harmful Effects of the Media on Women”**
Pocahontas F. Simmons, Bowie State University

“Media Literacy and Practical Thinking”**
Patricia Armstrong-Lewis, Bowie State University

“Racial Stereotypes on Corporate Commercials and Advertisements”**
Theresa Miller, Bowie State University

“Diversity in the Workplace: Shaping the Future of an Increasingly Diverse World”**
Christen Grant, Bowie State University

This panel examines issues in media industries’ harmful effects on co-cultural members and children, and what challenges corporate America face in diverse workplace. The panelists call for cultural sensitivity and understanding from practitioners and organizations.

**Debut Paper

SA 4.56
2:30-3:45

***Making a Difference: The Impact of the Sequential Research Methods Courses
Beyond the Classroom***

Sponsor: Applied Communication
Chairs: **Mary C. Toale** and **Chas D. Koermer**, Baldwin-Wallace College
Respondent: **Rachel Ball**, Baldwin-Wallace College

Panelists:
Rebecca Cameron, Baldwin-Wallace College
Brennan Furry, Plastipak Packaging Inc.
Meredith Loczi, Baldwin-Wallace College
Holly Nelson, The American Academy of Dramatic Arts, Hollywood Division
Sharon L. Schaefer, Greater Cleveland Partnership/COSE
Julianne Wayton, Baldwin-Wallace College
Quincy Wheeler, Thompson United Methodist Church and Ashland Theological School

On this panel, there are individuals from a variety of positions across the nation. Each of them completed communication research methods courses and have gone on to apply the information learned in these courses to their current positions. This panel exemplifies the impact we have as communication practitioners beyond the classroom on our students' personal and professional lives (convention theme description).

SA 4.57
2:30-3:45

Exploring Performance Norms in Forensics: Roadblocks to Progress or Pathways to Success

Sponsor: Argumentation and Forensics
Chair: **Patrick Barton**, Ohio University
Respondent: **Dan West**, Ohio University

"Topics and Models and Norms, Oh My: An Examination of Normative Practices in Public Address"
Patrick Barton, Ohio University

"Progression or Convention: It's a Matter of Interpretation"
Heather Erickson, Emerson College

"Honoring the Tradition that Makes a Difference: The Importance of Retaining Judging Criteria for Conventional Methods of Oral Interpretation"
Nina R. La Tassa, Ursinus College
Richard A. Blass, Gloucester Community College

"'I Don't Care, but Your Judge Will': Introducing a Young Team to Forensics Norms"

Hillary Hoover, Clemson University

“You Can’t Do That Here: Forensic Norms in the Public vs. Private Institution”

Kimberly Korcsmaros, Bridgewater College

“This Ain’t Your Coach’s LD: Dealing with the Normative Changes in Lincoln-Douglas Debate”

Brian Swafford, Ohio University

SA 4.58

2:30-3:45

Desire, Affinity, Space, and Time: Dimensions of Computer Mediated Interpersonal Communication

Sponsor: Communication and Technology

Chair: **Kara Laskowski**, Shippensburg University

“Desire, Affinity, Space and Time: Towards a New Theory of CMIC”

Kara Laskowski, Shippensburg University;

Xin-An Lu, Shippensburg University

“Communicating Affinity Online”

Pia Silverlieb†, Shippensburg University

“Contemporariness and Duration: Time in CMIC”

Kyle Pursell†, Shippensburg University

“It’s MY Space! Messages Sent Through Positioning and Arrangement”

Susan Heffner†, Shippensburg University

“Heating up the Keyboard: Desire in CMIC”

Tyler Engle, Shippensburg University

Despite significant scholarly and lay interest in the development of interpersonal relationships in online mediums, very little is understood about the relational level messages sent through technology that may promote the growth of romantic relationships and friendships. Through analysis of postings to public social networking websites, this panel explores how desire, affinity, space and time are communicated online, with emphasis placed on direct, user-generated statements, page layout, posting frequency, and completion of site-generated content.

This panel examines how technology is influencing our lives, our classrooms, and our health.

† Debut Paper

SA 4.59

2:30-3:45

Instructional Communication in Making Choices and Transitions

Sponsor: Instructional Communication
Chair: **Peter Galarneau, Jr.**, West Virginia Wesleyan College
Respondent: **Candice Thomas-Maddox**, Ohio University - Lancaster

“Instructional Communication Predictors of High School Students’ Desire to Pursue Study in Math and Science: College and Career Implications”

Timothy P. Mottet, University of Texas-Pan American

Steven A. Beebe, Texas State University-San Marcos

Ruben Garza, Texas State University-San Marcos

Marian Houser, Texas State University-San Marcos

Summer Jurrells, Texas State University-San Marcos

Lisa Furler, Texas State University-San Marcos

“Cultural Orientation, Communication Predispositions, Perceptions of Instructional Reciprocity, and Learning in U. S. Classrooms”

Jerry L. Allen, University of New Haven

Kathleen M. Long, West Virginia Wesleyan College

Joan O’Mara, University of Hartford

Ben B. Judd, University of New Haven

“Waiting in Line: Students with Learning Disabilities and Their Transition to College”

Robert J. Sidelinger, West Virginia University

Maria Brann, West Virginia University

This panel features competitive papers that address the role of instructional communication in making choices about pursuing math and science, in transitioning between cultures and in transitioning to college.

SA 4.60

2:30-3:45

Local Persuasion

Sponsor: Political Communication
Chair: **Kathleen Kendall**, University of Maryland

“Living by Principles, Running on Conviction: The Trials, Tribulations and Joys of Working in Local Virginia Politics”

Janette Kenner Muir, George Mason University

“David L. Lawrence on KQV, on the Telephone, and on the Cover of NEWSWEEK: Communicating (Creating) a Mayoral Persona during the 1946 Duquesne Light and Power Labor Dispute”

Theodore F. Sheckels, Randolph-Macon College

“Depictions of Civic Relationships in ‘Buddy’ Cianci’s Public Statements”

Rebecca M. Townsend, University of Hartford

“The Local Scene: Whose Politics Get Built?”

Kathleen Torrens, University of Rhode Island

How do people in particular locales persuade others? This discussion panel will note some of the ways communication scholarship can describe local scenes’ charisma, persona/ae, politics, and vision. From case studies of former mayors to principled candidates in a conservative Virginia county, to analysis of the ways non-official local displays of political will become part of the political mythos of a community, discussion participants will explore the ways local persuasion works.

SA 4.61

2:30-3:45

Investigating Interpersonal Relationships

Sponsor: Interpersonal Communication

Chair: **Matthew M. Martin**, West Virginia University

“Student request making and politeness in emails.”

Kerry Byrnes, West Virginia University

Ryan Dougherty, West Virginia University

Shelbie Gaughan, West Virginia University

Meredith Mitchell, West Virginia University

“Deceptive siblings: The role of motivation, suspicion, and familiarity in deceptive interactions.”

Brandi Frisby, West Virginia University

Brittany Carozza, West Virginia University

Meghan Jacobi, West Virginia University

Lisa Yakuboff, West Virginia University

“Instructor misbehavior as a violation of students’ expectations: The degree of violation and its effect on perceived instructor credibility.”

Daniel H. Mansson, West Virginia University

Scot M. Benson, West Virginia University

Rebecca A. Dover, West Virginia University

Robert H. Maser, West Virginia University

“The impact of the initial small group experience on predicted outcome values and expected outside of group communication.”

T. Cartwright Stephens, West Virginia University

Tyler Louk, West Virginia University

John Nordlund, West Virginia University

All of the participants were members of a graduate course in Communication Theory in the fall of 2007. The major assignment for the course was to design, conduct, and report a theory-based research project. Looking at a variety of interpersonal relationships (student-teachers, siblings, group members), the theories investigated were Politeness Theory, Interpersonal Deception Theory, Expectancy Violations Theory, and Predicted Outcome Value Theory.

SA 4.62

2:30-3:45

Leaders Speak Out About Leading: Does It Really Make A Difference?

Sponsor: Organizational Communication

Chair: **Carolyn M. Anderson**, University of Akron

Respondent: **Theodore A. Avtgis**, West Virginia University

Melissa Adams, University of Akron

Mili Banerjee, University of Akron

Jennifer Barber, University of Akron

James Durbin, University of Akron

Salma Benhaida, University of Akron

Organizational leaders were interviewed by graduate and undergraduate students enrolled in a **Leadership** class. Two sets of qualitative data gathered from standardized questions are the focus of the papers presented by the Master Degree students on this panel. The papers include the topics of (a) personality traits and communication skills, (b) nonverbal communicative behaviors, (c) gender and intercultural issues, (d) power and influence, and (e) positive and negative critical incidents and decision-making.

SA 4.63

2:30-3:45

“There’s something in the air”: Pittsburgh’s Rhetorical Heritage

Sponsor: Rhetoric and Public Address

“Jonas Salk: Pittsburgh Citizen for the Good of the People”

Alessandra Beasley, Wake Forest University

“Kenneth Burke and the Aesthetics of Pittsburgh”

Paul Johnson, University of Iowa

“Encounter, City Life, and Rhetoric in Iris Marion Young”

Damien S. Pfister, University of Pittsburgh

“Roberto Clemente: Charity from Right Field”

Ron Von Burg, Christopher Newport University

“Genevieve Blatt: the ‘First Lady of Pennsylvania Politics’”

Carly Woods, University of Pittsburgh

“Rotten Fish, Sheriff’s Sales, and Steel Bust Activism in Pittsburgh, 1970-1985”

Gordon R. Mitchell, University of Pittsburgh

What is Pittsburgh’s rhetorical heritage? Pittsburgh, as a unique place at the confluence of three rivers and many more social, political, and economic currents, has produced and hosted many prominent practitioners and theorists of rhetoric. This roundtable discussion features short presentations on figures from Pittsburgh’s medical, academic, debate, and athletic traditions. By examining prominent Pittsburghers through rhetoric’s prism, the panel offers insights into how place informs speech for citizens that make a difference.

SA 4.64

2:30-3:45

Spotlight on Scholarship: Ronald C. Arnett

Sponsor: Spotlight on Scholarship Series

Chair: **Leeanne M. Bell**, Villa Julie College

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

Panelists:

Rob Anderson, Saint Louis University

Pat Arneson, Duquesne University

James W. Chesebro, Ball State University

Clifford G. Christians, University of Illinois Urbana-Champaign

Janie Harden Fritz, Duquesne University

Jon A. Hess, University of Missouri-Columbia

Mark Hickson, III, University of Alabama at Birmingham

Annette Holba, Plymouth State University

Ronald L. Jackson II, The Pennsylvania State University

Timothy L. Sellnow, University of Kentucky

Lynn H. Turner, Marquette University

Julia T. Wood, University of North Carolina

From his first book *Dwell in Peace: Applying Nonviolence to Everyday Relationships* to his recent award-winning volume *Dialogic Confession: Bonhoeffer's Rhetoric of Responsibility*, Ronald C. Arnett has modeled scholarship that makes a difference for the flourishing of human community. His work emerges from the intersection of philosophy of communication, applied communication, and dialogic theory and is propelled by and accompanies engagement with students, leaders, and colleagues in the field of communication. Join this panel in helping to celebrate his work.

SA 4.65
4:00-5:45

GENERAL BUSINESS MEETING

SA 4.66
5:45-7:30

PRESIDENTIAL RECEPTION

SA 4.67
8:00-9:00

12-STEP GROUP MEETING

Sunday May 4, 2008

SU 5.01 **ECA CONVENTION REGISTRATION**
7:30 a.m.-10:00 a.m.

SU 5.02 **SHORT COURSE REGISTRATION**
7:30 a.m.-9:00 a.m.

SU 5.03 **NOMINATING COMMITTEE MEETING II**
8:00-9:15

SU 5.04
8:00-9:15

Applying Undergraduate Research: Making a Difference in Curricula and Campus Culture

Sponsor: Applied Communication
Chair: **Mary Mino**, Penn State Dubois

Jennifer K. Wood, Penn State New Kensington
Kathleen Taylor Brown, Penn State Greater Allegheny
Allen Larson, Penn State New Kensington
Juliette Storr, Penn State Beaver

Roundtable participants will discuss the development of undergraduate research initiatives on their campuses both as collaborators with undergraduates on research projects and as advisors of undergraduates pursuing their own research projects. In particular, the panelists will present 1) an innovative approach to teaching research methods which fosters undergraduate research projects, 2) the development of an interdisciplinary research culture by forming faculty research committees for undergraduate researchers, 3) translating internship experiences into student research projects and 4) the unique challenges posed by collaborating with undergraduates on humanities-based research.

SU 5.05
8:00-9:15

“COM” is for Community: Creating External Partnerships through Service-Learning Based Courses

Sponsor: Instructional Communication

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

“Organizational Communication: Portfolio Based Projects Aimed at Strategic Placement within Community Organizations”

Cary Horvath, Youngstown State University

“COM 1545: The Basic Course Goes Out Into the Community!!”

Jaietta Jackson, Youngstown State University

“*Ready Set Announce!* PSA Development for Community Based Nonprofit Organizations within the Presentational Speaking Course”

Dorian Mermer, Youngstown State University

“Making a Difference with Service Learning in the Group Communication Course: Teaching Group Development, Member Roles, and Decision-Making through a Community Service Project”

Adam Earnhardt, Youngstown State University

“PR Students and Service Learning; Partnering for Exposure of Both Student and Community Organization”

Jeff Tyus, Youngstown State University

“The Organizations’ Perspective: Points of Pressure, Benefits, and Partnerships”

Jenn Maloney, Volunteer Services Agency, Inc.

This panel will address the concept of civic engagement in communication courses. It will emphasize our ability to create ties and relationships within our community. We will discuss current ongoing service learning projects within our Communication Department. Each panelist will discuss his/her course and how service learning was incorporated into class projects and assignments. Each panelist will also discuss how this has created a partnership within the community, allowing for internship and job placement opportunities. This panel will also speak from the organizations’ perspective, discussing the positives and struggles they face with service learning.

SU 5.06

8:00-9:15

Image, Authenticity and Issues in Barack Obama’s Presidential 2008 Campaign

Sponsor: Intercultural Communication

Chair: **Tia Smith Cooper**, University of Maryland University College

Respondent: **Donyale R. Griffin**, Wayne State University

“Textual Analysis: Dreams of My Father: A Story of Race and Inheritance”

Traci Currie, University of Michigan – Flint

“Oprah and Obama”

Pamela O’Brien, Bowie State University

“Obama and the Politics of Blackness”

Kehbuma Langmia, Bowie State University

Enjoy an interactive discussion of issues that surface during the presidential campaign of Senator Barack Obama. Inquiries include: Does his interracial background warrant immediate acceptance among African American voters? Will Oprah Winfrey’s support of Obama sway voters? What can we learn by reading his memoir, “Dreams of My Father: A Story of Race and Inheritance”?

SU 5.07

8:00-9:15

Using Media to Make a Difference

Sponsor: Media Communication

Chair: **Monica Brasted, SUNY Brockport**

“The Internet as a Tool of Social Movements”

Monica Brasted, SUNY Brockport

“Does the public interest make a difference? The politics of media reform from the 1920s until the 1960s”

Maria Simone, Rowan University

“One Breath”

Ginny Orzel, SUNY Brockport

“A Harbinger of Things to Come?”

Kate Madden, SUNY Brockport

This panel considers the ways in which the media can be used to make a difference in our society from a historical look at the politics of media reform to contemporary examinations of the internet and film as tools for political and social change.

SU 5.08

8:00-9:15

*Making a Difference in Lived Experience through Philosophy of Communication:
Applications of Cicero, Camus, and Gadamer*

Sponsor: Philosophy of Communication
Chair: **James R. Pickett**, Flagler College
Respondent: **Jeanne M. Pursuit**, Duquesne University

“Cicero’s Call to Philosophy as a Basis for Rhetorical Competence”
Cem Zeytinoglu, East Stroudsburg University

“Absurdity and the Philosophy of Communication: Albert Camus and the Ethics of Everyday”
Brent C. Sleasman, West Chester University

“A Gadamerian Perspective on Language Performing Thought: An Intercultural Experience of Participating in a French Immersion Program”
Christina L. McDowell, Duquesne University

“Embrace Tradition-Guided Inquiry, Shun Emotivism!: Make a Difference in the Postmodern Moment of Ethical Differences”
Reshmi Sen, Duquesne University

SU 5.09 **SHORT COURSE #9**
9:00-11:00

Developing a Co-Curricular Program in Communication Leadership

Brian Billingsley, Ohio University Lancaster; **Bobbi Scott**, Ohio University Lancaster;
Tia Carter, Wittenberg University; **Matthew J. Smith**, Wittenberg University;
Sue DeWine, Hanover College; **Candice Thomas Maddox**, Ohio University Lancaster;
Karen S. Reynolds, Wittenberg University; **Nicole Wade**, Wittenberg University

Communication leadership programs provide an important link in helping students transition from their roles as accomplished learners to effective professionals. These programs take students with stronger academic backgrounds and communication skills and expose them to advanced opportunities and assignments emphasizing the application of what they have learned in the classroom for the demands of the marketplace. Key experiences include travel to and visits from leaders in the corporate world and social services and exploration of issues and trends in leadership studies, all to give the students a more polished and competitive edge. This short course outlines the start-up, operation, and results of three variations of such a co-curricular initiative, with emphasis on helping new programs establish themselves. Participants will benefit from hearing a variety of perspectives on establishing such a program, including those of administrators, faculty, students, and alumni.

SU 5.10
9:30-10:45

Students Involved in Making a Difference: An Argumentation Campaign on Behalf of a Minority Party Candidate

Sponsor: Argumentation and Forensics
Chair: Carl T. Hyden, Morgan State University
Respondent: Jared Ball, Morgan State University

Franklin Alvarez, Morgan State University
Janet Bello, Morgan State University
Akeem Croft, Morgan State University
Marvin Davis, Morgan State University
Shardae Floyd, Morgan State University
Lindsey Hill, Morgan State University
Ashli Rice, Morgan State University

After the 1960s and 1970s, it was difficult to involve students in politics because “my-vote-doesn’t-count-and-I-can’t-make-a-difference.” Dr. Jared Ball, a Morgan State University communication studies faculty member, is a candidate for the Green Party nomination for President. His candidacy energized MSU public relations students. As a project in the Communication Campaigns class, this group of students developed an argumentation campaign in support of Dr. Ball’s candidacy. This panel is their product. It’s their effort at “making a difference.”

SU 5.11
9:30-10:45

Differences in the News

Sponsor: Media Communication
Chair: **Kate Madden**, SUNY Brockport
Respondent: **Cindy Lont**, George Mason University

“Hurricane Katrina: The Selective Negligence of FEMA and the Reemergence of a Watchdog Press”
Samantha Gable, Rowan University*

“Presence, Gender, and Bad News: Exploring the Responses of Men and Women to Tragic News Stories in Varying Media”
Patric R. Spence, Calvin College
Kenneth A. Lachlan, Boston College
David K. Westerman, West Virginia University
Jacqueline S. Smith, Calvin College

“Perceived Credibility of Male versus Female Television Newscasters”

Kimberly Leezer, West Virginia University
Maria Brann, West Virginia University

“Survey Evidence for a Distinction between Motives and Elaboration Likelihood Model Variables and Outcomes”

Rebecca M. L. Curnalia, Youngstown State University

*Debut Paper

This panel examines the news media and discusses the differences in how the news is presented and processed by the audience.

SU 5.12

9:30-10:45

To Regulate or Deregulate: Technological Convergence, the Emerging Communication Industry, and the Future of FCC Regulation

Sponsor: Communication Law and Ethics

Chair: **Mary Beth Earnhardt**, Youngstown State University

Resolved: That the Federal Communications Commission is inadequate in rationale and organization to effectively regulate the emerging and future Communications Industry.

“Affirmative”

Donald Fishman, Boston College

Susan Drucker, Hofstra University

“Negative”

Jim Morrison, Western Connecticut State University

Thomas Flynn, Slippery Rock University

The Federal Communications Commission is an independent United States government agency established to regulate interstate and international communications by radio, television, wire, satellite and cable. In 1996, the U.S. Congress anticipated the onset of technological convergence and established a new framework for telecommunications regulation. As technological convergence revolutionized the Communication Industry, policymakers must now consider whether policies adequately address present and future challenges. This panel addresses these issues in a traditional debate format.

SU 5.13

9:30-10:45

Forming and Maintaining Relationships On-Line and in the Classroom

Sponsor: Nonverbal Communication
Chair: **Sean Horan**, West Virginia University
Respondent: **Kristen Eichhorn**, SUNY Oswego

“Charisma in the Classroom: A Pilot Study Looking at the Difference Between Instructors’ Nonverbal Immediacy and Charismatic Behaviors”

San Bolkan, Bloomsburg University

Alan K. Goodboy, Bloomsburg University

“Ha Ha... Get a Real Job Loser!!!” An Analysis of Generational Differences in the Rerepresentation of Nonverbal Cues and of Conflict in Live Chat Transcripts

Marie L. Radford, Rutgers University

Lynn Silipigni Connaway, OCLC Online Computer Library Center, Inc.

Jocelyn DeAngelis Williams, Rutgers University

“Verbal and Nonverbal Communication Orientation, Computer Anxiety, and the Development of Personal and Professional Relationships Face-To-Face and On-line”

Joan O’Mara, Hillyer College, University of Hartford

Jerry L. Allen, University of New Haven

Ben Judd, University of New Haven

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

SU 5.14

9:30-10:45

Business-to-Business: Metaphors for Ethics in Organizational Advertising

Sponsor: Organizational Communication

Chair: **S. Alyssa Groom**, Duquesne University

Calvin L. Troup, Duquesne University

Dorene Ciletti, Duquesne University

John H. Prellwitz, University of Pittsburgh at Greensburg

S. Alyssa Groom, Duquesne University

Within organizational communication, Business to Business (B-to-B) advertising facilitates the construction and maintenance of organizational identity. Through an array of communicative and rhetorical practices, organizations use B-to-B to enact relationships, ground interaction, and clarify sense-making processes. In the spirit of Putnam, Phillips, and Chapman’s (1996) work on metaphors that unpack complexities in organizational communication, this panel develops metaphors of ethical communicative engagement at the intersection of organizational identity and B-to-B advertising.

SU 5.15

9:30-10:45

Testing and Applying Theoretical Explanations of Instructional Communication

Sponsor: Instructional Communication

Chair: **Mary Mino**, Pennsylvania State University, DuBois

Respondent: **Marian Houser**, Texas State University – San Marcos

“Testing the General Theory of Instructional Communication Model”

James C. McCroskey, University of Alabama at Birmingham

James Katt, University of Central Florida

Stephen Sivo, University of Central Florida

Virginia P. Richmond, University of Alabama at Birmingham

Kristen Valencic, Senior Employment Center

“Communication Privacy Management and College Instruction: Instructors Management of Sharing Private Information with their Students”

Angela Nunziata, University of Nebraska – Lincoln

“Knowledge Acquisition Theory: A Call for a Message Effects Research Agenda among Instructional Communication Researchers”

Robert J. Trader, McDaniel College

This panel features competitive papers testing and applying theoretical explanations of instructional communication.

SU 5.16

9:30-10:45

Entering the Arena: Apology and Blame in Political and Sport Rhetoric

Sponsor: Rhetoric and Public Address

Chair: **Kristy Maddux**, University of Maryland

Respondent: **Mari Boor Tonn**, University of Maryland

“Athletes and Image Repair: An Analysis of Floyd Landis’ Defense of Doping Allegations”

Mark Glantz, University of Missouri*

“Gaining Credit While Escaping Blame: John F. Kennedy’s Rhetoric on Civil Rights”

Theodore F. Sheckels, Randolph-Macon College

“Man Up!: The Constraints of Apologia and Hegemonic Masculinity on Mark McGwire”

Brian Swafford, Ohio University*

“Transgression and Presidential Spectacle: Franklin D. Roosevelt's ‘Address at Arthurdale’”

Heather Brook Adams, University of Maryland*

These competitively selected papers examine rhetorical action in response to something going wrong, whether that observed error is at the Tour de France or at Busch Stadium, in the Deep South or in the Appalachian foothills. Each author offers ways to respond to, and in some cases, overcome negative public judgment resulting from these perceived errors.

* Graduate Student Paper

SU 5.17

11:00-12:15

Outcomes Assessment: Is it Making a Difference?

Sponsor: Community College

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

Panelists:

Barbara Scotland, College of Southern Maryland

Shirlee Levin, College of Southern Maryland

Nadine Poznanski, College of Southern Maryland

The panelists will conduct a roundtable discussion about outcomes assessment. They will discuss their experiences with assessing courses and programs. Attendees are encouraged to share their experiences with the group.

SU 5.18

11:00-12:15

Cybersexuality: Sexual Identities made Possible through Emergent Online Technologies

Sponsor: Communication and Technology

Chair: **Derek Bolen**, Saginaw Valley State University

Panelists:

Dawn Jevicks, Saginaw Valley State University

Erin Bolen, Central Michigan University

Zack Bolen, Saginaw Valley State University

This panel examines facets of online sexual identity. The focus is what could be termed secular and/or the undesirable side of communication behaviors (deception, manipulation, etc) in relation to identity management. Human sexuality and identity are widely studied; these new studies examine niches that have yet to be explored in the realm of emergent technology. The panel highlights communication in technology in such areas as gay.com, social networking sites, and the effect on intimate relationships.

SU 5.19

11:00-12:15

The Emotional Quality of Life Scale a Predictor for Interpersonal Interactions

Sponsor: Interpersonal Communication
Chair: **Art VanLear** University of Connecticut
Respondent: **Ross Buck**, University of Connecticut

“Convergent, Discriminant, and Predictive Validity of the Emotional Quality of Life (EQL) Scale for Interpersonal Communication Research”

C. Arthur VanLear, University of Connecticut
Christopher Kowal, University of Connecticut
Chelsea C. Hammond, University of Connecticut
Qingyun Luo, University of Connecticut

“Adult Attachment and General Social Support as Predictors of Emotional Quality of Life”

Matthew Gallicchio, University of Connecticut
Nicholas Koberstein, University of Connecticut
Eric Langstedt, University of Connecticut
Rory McGloin, University of Connecticut

“The Correlates of Emotional Quality of Life: Measuring Friendship, Academic Success, and Socioeconomic Status”

Stephen C. Stifano, University of Connecticut
Christopher Kowal, University of Connecticut
Daniel Hunt, University of Connecticut

This panel will explore the Emotional Quality of Life Scale (EQL) as a predictor for interpersonal interactions across several studies. The EQL is a theoretically derived twelve item measure of Happiness/Contentment, Depression/Sadness, Anxiety/Fear, and Anger/Hostility. The EQL functioned well as a predictor for interactions of interpersonal relationships within a longitudinal study of recovering alcoholics and recent studies examining interpersonal relationships among college students.

SU 5.20

11:00-12:15

Issues of Credibility in News and Advertising

Sponsor: Media Communication
Chair: **Rebecca Curnalia**, Youngstown State University
Respondent: **Maria Simone**, Rowan University

“News on the Rocks: Exploring the Agenda-Setting Effects of Blood Diamond in Print and Broadcast News”

Rekha Sharma, Kent State University

“Consumer’s Perceived Credibility of Attractive Versus Unattractive Endorsers in the Media”

Danielle Kolesar, Baldwin-Wallace College*

Meredith Loczi, Baldwin-Wallace College*

“From Persistent to Powerful: The broadcasting career and communication style of Barbara Walters who has made a difference for today’s women in broadcasting”

Nichola D. Gutgold, Penn State University, Lehigh Valley Campus

*Debut Paper

SU 5.21

11:00-12:15

Making a Difference in Higher Education: Communicative Praxis in Multiple Contexts

Sponsor: Philosophy of Communication
Chair and
Respondent: **Leeanne M. Bell**, Villa Julie College

“Learning Communities as Embodied Mission Praxis: The Case of Duquesne University”

Erik Garrett, Duquesne University

Christina L. McDowell, Duquesne University

Francesco Cesareo, Assumption College

Janie Harden Fritz, Duquesne University

“Teaching and Learning Citizenship: A New Call for Collegiate Debate and Forensics Programs”

Annette Holba, Plymouth State University

“Leadership Praxis through Sorority and Fraternity Participation: Philosophical Foundations and Lived Experience”

Melissa Cook, St. Vincent College

Jeanne Pursuit, Duquesne University
Janie Harden Fritz, Duquesne University

Higher education's purpose has historically been preparation for citizenship, the matrix within which content-based curricula derive their meaning. The "why" for education emerges explicitly in many venues both inside and outside the classroom. This panel offers three different exemplars of enriched pedagogical experiences philosophically important to a complete education: learning communities as embodied mission praxis, debate and forensics as community engagement, and sorority/fraternity participation as leadership praxis.

SU 5.22
11:30-12:30

ECA FINANCE COMMITTEE MEETING II

SU 5.23
12:30-2:30

ECA EXECUTIVE COUNCIL MEETING II