

Eastern Communication Association 104th Annual Meeting April 24-28, 2013 Pittsburgh, PA “Confluence”



COLLEGE OF FINE ARTS AND COMMUNICATION

SHOWCASING THREE NATIONALLY RECOGNIZED
GRADUATE DEGREE PROGRAMS

① COMMUNICATION DESIGN

Ms. CLAUDIA ROESCHMANN | DIRECTOR, Graduate Studies | roeschmann@txstate.edu

- Conceptual Strategies
- Design for Social Change
- Interactive/Mobile and Social Media

② COMMUNICATION STUDIES

Dr. PHILIP SALEM | DIRECTOR, Graduate Studies | ps05@txstate.edu

- Communication Training and Development
- Interpersonal Communication
- Instructional Communication
- Organizational Communication
- Rhetorical Studies

③ JOURNALISM & MASS COMMUNICATION

Dr. SANDHYA RAO | DIRECTOR, Graduate Studies | sr02@txstate.edu

- Strategic Communication
- New Media
- Latinos and Media

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Cape Cod Community College



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Kathie Cesa, CAE
KOC Member Services

Welcome from the ECA First Vice President

Welcome to ECA's 104th Annual Meeting in Pittsburgh! All involved in planning this year's convention have worked to provide an outstanding array of thought-provoking panels and programs, short courses, receptions, and special events. A new event this year is an Awards Recognition Session on Friday that celebrates this year's recipients of ECA Awards. I especially hope you are able to attend this event and support our honored colleagues.

This year's convention theme, *Confluence*, represents what I believe to be the best elements of ECA as an organization. Our scholarly interests span from rhetoric to interpersonal to media and culture, yet we come together each year, making connections not only within our scholarly work, but among an engaging, welcoming network of colleagues who have made ECA *the* professional home for so many of us.

A conference of this size relies on the work of many people. The interest group and affiliate organization planners have done a great job organizing programs and have made the job of overall program coordination much easier. I thank them and encourage you to do so as well. Monica Waugh-Benton, Second Vice President, has been immensely helpful with a variety of local details, Katie Neary Dunleavy provided an excellent session of graduate posters, and Katherine Thweatt, Director of Marketing, persistently worked to maximize exhibit, advertising, and sponsorship support. Ennis Allen has given us short courses focusing on our development as both teachers and scholars. Thanks to Danamarie Every Gallagher (and her super-organized backup, Susan Ward) for putting together a Basic Course Conference that merges tradition and innovation and to Jason Wrench, who marvelously coordinated the 3rd Annual James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference. As we mourn Jim's passing this year, the significance of Jim's legacy to the discipline, both through his scholarly work and through the support he and Virginia have given to the undergraduate participants in the USC, is especially salient.

Thanks are due as well to all who said "What I can do to help?" I took many of you up on your generous offers and, even if I did not, appreciate your support. President Nancy Willets was a constant source of good advice, good humor, and information. Executive Director Ron Arnett, Past President Janie Harden Fritz, and the rest of the Duquesne team were always a phone call away and responded to requests large or small. It was a pleasure to work (again) with Kathie Cesa, who is always organized, professional, and responsive. First Vice President Elect Tom Flynn generously provided easels and audio-visual equipment to assist with convention programming. We as ECA members are fortunate to have these people coordinating the organization's work.

More personally, thanks to Ithaca College Provost Marisa Kelly and Dean Leslie Lewis for ensuring my ECA responsibilities could be met while moving into a new position and Leslie Gully for assistance with the thankless task of program indexing. Joan O'Mara's editorial skills were invaluable during the final stages of program editing and her general support is always valued. Past President Jerry Allen is a long time mentor and I'm pleased we can honor his 40 years of contributions to ECA at this convention. Colleagues and former students from West Virginia Wesleyan College stepped up immediately when they knew I would be the primary planner for this convention, volunteering or complying with requests to serve and, as always, providing unwavering support. Kay Long introduced me to ECA when I was an undergraduate. Her extensive service to ECA provides a model for my own commitment to the organization and her mentoring and friendship have been and continue to be among my most treasured relationships. Finally, thanks to my family: Steve, Christopher, and Grace, who have put up with absences for convention travel, too much talk of convention themes, program formatting, and reception menus, and a hurried early morning birthday celebration as I left for this ECA (Happy 10th Birthday, Christopher!).

Thank you, on behalf of all of the associate planners and interest group planners, for attending the 104th ECA Annual Meeting. I hope your convention experience is intellectually stimulating and interpersonally engaging.

Danette Ifert Johnson
First Vice President
April 2013



CITY OF PITTSBURGH

"AMERICA'S MOST LIVABLE CITY"

Office of Mayor Luke Ravenstahl

Dear Friends,

On behalf of the City of Pittsburgh, I am honored to welcome you, the participants of the 2013 Eastern Communication Association's 104th Annual Convention to America's "Most Livable City."

Pittsburgh is experiencing its Third Renaissance – a revitalization marked by job creation, impressive neighborhood development and a thriving high-tech innovation economy. People from across the world are traveling to Pittsburgh. I'm proud to say that, among other accolades, our City is recognized as America's "Most Livable City" by *The Economist*, as well as a "Top 10 Comeback City" by *Forbes.com* and one of the "Top Cities to Raise a Family" by *Forbes.com* and *Parents Magazine*. During a time of global recession, the City's unemployment rate continuously remains below the national average, and Pittsburgh today is a growing city, a younger city, an educated city. Now is truly an exciting time to be in Pittsburgh.

During your stay, I encourage you to experience the many things that make our City so exceptional. Rich with numerous historical, recreational and social amenities, there is something for everyone to enjoy. Take a ride on the inclines and check out the view from Mt. Washington – ranked among the most beautiful views in America. Visit our museums, which offer everything from dinosaurs to Andy Warhol. Enjoy a performance in our Cultural District – among the largest of any arts district outside of New York City's Broadway – where spectacular shows and cutting-edge galleries can be shared. Downtown, in the heart of our City, you can also enjoy the newly redesigned Market Square – a European-style plaza that offers unique outdoor dining and shopping, and has quickly become the center of excitement for Downtown activity.

Pittsburgh is home to outstanding universities and medical facilities, a diverse economy, and cutting-edge research and technology labs. We are a national leader in green building, a hub for clean energy businesses and home to top environmental education programs. You'll find that the business sectors of technology, finance and industry are infused with a vibrant cultural scene that celebrates arts from around the world. As we remain focused and continue revitalizing our neighborhoods, we aim to keep Pittsburgh as America's "Most Livable City" as well as one of its safest and cleanest cities.

Once again, welcome to Pittsburgh! I hope that you enjoy your stay in Pittsburgh – a city that keeps surprising people from all over the world. Enjoy the convention!

Sincerely,

Luke Ravenstahl
Mayor, City of Pittsburgh

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COMMONWEALTH OF PENNSYLVANIA
OFFICE OF THE GOVERNOR

GREETINGS:

It is my pleasure to join with the Eastern Communication Association to welcome everyone gathered for the 104th Annual Convention at the Omni William Penn Hotel in Pittsburgh, Pennsylvania.

Established in 1910, the Eastern Communication Association is the oldest professional communication association in the United States and focuses on research and excellence in teaching. I commend all those involved in organizing this convention for providing an educational forum to discuss new ideas in the communication field.

During their stay in Pittsburgh, I hope that visitors will discover all that this city has to offer. From the natural beauty of Pittsburgh's three rivers to the vibrant cultural district, I am confident that each attendee will create lasting memories during their time in the region.

As Governor, and on behalf of all Pennsylvanians, I am pleased to welcome everyone to the 104th Annual Convention of the Eastern Communication Association. Please accept my best wishes for a successful and memorable conference.

A handwritten signature in black ink, appearing to read "Tom Corbett".

TOM CORBETT
Governor
April 24-28, 2013

CONVENTION POLICY STATEMENTS

The Omni William Penn is a non-smoking hotel, and hotel staff will enforce this policy diligently.

ECA makes all reasonable accommodations for people with disabilities. Although the pre-registration form inquired about accommodations needs, anyone who requires assistance should notify First Vice-President Danette Ifert Johnson as soon as possible. As an Association, we have a history of making our convention experience safe and convenient for all participants.

By registering for the 2013 ECA Convention, participants agree that they are responsible for providing their own insurance. They assume responsibility for their own risks in participation and thereby hold harmless ECA, its Executive Council, and other sponsors of this event.

ECA TECHNOLOGY POLICY

(Approved 4/29/07)

All requests for technology must be made by the Interest Group Program Planner at the time of final program submission (normally, this is around mid-November). Any requests made after that time will not be honored. Upon receiving those requests, the Convention Planner will review the importance and necessity of the requests, examining the individual submission and its purpose. Those programs ranked highest by the program planner that incorporate technology will be given priority. Those with lower ranking will likely not allow technology to be included in the program.

ECA will not approve requests for the following technology: wifi, personal computers, laser printers, satellite links, teleconference equipment, LCD panels, video data projects, and digital versatile/video disc equipment. Although ECA members may wish to rent this equipment from the hotel at their own expense, those individuals are responsible for the equipment, including protecting it from damage and theft. Further, ECA is not responsible for this equipment. Finally, the hotel should not be expected to provide service for, or assistance with, personal technology that is brought into the hotel.

General Convention Information**REGISTRATION-Conference Foyer (Conference Level)****HOURS FOR REGISTRATION**

Wednesday, April 24	8:30 a.m.- 4:00 p.m.
Thursday, April 25	8:00 a.m.- 5:00 p.m.
Friday, April 26	7:30 a.m.- 5:00 p.m.
Saturday, April 27	7:30 a.m.- 2:00 p.m.

Ronald C. Arnett, Duquesne University, Executive Director
Kathie Cesa, ECA Administrative Assistant

All current and new members of ECA are encouraged to register (or complete the pre-registration process by picking up name badge and schedule) as soon as possible after arriving at the Omni William Penn. Admission to the program session, short courses, meetings, receptions, and the Exhibit Hall will be by badge only.

EXHIBIT AREA- Frick Room (Conference Level)**EXHIBIT HOURS**

Thursday, April 25	1:00 p.m.- 5:00 p.m.
Friday, April 26	9:00 a.m.- 5:00 p.m.
Saturday, April 27	9:00 a.m.- 3:00 p.m.

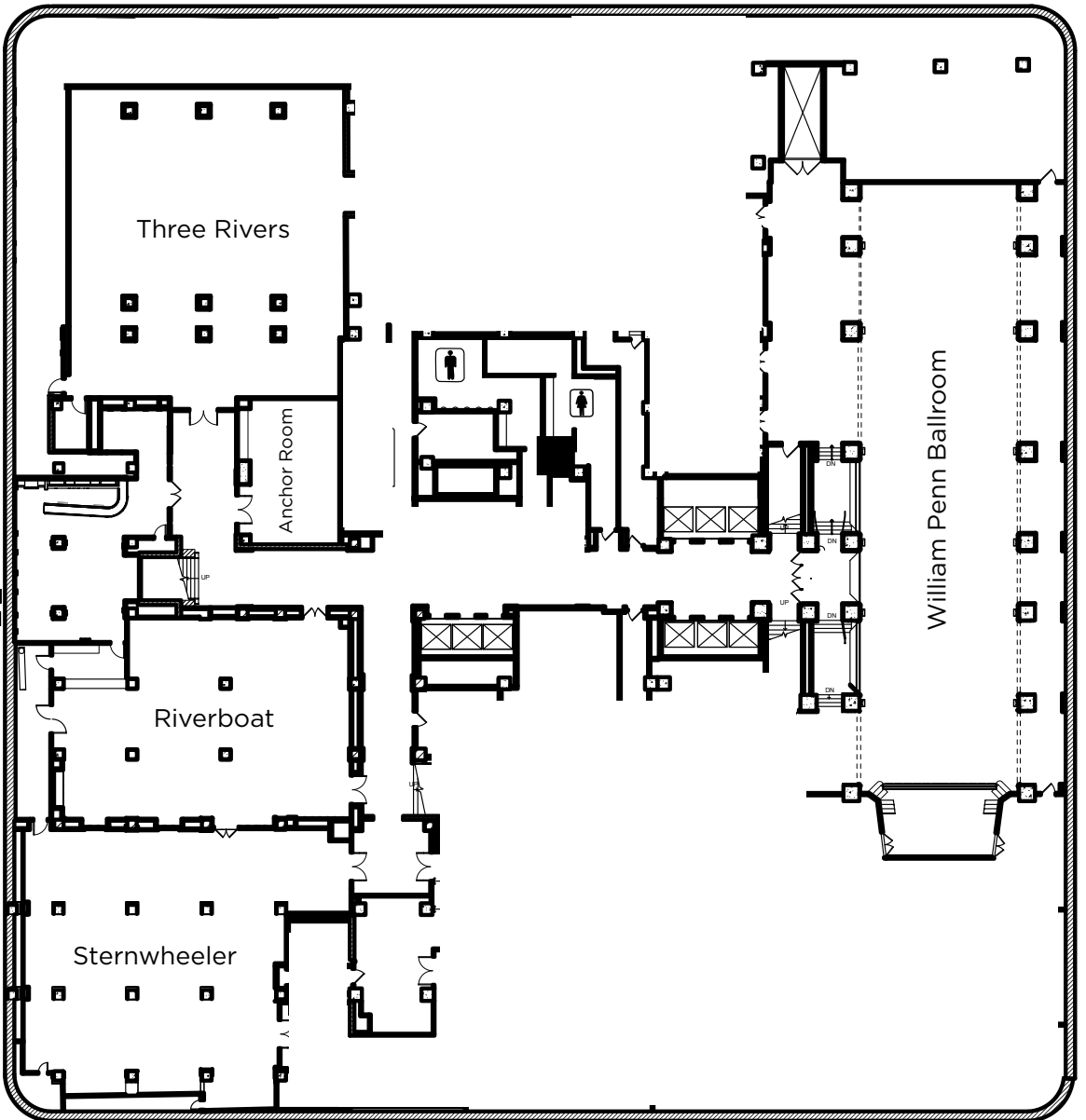
Katherine S. Thweatt, West Virginia Wesleyan College, Director of Marketing

Please schedule time to visit the exhibitors who are joining us for this year's convention. Graduate and undergraduate poster sessions, as well as ECA Coffee Cafés, will be hosted in the Frick Room.

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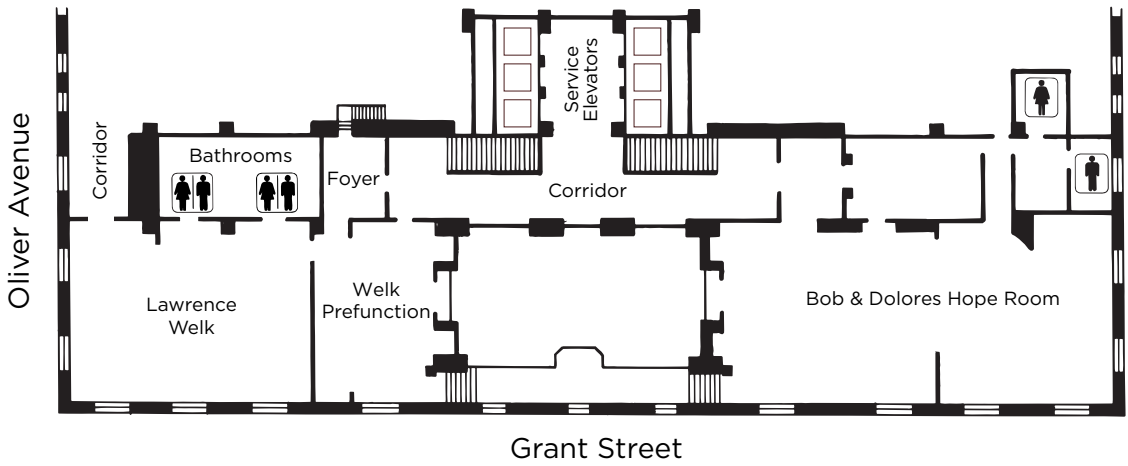
William Penn



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Mezzanine

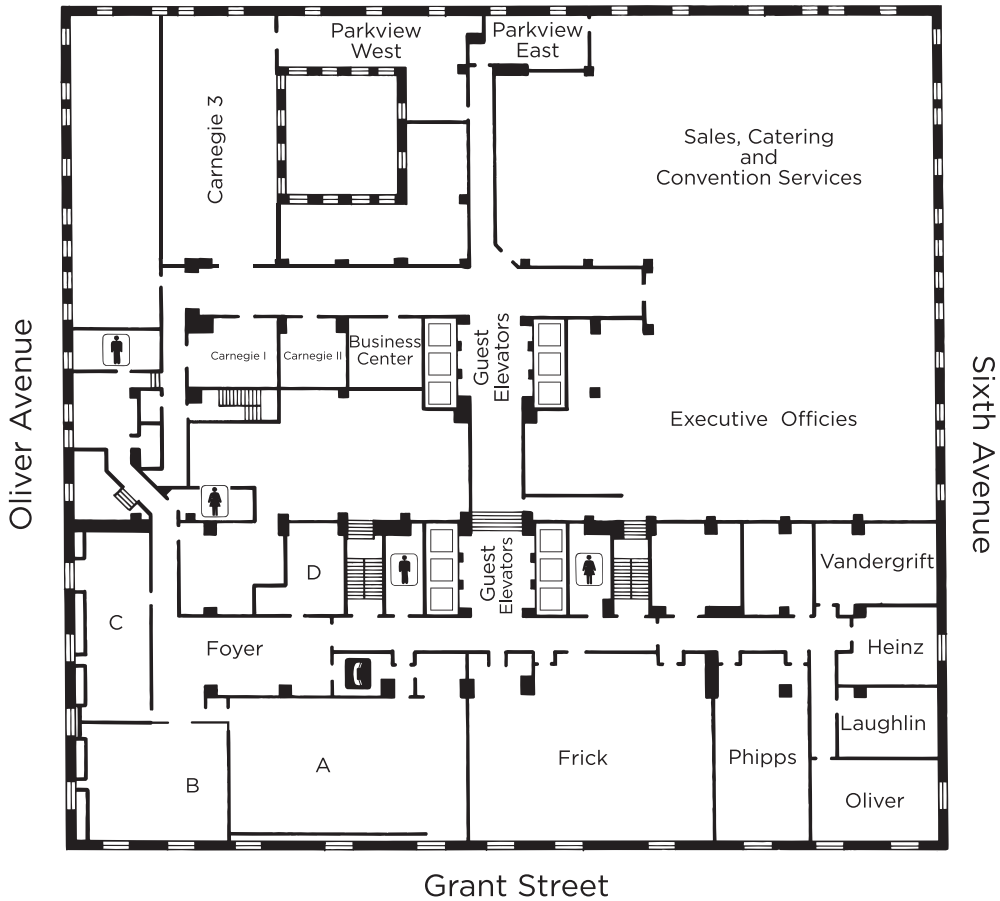


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Conference Level 1

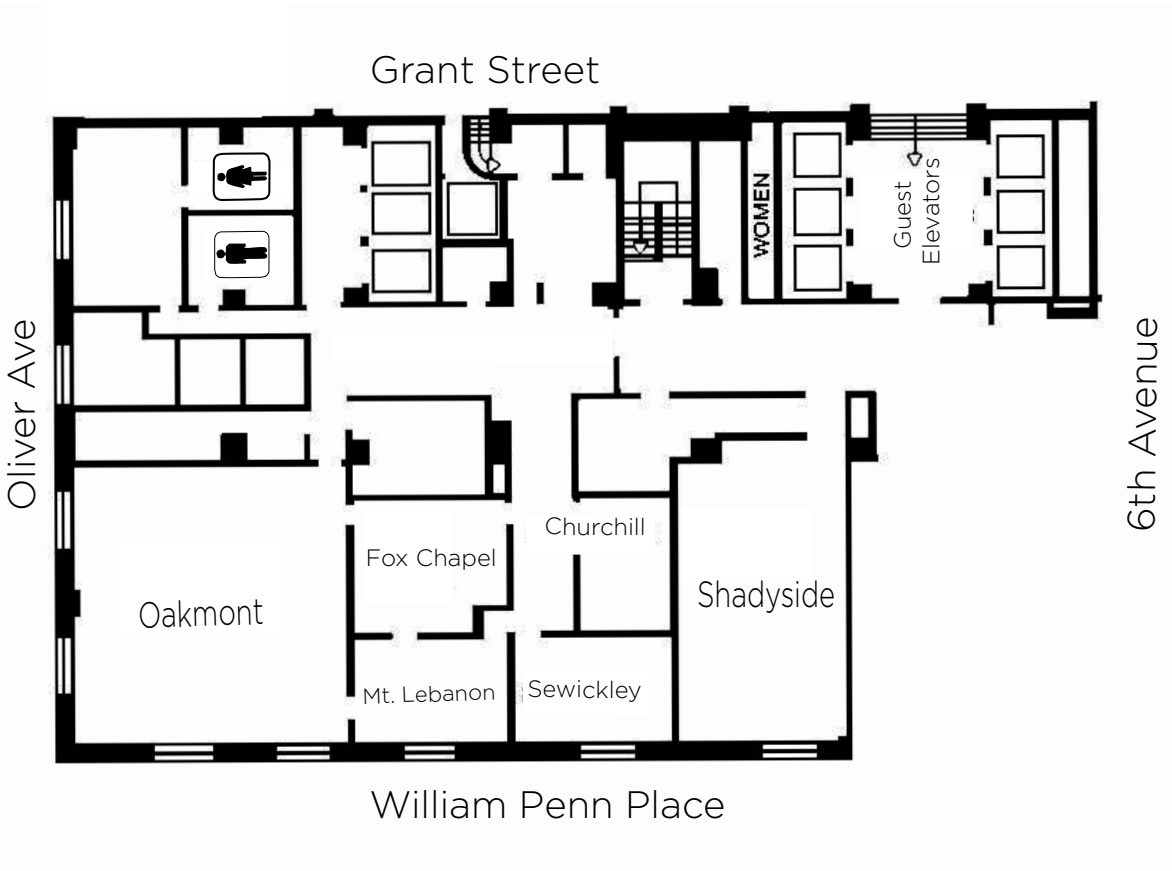
Conference Level



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2013 Convention Planners

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Danette Ifert Johnson

First Vice President

Ithaca College

Associate Convention Planners:

Monica Waugh-Benton

Second Vice President

Duquesne University

Katherine S. Thweatt

Director of Marketing

West Virginia Wesleyan College

Katie Neary Dunleavy

Graduate Poster Sessions Coordinator

LaSalle University

Danamarie Every Gallagher

Basic Course Conference Coordinator

Delaware County Community College

Ennis Allen

Short Course Coordinator

Prince George's Community College

Jason S. Wrench

James C. McCroskey & Virginia P.

Richmond Undergraduate Scholars

Conference (USC) Coordinator

SUNY New Paltz

Program Cover

Map image from Darlington Map Collection, used by permission of University of Pittsburgh Libraries.

2013 Interest Group and Affiliate Organization Planners**American Society for the History of Rhetoric**

David C. Hoffman
Baruch College, CUNY

Applied Communication

Nancy A. Wienczek
Rider University

Argumentation & Forensics

Sean Luechtefeld
University of Maryland

Communication Administration

Kelly Rocca DelGaizo
St. John's University

Communication & Technology

Peter Galarneau, Jr.
West Virginia Wesleyan College

Communication Law & Ethics

D. L. Stephenson
Western Connecticut State University

Communication Traits

Virginia P. Richmond
University of Alabama Birmingham

Community College

Susan Ward
Delaware County Community College

Health Communication

Annette Madlock Gatison
Southern Connecticut State University

Instructional Communication

Nicole Blau
Ohio University Lancaster

Intercultural Communication

Shinsuke Eguchi
University of New Mexico

Interpersonal Communication

Katherine S. Thweatt
West Virginia Wesleyan College

Interpretation & Performance Studies

Valerie Lynn Schrader
Pennsylvania State University Schuylkill

Kenneth Burke

Erik Garrett
Duquesne University

Media Communication

C. Leigh Nelson
James Madison University

Media Ecology

Thom Gencarelli
Manhattan College

Nonverbal Communication

Jessalyn L. Vallade
West Virginia University

Organizational Communication

Kathleen M. Long
West Virginia Wesleyan College

Philosophy of Communication

Leeanne Bell McManus
Stevenson University

Political Communication

Jason Edwards
Bridgewater State University

Rhetoric and Public Address

Brent Sleasman
Gannon University

Theory & Methodology

Mary E. Braz
West Chester University

Voices of Diversity

Andrew R. Spieldenner
Hofstra University

2013 Paper and Program Selection Committees

ASHR

Ekaterina Haskins, *Rensselaer Polytechnic Institute*
David Hoffman, *Baruch College, CUNY*
Don Waisanen, *Baruch College, CUNY*

Applied Communication

Tatyana Dumova, *Point Park University*
Janie M. Harden Fritz, *Duquesne University*
Linda Gretton, *High Point University*
Todd Kelshaw, *Montclair State University*
Christina L. McDowell Marinchak, *Duquesne University*
Sarah Ryan, *Yale University*
Linda Sampson, *Southern Connecticut State University*
Nancy Wiencek, *Rider University*

Argumentation and Forensics

Carl T. Hyden, *Morgan State University*
Sean Luechtefeld, *University of Maryland*
Jade Olson, *University of Maryland*

Communication Administration

Don W. Stacks, *University of Miami*
Kristen Campbell Eichhorn, *SUNY Oswego*

Communication & Technology

Nicholas Bowman, *West Virginia University*
Rod Carveth, *Morgan State University*
Tatyana Dumova, *Point Park University*
John Feaster, *Rowan University*
C. Leigh Nelson, *James Madison University*
Rudy Pugliese, *Rochester Institute of Technology*
Matthew Smith, *Wittenberg University*
David Westerman, *West Virginia University*
Catherine Wright, *George Mason University*

Communication Law & Ethics

Shirley Crawley, *Western Connecticut State University*
Truman R. Keys, *Western Connecticut State University*

Communication Traits

Jerry L. Allen, *University of New Haven*
Mark Hickson, III, *University of Alabama Birmingham*
Kathleen M. Long, *West Virginia Wesleyan*
Virginia P. Richmond, *University of Alabama Birmingham*

Community College

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Kerry Byrnes, *Collin College*
Nadine Cichy, *Sinclair Community College*
Laura Davis, *Harrisburg Area Community College*
Judith Dutil, *Harrisburg Area Community College*
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Tobi Mackler, *Montgomery County Community College*
Sarah Merranko, *College of Southern Maryland*
Dante Morrelli, *Suffolk County Community College*
Laura O'Connell, *Nassau Community College*
Patti Vorndran, *Delaware County Community College*
Susan M. Ward, *Delaware County Community College*
Jenny Warren, *Collin College*

Health Communication

Jay Baglia, *Kutztown University*
Heather Carmack, *James Madison University*
Dionne C. Clemons, *Howard University*
Heather Cyr, *Southern Connecticut State University*
Astrid Eich-Krohm, *Southern Connecticut State University*
Truman R. Keys, *Western Connecticut State University*
Sara LaBelle, *West Virginia University*
Annette Madlock Gatison, *Southern Connecticut State University*
Virginia McDermott, *High Point University*
Linda Sampson, *Southern Connecticut State University*
Margaret Sargent, *Southern Connecticut State University*
Kristen Willett, *George Mason University*

Instructional Communication

Kerry Byrnes, *Collin College*
Christopher J. Claus, *West Virginia University*
Katie Neary Dunleavy, *La Salle University*
Brandi N. Frisby, *University of Kentucky*
Sean Horan, *DePaul University*
Angela Hosek, *Emerson College*
Marian L. Houser, *Texas State University-San Marcos*
Daniel H. Mansson, *Penn State Hazleton*
Amber Peplow, *University of Cincinnati – Blue Ash*
Narissra Punyanunt-Carter, *Texas Tech*
Robert J. Sidelinger, *Oakland University*
Jenny Thoma, *West Virginia University*
Candice Thomas-Maddox, *Ohio University, Lancaster*
Katherine S. Thweatt, *West Virginia Wesleyan*
Jessalyn L. Vallade, *West Virginia University*
Sara Weintraub, *Regis College*
Jason S. Wrench, *SUNY New Paltz*
Qin Zhang, *Fairfield University*

2013 Paper and Program Selection Committees

Intercultural Communication

Bernadette Calafell, *University of Denver*
 Karen Foss, *University of New Mexico*
 Radhika Gajjala, *Bowling Green State University*
 Truman R. Keys, *Western Connecticut State University*
 Susana Martinez, *University of New Mexico*
 Tema Milstein, *University of New Mexico*
 Kathleen Glenister Roberts, *Duquesne University*
 Andrew R. Spieldenner, *Hofstra University*
 Makiko Toge, *Howard University*
 Myra Washington, *University of New Mexico*

Interpersonal Communication

Megan Dillow, *West Virginia University*
 Megan Dowd, *Hamilton College*
 Brandi N. Frisby, *University of Kentucky*
 Linda Sampson, *Southern Connecticut State University*
 Katherine S. Thweatt, *West Virginia Wesleyan*

Interpretation & Performance Studies

Carole Bennett, *Oakland Community College*
 Andrée E. C. Betancourt, *Independent Scholar*
 Derek M. Bolen, *Angelo State University*
 Shinsuke Eguchi, *University of New Mexico*
 Rebecca Murphy-Keith, *Independent Scholar*
 Valerie Lynn Schrader, *Pennsylvania State Univ. Schuylkill*
 Brianne Waychoff, *CUNY Borough of Manhattan Comm College*

Kenneth Burke

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 Erik Garrett, *Duquesne University*
 Richard Thames, *Duquesne University*

Media Communication

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 Susan Opt, *James Madison University*
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 April Roth, *James Madison University*
 Hans Schmidt, *Pennsylvania State University Brandywine*
 Christina Smith, *Ramapo College of New Jersey*
 Matthew J. Smith, *Wittenberg University*
 Nicholas Smith, *Northern Kentucky University*
 Cary Wecht, *Youngstown State University*

Media Ecology Association

Michael Grabowski, *Manhattan College*
 Rebecca Kern, *Manhattan College*

Nonverbal Communication

Steven Granelli, *SUNY Oswego*
 Zachary D. Johnson, *West Virginia University*
 Jennifer L. Knapp, *SUNY Oswego*
 Stephanie Shimotsu-Dariol
 Jessalyn L. Vallade, *West Virginia University*

Organizational Communication

Rebecca Chory, *West Virginia University*
 Mary Eicholtz, *Kutztown University*
 Todd Kelshaw, *Montclair State University*
 Kathleen M. Long, *West Virginia Wesleyan College*
 Corey Liberman, *Marymount Manhattan College*
 Jason S. Wrench, *SUNY New Paltz*

Philosophy of Communication

Leeanne M. Bell McManus, *Stevenson University*
 Jill Burke, *Penn State Berks*
 Janie M. Harden Fritz, *Duquesne University*
 Annette Holba, *Plymouth State University*
 Christy Marinchak, *Duquesne University*
 Kristen Majocha, *University of Pittsburgh at Johnstown*
 Amanda G. McKendree, *University of Notre Dame*
 Celeste Seymour, *Western Governor's University*

Political Communication

Thomas Boyle, *Millersville University*
 Paulette Brinka, *Suffolk County Community College*
 Rod Carveth, *Morgan State University*
 J. David Cisneros, *Northeastern University*
 Scott Dunn, *Radford University*
 Janis Edwards, *University of Alabama*
 Kristin English, *Georgia College and State University*
 Per Fjelstad, *University of New Hampshire*
 Lisa Gring-Pemble, *George Mason University*
 Maria Hegbloom, *Bridgewater State University*
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 Mary Kahl, *Indiana State University*
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 Maria Anne Simone, *Rowan University*
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 Richard Vatz, *Towson State University*
 Jill M. Weber, *Hollins University*

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Timothy Barney, *University of Richmond*
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 Jennifer Biedendorf, *Duquesne University*
 Bryan Blankfield, *Pennsylvania State University*
 Abbe Depretis, *Christopher Newport University*
 Christine Courtade Hirsch, *SUNY Oswego*
 Tracey Quigley Holden, *University of Delaware*
 Michael J. Hostetler, *St. John's University*
 Trevor S. Parry-Giles, *National Communication Association*
 Valerie Lynn Schrader, *Pennsylvania State Univ. Schuylkill*
 Heather Stassen-Ferrara, *Cazenovia College*
 Michael Tumolo, *Duquesne University*

Theory & Methodology

Jen Eden, *Marist College*
 L. Meghan Mahoney, *West Chester University*
 Michael Miller, *University of Connecticut*
 David Westermann, *West Virginia University*

Voices of Diversity

Khyrie Alleyne, *Howard University*
 Lorin Basden Arnold, *Rowan University*
 Joy M. Cypher, *Rowan University*
 Shinsuke Eguchi, *University of New Mexico*
 Nicole Files-Thompson, *Howard University*
 Sholnn Freeman, *Howard University*
 Cerise L. Glenn, *University of North Carolina, Greensboro*
 Truman R. Keys, *Western Connecticut State University*
 Celeste Lacroix, *College of Charleston*
 Chizoba Udeorji, *CUNY Kingsborough*
 Ron Von Burg, *Wake Forest University*

Short Courses

Ennis Allen, *Prince George's Community College*
 Donnetrice Allison, *Richard Stockton College of New Jersey*
 Connie Smith, *Prince George's Community College*

Undergraduate Scholars Conference

Aarti Arora, *Ohio University*
 Maureen Asten, *Worcester State University*
 Jennifer Babcock, *Bridgewater College*
 Emma Frances Bloomfield, *University of Southern California*
 Don M. Boileau, *George Mason University*
 Nancy Bressler, *Bowling Green State University*
 Paulette Brinka, *Suffolk County Community College*
 Laura E. Brown, *University of Texas, Austin*
 Deborah Brunson, *University of North Carolina, Wilmington*
 Dacia Charlesworth, *Indiana Univ.-Purdue Univ., Fort Wayne*
 Gregory A. Cranmer, *West Virginia University*
 Rebecca Curnalia, *Youngstown State University*
 Abbe Depretis, *Christopher Newport University*
 Adam C. Earnhardt, *Youngstown State University*

Gary W. Eckles, *Thomas Nelson Community College*
 Kristin English, *Georgia College and State University*
 John Feaster, *Rowan University*
 Eric Fife, *James Madison University*
 Cole Franklin, *East Texas Baptist University*
 Elizabeth Glowacki, *University of Texas, Austin*
 Zachary W. Goldman, *West Virginia University*
 Erin Gonzalez, *Suffolk County Community College*
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 Lynda L. McCroskey, *California State University, Long Beach*
 Amanda G. McKendree, *University of Notre Dame*
 David T. McMahan, *Missouri Western State University*
 Beth Michalec, *Duquesne University*
 Jean Miller, *George Washington University*
 Mary Mino, *Pennsylvania State University DuBois*
 Diane Monahan, *St. Leo University*
 DaKysa Moore, *Johnson C. Smith University*
 Tiara Naputi, *University of Texas, Austin*
 Jade Olson, *University of Maryland*
 Katie Kavanagh O'Neill, *University of Pittsburgh*
 Andrea Pampaloni, *LaSalle University*
 Rita Rosenthal, *Boston College*
 Chip Rouse, *Stevenson University*
 J. Kanan Sawyer, *West Chester University*
 Hans Schmidt, *Pennsylvania State University Brandywine*
 Jonathan R. Slater, *SUNY Plattsburgh*
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Journal Editors of Communication Quarterly, Communication Research Reports,
and Qualitative Research Reports in Communication

Convention Exhibitors

Bedford/St. Martin's

Kendall Hunt Publishing

Peter Lang Publishing

National Communication Association

Routledge/Taylor & Francis Group

Speakworks

Convention Advertisers

Bedford/St. Martin's

Cape Cod Community College

Chapman University

The College at Brockport, SUNY

Duquesne University

Florida State University

Fulbright Scholar Program

Ithaca College

James Madison University

Kendall Hunt Publishing

LaSalle University

Maryland Communication Association

National Communication Association

Ohio University

Peter Lang Publishing

Routledge/Taylor & Francis Group

Syracuse University

Texas State University - San Marcos

University of Massachusetts - Boston

Villanova University

West Chester University

West Virginia University

ECA Business Meetings At-a-Glance**Wednesday, April 24, 2013**

3:00 -4:00 pm	ECA Publications Committee	Oliver
4:00 -5:00 pm	Finance Committee I	Oliver
5:00 -6:00 pm	Site Selection	Oliver

Thursday, April 25, 2013

8:30-11:30 am	ECA Executive Council I	Anchor
12:00-1:00 pm	American Society for History of Rhetoric	Anchor
12:00-1:00 pm	ECA Teaching Fellows Meeting	Carnegie III
1:00-2:00 pm	ECA Research Fellows Meeting	Carnegie III
3:00-5:00 pm	2014 Program Planners I	Anchor
3:00-4:00 pm	New York State Communication Assoc.	Vandergrift
3:00-4:00 pm	Communication & Technology	Carnegie II
3:00-4:00 pm	Maryland Communication Assoc.	Heinz
4:00-5:00 pm	Pennsylvania Communication Assoc.	Vandergrift
4:00-5:00 pm	Intercultural Communication	Carnegie III

Friday, April 26, 2013

12:00-1:00 pm	Media Communication	Anchor
12:00-1:00 pm	Communication Administration	Fox Chapel
1:00-2:00 pm	Community College	Anchor
1:00-2:00 pm	Political Communication	Sternwheeler
2:00-3:00 pm	ECA 2014 Convention Planning II	Fox Chapel
2:00-3:00 pm	Health Communication	Sternwheeler
2:00-3:00 pm	Kenneth Burke	Anchor
3:00-4:00 pm	Interpretation & Performance Studies	Anchor
4:00-5:00 pm	Organizational Communication	Anchor
5:00-6:00 pm	Nonverbal Communication	Shadyside

ECA Business Meetings At-a-Glance

Saturday, April 27, 2013		
8:00-9:00 am	Philosophy of Communication	Carnegie II
9:00-10:00 am	Communication Traits	Anchor
9:00-10:00 am	Theory & Methodology	Carnegie II
10:00-11:00 am	Voices of Diversity	Anchor
10:00-11:00 am	Instructional Communication	Carnegie II
11:00-12:00 pm	Applied Communication	Anchor
11:00-12:00 pm	Interpersonal Communication	Riverboat
12:00-1:00 pm	Argumentation & Forensics	Riverboat
12:00-1:00 pm	Communication Law & Ethics	Sternwheeler
12:00-1:00 pm	Rhetoric & Public Address	Anchor
1:00-2:15 pm	Past Officers	Allegheny
2:30-3:45 PM	Nominating Committee	Anchor
4:00-5:45 PM	General Business Meeting	Monongahela
Sunday, April 28, 2013		
8:30-9:30 am	Finance Committee Meeting II	Conference C
9:30-11:30 am	Executive Council II	Conference C

Events of General Convention Interest

Wednesday, April 24, 2013

8:30-4:00 pm	ECA Registration	Conference Foyer
9:00-4:30pm	Basic Course Conference	Conference A

Thursday, April 25, 2013

8:00-5:00 pm	ECA Registration	Conference Foyer
1:00-5:00 pm	Exhibit Area	Frick
2:45-3:45 pm	ECA Coffee Café	Frick
5:00 -6:00 pm	Newcomers Reception	Monongahela
6:00 -7:30 pm	Welcome Reception	Monongahela
8:00 -9:00 pm	12-Step Group Meeting	Carnegie I

Friday, April 26, 2013

7:30-5:00 pm	ECA Registration	Conference Foyer
9:00-5:00 pm	Exhibit Area	Frick
10:45 -12:00 pm	ECA Awards Recognition and Coffee Café	Bob & Dolores Hope
12:30-1:45 pm	Undergraduate Poster Session I	Frick
6:30-9:00 pm	Wine and Spots	Allegheny Harvard/ Yale Club
6:30-8:00 pm	Performance: August Wilson's Hill District	August Wilson boyhood home
8:00 -9:00 p.m.	12-Step Group Meeting	Carnegie I

Saturday, April 27, 2013

7:30-2:00 pm	ECA Registration	Conference Foyer
9:00-3:00 pm	Exhibit Area	Frick
10:30-11:45 am	Graduate Poster Session	Frick
10:30-11:30 am	ECA Coffee Café	Frick
11:00- 1:00 pm	USC Top Papers and Luncheon	Sky
1:00-2:15 pm	Undergraduate Poster Session II	Frick
5:45 - 7:30 pm	President's Reception	Bob & Dolores Hope
8:00 -9:00 pm	12-Step Group Meeting	Carnegie I

2013 ECA Short Courses At-A-Glance

Participants must register for Short Courses at Convention Registration.

Thursday 1:00-2:15pm

Anchor

#1 Planning, Establishing, and Operating a Speech Communication Center

Instructors: **Cheryl Guy**, Gannon University
Brent C. Sleasman, Gannon University

Thursday 4:00-5:15pm

Phipps

#2: Teaching the Course in Business & Professional Communication

Instructors: **Todd Allen**, Geneva College
Matt Fuss, Geneva College
Denise Murphy Gerber, Geneva College

Friday 9:30-10:45am

Anchor

#3: Teaching Integrated Marketing Communication at the Confluence of Theory and Practice: Applied Learning in the IMC Classroom

Instructors: **Jeanne M. Persuit**, University of North Carolina, Wilmington
Jill K. Burk, Pennsylvania State University, Berks
Monica Waugh Benton, Duquesne University

Saturday 11:30-12:45pm

Fox Chapel

#4 Have Content...Need Publisher: Perspectives on the Confusing Confluence that Joins a Manuscript with Its Ideal Publisher

Instructors: **J. Kanan Sawyer**, West Chester University
James F. Klumpp, University of Maryland
Moira Donovan, Hayden-McNeil
Cheryl Falkowski, Pearson Publishing

Saturday, 1:00-2:15pm

Fox Chapel

#5 Teaching a Course on Humor Communication: The Confluence of Theory and Context

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

First Vice-President Sponsored Panels

Thursday, April 25

11:30-12:45pm	Confluence of PR Pedagogy and Practice: Public Relations Student Society of America	Oliver
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Friday, April 26

8:00-9:15am	Taking on a New Role: Department Assessment and Strategic Planning with Lambda Pi Eta	Anchor
9:30-10:45pm	National Communication Association Initiatives and Member Resources	Carnegie II
12:30-1:45pm	The Sky is Falling and the Four C's: Communication, Crisis, Community, and Consequences – A Town Hall Discussion	Conference B
2:00-3:15pm	Where We Were? Where He Took Us? Where Do We Go From Here? ECA Celebrates James C. McCroskey's Research and Scholarly Contributions to the Study of Human Communication	Bob & Dolores Hope

Saturday, April 27

8:00-9:15am	CMM and Beyond: Celebrating the Life of W. Barnett Pearce	Sternwheeler
8:00-9:15am	Communication in an International Context: A Fulbright Scholar Experience	Lawrence Welk
11:30-12:45pm	The Function and Future of the Discipline: A Confluence of Generations	Bob & Dolores Hope
2:30-3:45pm	Celebrating the Career and Legacy of Distinguished Service of Jerry L. Allen to ECA	Conference B

West Virginia Wesleyan College

honors its alumni and faculty for their service to ECA and participation in this year's 104th ECA Annual Meeting

Ennis Alston Allen '99

Katie Neary Dunleavy '03

Peter Galarneau, Jr. '98

Danette Ifert Johnson '90

Kathleen M. Long

Katherine S. Thweatt

Mary C. Toale '94

Wednesday 8:30-4:00pm

Conference Foyer

ECA Conference Registration**Wednesday 8:45-9:15am**

Conference Foyer

Basic Course Conference Registration/Sign-in and Continental Breakfast**Wednesday 9:00-9:10 am**

Conference A

Basic Course Conference Welcome Praxis: Balancing the Basic CourseBasic Course Coordinator: **Danamarie Every Gallagher**, Delaware County Community College

As the Basic Course becomes more central to college and university curricula, and as legislative attention makes higher education reform a priority, faculty must balance demands from multiple internal and external stakeholders. Panels will address defining core competencies of the basic course, delivering the basic course across campuses, exploring attitudes about and the centrality of the basic course and modernizing the basic course through open source content and technology. The keynote address, delivered by Joshua Compton of Dartmouth College, is entitled “Defining (*v.*) Talk, Defining (*adj.*) Talk, and the Basic Course”.

Wednesday 9:15 – 10: 30am

Conference A

Core Communication Competencies for Basic Courses: A Meeting of the Minds

Sponsor: Basic Course Conference
 Presenters: **Isa Engleberg**, Prince George’s Community College
Scott A. Myers, West Virginia University
Susan M. Ward, Delaware County Community College

The most critical question facing those who direct and teach introductory communication courses is **not**: *Which course should we offer or require?* Rather, the most critical question is: *What core competencies should form the basis for introductory communication courses, regardless of context?* This first part of this program has three goals: (1) to present a rationale for answering the latter question, (2) to share competency-development criteria based on the NCA-approved definition of communication, and (3) to offer a draft set of competencies based on the results of an ongoing core competencies research project. The second half of the program—a Meeting of the Minds—will comprise a facilitated activity in which attendees participate in a consensus-seeking process that identifies their level of support and additional recommendations for core communication competencies that apply across various communication contexts.

Wednesday 10:40-11:55am

Conference A

The Basic Communication Course at a Multi-Campus Public University

Sponsor: Basic Course Conference
 Chair: **David Deluliis**, Duquesne University
 Respondent: **Scott A. Myers**, West Virginia University

Presenters: **Shauna Vey**, New York City College of Technology, CUNY
Hollis F. Glaser, Borough of Manhattan Community College, CUNY
Suzanne Epstein, Bernard L. Schwartz Communication Institute at Baruch College, CUNY

This study investigates the basic communication course across a multi-campus public university. Through direct observation, institutional research, and on-site interviews at the undergraduate colleges of the City University of New York, the investigators construct a comprehensive dataset and draw conclusions regarding the following fields of inquiry: (1) departmental characteristics and the university community, (2) faculty characteristics and faculty training (3) standardization across campuses and assessment methods (4) student diversity and its influence on the basic course (5) discipline council and advocacy at the university level. The data is compared to two national studies and suggestions are made for other public universities to similarly study their own campuses.

Wednesday 12:00-1:15pm

Conference B

Basic Course Conference Luncheon and Keynote Speaker

Sponsor: Basic Course Conference

“Defining (*v.*) Talk, Defining (*adj.*) Talk, and the Basic Course”

Joshua Compton, Dartmouth College

Basic Course Conference participants are invited to a buffet luncheon and keynote presentation. Joshua Compton (Ph.D., Oklahoma, 2004) is a senior lecturer in speech at Dartmouth’s Institute for Writing and Rhetoric.

Wednesday 1:25-2:40pm

Conference A

The Confluence of Technology and Open Content to Modernize the Basic Course

Sponsor: Basic Course Conference

Presenters: **Jason S. Wrench**, SUNY New Paltz
Sharon Koch, Flat World Knowledge

The rising cost of technology, academic journals, and textbooks is a growing concern for many faculty members who teach the basic course. Furthermore, these rising costs have a stifling effect on a diversity of voices in higher education because publishers seek out content that is “competitive” and not necessarily groundbreaking. The Free and Open Source Software (FOSS) along with the Open Educational Resources (OER) movement have set out to put freely distributed software and academic literature (both journals and textbooks) in the hands of students and teachers. In essence, the FOSS and OER movements are helping to change the “accepted” practices of content delivery in favor of new ways of providing college students information.

Wednesday 2:45-4:00pm

Conference A

Why It Matters: Exploring Attitudes about and the Centrality of the Basic Course

Sponsor: Basic Course Conference
 Chair: **Barbara Sims**, Alderson-Broaddus College
 Respondent: **Don M. Boileau**, George Mason University

“Why the Basic Course is Central to the College and University Curricula”

Georgia M. Bedford, Duquesne University

Kristin Roeschenthaler Wolfe, Duquesne University

“Developing a Measure of Students’ Attitudes towards Communication”

Timothy Ball, James Madison University

The need for the basic course continues to expand in an atmosphere altered by the continued shift toward practical, achievement oriented approaches guided by legislative mandates and standardized testing, while adapting to the integration of technology in the teaching and learning experience. Colleges and universities must balance these challenges along with understanding how students perceive communication as a course of study.

Wednesday 4:00-4:30pm

Conference A

Basic Course Conference Wrap up and Closing

Danamarie Every Gallagher, Delaware County Community College

Wednesday 3:00-4:00pm

Oliver

ECA Publications Committee Meeting

Nancy J. Willets, Chair (President)
Danette Ifert Johnson (First Vice President)
Thomas Flynn (First Vice President Elect)
Ronald C. Arnett (Executive Director)
Trevor S. Parry-Giles (Immediate Past Editor of CQ)
Wendy Samter (Immediate Past Editor of CRR)
Mark Hickson, III (Immediate Past Editor of QRRC)
Donald A. Fishman (Elected Representative)
Jason S. Wrench (Elected Representative)
Benjamin R. Bates (ex officio) (CQ Editor)
Theodore A. Avtgis (ex officio) (CRR Editor)
Janie M. Harden Fritz (ex officio) (QRRC Editor)

Wednesday 4:00-5:00pm

Oliver

ECA Finance Committee Meeting

Nancy J. Willets, Chair (President)
Cindy Lont (Immediate Past President)
Danette Ifert Johnson (First Vice President)
Ronald C. Arnett (Executive Director)
Thomas Flynn (First Vice President Elect)
Catherine Wright (Elected Representative)
Benjamin R. Bates (ex officio)
Theodore A. Avtgis (ex officio)
Janie M. Harden Fritz (ex officio)

Wednesday, 5:00-6:00pm

Oliver

ECA Site Selection Committee Meeting

Nancy Willets, Chair (President)
Danette Ifert Johnson (First Vice President)
Cindy Lont (Immediate Past President)
Thomas Flynn (First Vice President Elect)
Janie M. Harden Fritz (Immediate Past President once removed)
Ronald C. Arnett (Executive Director)

Thursday 8:00-5:00pm

Conference Foyer

ECA Conference Registration

Thursday 8:30-11:30am

Anchor

ECA Executive Council Meeting I

Nancy J. Willets, Chair (President)

Danette Ifert Johnson (First Vice President)

Thomas Flynn (First Vice President Elect)

Cindy Lont (Immediate Past President)

Ronald C. Arnett (Executive Director)

Ex-Officio Council

Theodore A. Avtgis (CRR Editor)

Janie M. Harden Fritz (QRRC Editor)

Benjamin R. Bates (CQ Editor)

Katherine S. Thweatt (Director of Marketing and Exhibits)

Sean M. Horan (ECA Representative to NCA 2013 Nominating Committee)

Trevor S. Parry-Giles (Archivist)

Susan J. Drucker (ECA Legal Counsel)

Tobi Mackler (ECA Community College Representative to NCA Legislative Assembly)

Jean Ann Streiff (ECA K-12 Representative to NCA Legislative Assembly)

Susan Jasko (ECA College/University Representative to NCA Legislative Council)

Interest Group Representatives

Benjamin R. Bates (Rhetoric and Public Address)

Elvera Berry (Kenneth Burke)

Joy M. Cypher (Voices of Diversity)

Kristen Campbell Eichhorn (Nonverbal Communication)

Donald A. Fishman (Communication, Law & Ethic)

Lisa M. Gring-Pemble (Political Communication)

Susan Jasko (Theory & Methodology)

Theodore F. Sheckels (Argumentation & Forensics)

Michelle Simpson (Community College)

Matthew J. Smith (Media Communication)

Sally Vogl-Bauer (Communication Administration)

Thursday 10:00-11:15am

Oakmont

Visual Rhetoric, World Youth Day, and Baseball: Intersections of Rhetorical Inquiry

Sponsor: Rhetoric & Public Address
 Chair: **Timothy Barney**, University of Richmond

“Visual Rhetoric and Anthropocentrism in *Whale Wars*”
Collin Syfert, University of Rhode Island

“World Youth Day and Shared Fantasies: The Rhetorical Power of Pope John Paul II and Pope Benedict XVI”
Emma Frances Bloomfield, University of Southern California

“Constructing the Sublime: Classical Rhetoric, George W. Bush, and the National Pastime”
John Koch, Wayne State University

These competitively selected papers explore various approaches to rhetorical inquiry.

Thursday 10:00-11:15am

Phipps

Issues in Applied Communication Research: Impression Management, Nonprofit Branding, and Agency in the Sex-Tourism Industry

Sponsor: Applied Communication
 Chair: **Nancy A. Wiencek**, Rider University
 Respondent: **Todd S. Kelshaw**, Montclair State University

“All that Glitters is Not Gold’: The Role of Impression Management in Data Breach Notification”
Alexander Jenkins, Drexel University
Murugan Anandarajan, Drexel University
Rob D’Ovidio, Drexel University

“Charity Brand Personality: Can Smaller Charitable Organizations Leverage Their Brand’s Personality to Influence Giving?”
Elizabeth Stebbins, Canisius College*
Rosanne L. Hartman, Canisius College

“Sex Tourism: Exploitation or Free Choice?”
Christine M. Willingham, Florida State University

*Debut Paper

This panel of papers explores issues within organizational, nonprofit, and sex-tourism industry settings. Discussion focuses on positive organizational outcomes as a result of impression management techniques, how the concept of branding is an important strategy for nonprofit practitioners, and issues related to agency in the sex industry.

Thursday 10:00-11:15am

Conference C

The Transformation of Communication by Social Networks

Sponsor: Communication and Technology
 Chair: **Tatyana Dumova**, Point Park University
 Respondent: **Rod Carveth**, Morgan State University

“Social Networking Sites: Maintaining Relationships and Constructing Identities Online”

David T. McMahan, Missouri Western State University

James W. Chesebro, Ball State University

Preston C. Russett, Ball State University

“Communication Roles and Gratifications Attained on Social Network Sites”

Eric Langstedt, Mount Saint Mary College

“Communication Privacy Management Theory and Message Perception: Exploring the Role of Public and Private Spheres on Facebook”

Zachary W. Goldman, West Virginia University

David K. Westerman, West Virginia University

Nicholas D. Bowman, West Virginia University

Gregory A. Cranmer, West Virginia University

Social networking sites have transformed human communication in many ways. This panel explores the purpose of social networking sites and associated effects on relationships, identities, roles and gratification, interpersonal disclosure and privacy management.

Thursday 10:00-11:15am

Oliver

Contributed Papers in Argumentation & Forensics

Sponsor: Argumentation & Forensics
 Chair: **Sean Luechtefeld**, University of Maryland
 Respondent: **James F. Klumpp**, University of Maryland

“The Rivera Controversy at Rockefeller Center: Staging Contingency”

Caitlin Bruce, Northwestern University

“An Assessment of SB1070 as a Controversy: *Arizona v. The United States*”

Vincent Cuellar, Christopher Newport University*

“Topic vs. Resolution: Reframing Policy Debate Education through Burke’s Pentad”

Taylor Hahn, University of Pittsburgh

*Debut Paper

Argumentation and forensics, as a subfield of the communication discipline, features a wide variety of scholarly interests, spanning different research areas, methodologies and theoretical frameworks. This panel will explore the confluence of these areas by examining the range of research taking place throughout the sub-discipline.

Thursday 10:00-11:15am

Vandergrift

Environment, Science, Politics and Media

Sponsor: Media Communication
 Chair: **Nicholas Smith**, Northern Kentucky University
 Respondent: **Nicholas Smith**, Northern Kentucky University

“Proactive Environmental Risk Communication: Science Reporters’ Evaluation of For-Profit Corporations’ Sustainability Communication”

Sun-A Park, Robert Morris University
Glen T. Cameron, University of Missouri

“Influencing Sea-Level Rise Policy: The Role of Informational Bias and Opinion Pieces in Regional Coverage of a Climate-Change Issue”

Susan Opt, James Madison University

“Source Diversity is Greater in Print than Radio and TV News Stories in the Coverage of a Controversial Environmental Debate”

Richard Watts, University of Vermont
Jonathan Maddison, Cornell Cooperative Extension of Tompkins County

“Science Speaks Out: Discussions of Science and Technology on America’s Town Meeting of the Air”

Nicholas R. Maradin, University of Pittsburgh

Thursday 10:00-11:15am

Conference A

Advances in Methodological Approaches for Studying Communication

Sponsor: Theory & Methodology
 Chair: **L. Meghan Mahoney**, West Chester University

“Accounts across the Borders of Scholarship: The Importance of Audience and Opportunity”

Kelly E. Tenzek, Bloomsburg University

“Attached’ to a Limiting Perspective: A Proposal to Consider Attachment Styles as a Predictor in Dialectical Contradiction Management”

Dacey L. McGinty, University of Delaware

“Defining Cultural Theories through Modified Positivist Assessment Criteria: Stuart Hall’s Encoding/Decoding Examined”

Evan L. Kropp, University of Georgia

“A Methodology of Experience: A Defense of Oral History within the Field of Communication”

Sarah Bishop, University of Pittsburgh

“Penn State Nittany Lyn’: A Discussion, Comparison and Application of the Symptoms of Groupthink”

Chris Grouzes, West Chester University

“Can Bloggers Accurately Report their Self-Disclosure Behaviors? Comparing Self-report and Content Analysis Data of Blogger Self-Disclosure”

Erin E. Hollenbaugh, Kent State University, Stark
Marcia K. Everett, Malone University

Papers explore new and redefine old approaches to analyzing messages, message designers, and audiences

Thursday 10:00-11:15am

Shadyside

Pedagogical Tools for the Communication Classroom

Sponsor: Instructional Communication
 Chair: **Jessalyn L. Vallade**, West Virginia University
 Respondent: **Amber Peplow**, University of Cincinnati, Blue Ash

“Student Transcription as a Pedagogical Tool for Improving Speech Construction and Delivery Skills”

Elizabeth Reeves O’Connor, Rochester Institute of Technology

Keri Barone, Rochester Institute of Technology

“Untethering Education: Creating a Hybrid Class to Enhance Learning in Intercultural Communication”

Bessie Lee Lawton, West Chester University

Anita Foeman, West Chester University

Philip Thompsen, West Chester University

“Teaching Communication Research Methods: Student Perceptions of Topic Understanding, Topic Difficulty, and Their Relationship with Math Anxiety”

Andrew S. Rancer, University of Akron

James M. Durbin, University of Akron

Yang Lin, University of Akron

Thursday 10:00-11:15am

Heinz

Ideology, Gender & Language: Confluences of Diversity & Words

Sponsor: Voices of Diversity
 Chair: **Kesha Morant Williams**, Pennsylvania State University, Berks
 Respondent: **Nicole Files-Thompson**, Howard University

“She’s Hot: Examining the Perceptions of Black Students on Sexual Harassment”

Shirley Crawley, Western Connecticut State University

“The Ideology of the Third Wave: Too Complex and Contradictory to Spark a Movement?”

Melissa Kaminski, Virginia Tech University

“Examining The Millennial Generation’s Perception of Politics in Church Settings”*

Ying Ling Liu, Abilene Christian University

Anthony Tipton, Abilene Christian University

Belinda Harmon, Abilene Christian University

Chris Stephenson, Abilene Christian University

“Rethinking Gender Myths in Religious Creation Stories: Furthering a Gender Diversity Perspective”

Kristen Ann Hungerford, University of Memphis

*Debut Paper

Language reveals societal perceptions and value on identity. Context is a critical frame for understanding the meaning presented within words. Ideologies around religion, gender and sex are explored in these papers. In particular, each paper explores how paradigms of difference are experienced, practiced and perceived across a range of issues.

Thursday 11:30-12:45pm

Fox Chapel

Degrees, Tracks, and Certificates: Building a Communication Degree Program

Sponsor: Community College
 Chair: **Laura Davis**, Harrisburg Area Community College

Panelists: **Jessica Papajcik**, Stark State College
Rebecca Townsend, Manchester Community College
Tom Donlan, Montgomery County Community College
Michelle Simpson, College of Southern Maryland
Nadine Cichy, Sinclair Community College

Creating an Associate of Arts or Associate of Science program in the field of communication is a rewarding, yet daunting, task. Participants in this roundtable will offer unique perspectives on their experiences and roles in building communication degree programs. Attendees can expect to gain insight into how seasoned faculty members have navigated the process – from program conception and implementation, to expansion and assessment.

Thursday 11:30-12:45pm

Vandergrift

Out of the Starting Gate: Research Perspectives on Candidate & Media Messaging in Campaign 2012

Sponsor: Political Communication
 Chair: **John Kares Smith**, SUNY Oswego

“Values, Policy, and the Environment in the 2012 Presidential Election”
Emma Frances Bloomfield, University of Southern California

“Using Projective Techniques to Examine College Students’ Perceptions of the Candidates’ Brand Identities”
James Collier, Radford University
Scott W. Dunn, Radford University

“Pictures and Words: Assessing Civility and Clash in Campaign 2012 Debate Photojournalism”
Janis L. Edwards, University of Alabama

“Election Coverage in a “Post-Truth” Media Era”
Kelley Crowley, Shenandoah University

Like all elections, the latest race for the Presidency of the United States provides scholars with a multitude of opportunities to strengthen our understanding of the confluence of communication and the political process. This panel represents some of the first research to examine how candidate and media messages shaped political identities and perceptions during the election.

Thursday 11:30-12:45pm

Oliver

Confluence of PR Pedagogy and Practice: Public Relations Student Society of America

Sponsor: First Vice President
 Chair: **Katrina J. Quinn**, Slippery Rock University

“Seeking Confluence: Where the Classroom Leaves Off...and the Firm Steps in”
Leah Kennedy, Slippery Rock University

“Sink or Swim: Teamwork, Planning, and Pitfalls at the Helm of a Student-Run PR Firm”
Rachel Edman, Slippery Rock University

“Branding, Social Media, and the Web: PR for the PR Firm”
Courtney Moats, Slippery Rock University.

“Project and Client Management: How a Student Learns to Say ‘No’ to the Dean”
Kyle Dempster, Slippery Rock University

This panel explores the challenges and rewards of establishing a student-run public relations firm in conjunction with a university’s PR curriculum. It presents a case study, Slippery Rock University’s student-run firm Rock PRoductions, and provides a roadmap for other programs seeking to begin the process.

Thursday 11:30-12:45pm

Conference C

Philosophers and Communication

Sponsor: Philosophy of Communication
 Chair: **Celeste Grayson Seymour**, Western Governor’s University
 Respondent: **Kristen Majocho**, University of Pittsburgh, Johnstown

“Applying Newman’s Theory to IMC”
Jennifer Brunner, Duquesne University

“Jean Francois Lyotard: ‘Dialogic Communicative Agony’”
Cyril Latzoo, Duquesne University

“Encountering *Being* at a Confluence of Traditions: Faith and Science in Ellul’s Philosophy of Communication”
Marianne R. Pabis, Duquesne University

“The Confluence of Authority and Personality in M. M. Bakhtin’s ‘Author and Hero in Aesthetic Activity’”
Joel S. Ward, Bethel University

This panel connects various philosophers to the field of communication.

Thursday 11:30-12:45pm

Oakmont

An Examination of the Role of Nonverbal Communication in Computer Mediated Communication (CMC)

Sponsor: Nonverbal Communication
Chair: **Zachary D. Johnson**, West Virginia University
Respondent: **David K. Westerman**, West Virginia University

“Why Did You Not Answer Me? Response Latency in Computer Mediated Communication”

Jenesa A. Stonko, West Virginia University
Helana Pennington, West Virginia University
Kayla A. Kisner, West Virginia University
Hailey Fleming, West Virginia University
Daniel P. Taschereau, West Virginia University
Nicholas A. Raffa, West Virginia University

“Emoticons as Nonverbal Substitutes in Computer Mediated Communication”

Katherine A. Dussan, West Virginia University
Hillary D. Foster, West Virginia University
Raven H. Cupp, West Virginia University
Vita P. Kurdelchuk, West Virginia University
Dale T. Pritts, West Virginia University
Jennefer L. Kulik, West Virginia University

“Professionalism and CMC: Perceptions of Emoticon Usage in the Workplace”

Matthew R. Payne, West Virginia University
Luke A. Holding, West Virginia University
Jennifer J. Abel, West Virginia University
Kevin M. Crowe, West Virginia University
Nicole D. Smith, West Virginia University

“Turn-Taking in Texted Interactions”

Andrew Feather, West Virginia University
Alexander Folio, West Virginia University
Andrew Gardiner, West Virginia University
Tyler Heath, West Virginia University
Philip Henry, West Virginia University
Samantha Szymanski, West Virginia University
Aira Whiteman, West Virginia University

This panel features the papers examining how nonverbal communication is used and interpreted within computer mediated communication.

Thursday 11:30-12:45pm

Conference A

Top Papers in Media Ecology

Sponsor: Media Ecology Association
 Chair: Susan Jasko, California University of Pennsylvania

“Graffiti and Resistance: An Exploration of Everyday Acts of Subversion”

Oliver M. Brass, James Madison University

April L. Roth, James Madison University

“The Media Ecology of *WALL-E*”

Cheryl Casey, Hamilton College

“The Media Ecology of C. S. Lewis”

Nick Pertler, Duquesne University

“Touch Hyperjournalism: A Proposal for a Confluence of the New Media Ecology”

Denis Renó, University of Rosario

This panel features the top four competitive papers from the Media Ecology Association, an affiliated association of the ECA, for this year.

Thursday 11:30-12:45pm

Bob & Dolores Hope

Illness Narratives

Sponsor: Health Communication
 Chair: Kristen Flennoy, Southern Connecticut State University

“I Survived: The Content and Forms of Trauma Narrative”

Johanne I. Laboy, North Carolina State University

Kama A. Kosenko, North Carolina State University

“Metamorphosis: Lupus, Identity & African American Women”

Kesha Morant Williams, Pennsylvania State University

“What a Loser That Guy Was: Norm MacDonald’s Humorous Critique of the Romantic/Warrior Narrative”

Nicholas T. Iannarino, University of Kentucky

“Having Cancer is Hard: Social Support among Adolescent and Young Adult Cancer Survivors”

Sarah Zaitchik, University of Texas, Austin

Leah LeFebvre, University of Texas, Austin

Laura E. Brown, University of Texas, Austin

Erin Donovan-Kicken, University of Texas, Austin

Thursday 11:30-12:45pm

Phipps

Humor Theory and the Big Bang Theory

Sponsors: Applied Communication & Media Communication
 Chair: **Susan McManimon**, Rider University
 Respondent: **Nurhaya Muchtar**, Indiana University of Pennsylvania

“Humor’s Relief Theory and the *Big Bang*’s Sitcom Approach to Uncomfortable Situations”
Laura Wilson, Indiana University of Pennsylvania

“Creating Humor by Juxtaposing IQ and EQ in the *Big Bang Theory*”
Amber Peplow, University of Cincinnati, Blue Ash

“The Incongruity of the *Big Bang Theory*”
Susan McManimon, Rider University

Humor receives less attention than many communication activities despite its continued importance in culture and arts. It can provide an interesting vantage point to learn about a wide range of human interactions. Numerous theories of humor are found in present-day academic literature with three theories of humor appearing recurrently. Relief theory, superiority theory, and incongruity theory will be presented to examine the continued popularity of the Emmy award winning show the *Big Bang Theory*.

Thursday 11:30-12:45pm

Lawrence Welk

Affectionate Communication across Contexts

Sponsor: Interpersonal Communication
 Chair: **Lori Vela**, West Virginia University
 Respondent: **Megan M. Dowd**, Hamilton College

“Further Understanding Affectionate Communication as Maintenance”
Sean M. Horan, DePaul University

“College Students’ Mental Health and Their Received Affection from Their Grandparents”
Daniel H. Mansson, Pennsylvania State University, Hazleton

“Affectionate Communication as a Predictor of Relational Characteristics in the Grandparent-Grandchild Relationship”
Daniel H. Mansson, Pennsylvania State University, Hazleton

Thursday 11:30-12:45pm

Conference B

How Many Comedians Does it Take to Affect a Democracy? The Confluence of Humor and Politics

Sponsor: Rhetoric & Public Address
Chair: **Ron Von Burg**, Wake Forest University

“Frasier and Seinfeld Walk into a Bar...: When Sitcoms Wax Political”

Kevin Taylor Anderson, University of Massachusetts, Amherst

“A Funny Thing Happened on the Way to the FEC Hearing”

Marcus Paroske, University of Michigan, Flint

“What Happens When You Cross a Conservative With a Comedian? Comedy and Marginality”

Paul Elliott Johnson, University of Pittsburgh

“What’s the Deal with Liberals? The Discursive Construction of Liberal Political Identity in Conservative Political Humor”

Ron Von Burg, Wake Forest University

Kai Heidemann, Christopher Newport University

This panel brings together scholars from various disciplines to explore the confluence of humor and political discourse. These essays examine how the tropological dimensions of contemporary conservative and liberal comedy construct political identities that expand the rhetorical horizons of political discourse.

Thursday 12:00-1:00pm

Carnegie III

ECA Teaching Fellows Meeting

Thursday 12:00-1:00pm

Anchor

American Society for History of Rhetoric Business Meeting

Thursday 1:00-2:00pm

Carnegie III

ECA Research Fellows Meeting

Thursday 1:00-5:00pm

Frick

ECA Exhibit Hall Open

Thursday 1:00-2:15pm

Anchor

Short Course—#1: Planning, Establishing, and Operating a Speech Communication Center

Instructors: **Cheryl Guy**, Gannon University
Brent C. Sleasman, Gannon University

The establishment of a new Speech Communication Center provides both students and faculty with helpful resources for the classroom. Using the Gannon University Speech Communication Center as an example, practical concerns such as developing a proposal, preparing a budget, and working with campus administrators will be explored in an effort to assist those interested in creating such a Center. For those campuses that already have a Communication Center, this short course will provide a unique perspective on the supervision of day-to-day activities.

Thursday 1:00-2:15pm

Phipps

The Confluence of Self Image and Sexual Discourse

Sponsor: Rhetoric & Public Address
Chair: **Ron Von Burg**, Wake Forest University

“Only Get it for the Articles:’ Hugh Hefner Endeavors to Define ‘American’”
M. Elizabeth Thorpe, The College at Brockport, SUNY

“Care of the self and regulation of childhood obesity: A Foucauldian reading of Michelle Obama’s *Let’s Move* address”
Benjamin R. Bates, Ohio University

Through a diversity of perspectives, each paper in this panel provides an interpretation of various rhetorical acts exploring self-image and sexual discourse.

Thursday 1:00-2:15pm

Oliver

Contributed Papers in Political Communication

Sponsor: Political Communication
Chair: **Sean Luechtefeld**, University of Maryland
Respondent: **Rod Carveth**, Morgan State University

“The Confluence of Causes, Crises, and Communication Strategies in Establishing the Peace Corps, 1961”
Gerard Moylineaux, LaSalle University

“What Would Ronald Reagan Do? Memoro-Politics, The Ronald Reagan Presidential Museum and Docile Citizenship”
John Koch, Wayne State University

“Wait, How Can You See Those Pictures?” An Exploration of Online Privacy and Self-Disclosure”
Amanda Carlson, University of Delaware

“Hyperbolic Horror in Santorum for President’s “Obamaville”
Jessica Lu, University of Maryland

This panel represents a mixture of submissions contributed to the political communication division this year. Topics include presidential campaign discourse, online privacy, and rhetorical history.

Thursday 1:00-2:15pm

Oakmont

Confluent Selves: Burkean Journeys toward Identity

Sponsor: Kenneth Burke
 Chair: Annie Laurie Nichols, University of Maryland
 Respondent: Celeste Grayson Seymour, Western Governor's University

“Public Memory: Burkean Analysis of Past in Present”

Susan Carr, Duquesne University

“Used by the Force: Burke Looks at *Star Wars*”

Matt Mancino, Roberts Wesleyan College

“Beyond the Election: Shaping the American Socio-Economic Identity”

Robin Kanak, Villanova University

“I Am My Gamertag: Burkean Division and Transcendence”

Steven Zwier, Duquesne University

We live at the intersection of individual experience and collective identity; past identities and current challenges combine to construct today's personal and communal self. This panel explores individual, popular-culture, and political identity through the “medium” of Kenneth Burke, whose ideas are invaluable in understanding the confluent construction of identity. From technology and media to politics and memory, a Burkean framework can help us discover who we are today.

Thursday 1:00-2:15pm

Conference B

The Senior Capstone/Senior Seminar Course as Confluence of Student Assessment and Student Achievement

Sponsor: Instructional Communication
 Chair: Kimberly Korsmaros, West Virginia University, Parkersburg

Panelists: **Mark Stine**, Wilkes University
Carl T. Hyden, Morgan State University
Andrea McClanahan, East Stroudsburg University
Barbara Sims, Alderson-Broaddus College

How do we know students are learning what we claim we're teaching? Assessment has become important on our campuses. Budgets get tighter. Pressure gets more intense. We've been asked to do more with less. So we have to find ways to assess our students – especially at graduation. One way has been the senior capstone or seminar as a core requirement. This panel looks at different methods that institutions are using to assess achievement of their students.

Thursday 1:00-2:15pm

Conference C

(Pop) Culture as Performance: Exploring Identities through Religion, Spatial Interaction and Vanity Plates

Sponsor: Interpretation and Performance Studies
Chair: **Mary Mino**, Pennsylvania State University, DuBois
Respondent: **Valerie Lynn Schrader**, Pennsylvania State University, Schuylkill

“Driving Identity: Vanity Plates as Identity Performance”

Megan M. Dowd, Hamilton College

Heather Ferrara, Cazenovia College

“The Death of a Pop-Star Pope: An Analysis of John Paul II’s Funeral as Media Event”*

Mary Catherine Kennedy, Ohio University

“Underneath the Concrete of the Street, the Sea of the Beach: Poststructuralist Performance and Everyday Spatial Subjectivity”

Hunter H. Fine, Bloomsburg University

Thursday 1:00-2:15pm

Vandergrift

New Media Philosophies: Pleasure and Sense Making in the Digital Age

Sponsor: Media Communication
Chair: **Brenton Malin**, University of Pittsburgh

“The Problem of Presence: Deleuze and the New Media”

Gordon Coonfield, Villanova University

“The Low-End Touch: Contact Sensuousity in the Digital Age”

Hugh Curnutt, Montclair State University

“Bat with iPads: Media Physicalism and the Promise and Peril of New Technology”

Brenton Malin, University of Pittsburgh

“Will Work for Play: Laboring in Video Games”

Ian Reyes, University of Rhode Island

Thursday 1:00-2:15pm

Lawrence Welk

Rhetoric and Rationality from Bacon to Neuroscience

Sponsor: American Society for the History of Rhetoric
 Chair: **David C. Hoffman**, Baruch College, CUNY
 Respondent: **David C. Hoffman**, Baruch College, CUNY

“Instrumental Rhetoric and the Language of Modern Science”

Piper W. Corp, University of Pittsburgh

“Enlightenment’s Prejudice against Prejudice”

Cyril Latzoo, Duquesne University

“Perelman and the Intergenerational Audience: A Confluence of the Philosophy of Rhetoric and Environmental Communication”

Brandon Inabinet, Furman University

Jessica Prody, St. Lawrence University

“Neuroscience as Perspective: The Epistemological Grounds for a Humanistic Neurorhetoric”

Michelle Gibbons, SUNY Delhi

This panel explores the interplay of rhetoric and rationality in a wonderful variety of contexts: Early Modern scientific atlases, Mary Shelly’s *Frankenstein*, Chaim Perelman’s conception of the Universal Audience, and the cutting edge of contemporary neuroscience. In general, the authors find that the rhetorical tradition, on the one hand, and scientific and philosophical rationality, on the other, have been mutually enriching in many cases.

Thursday 1:00-2:15pm

Conference A

The Confluence of Methods and Movements

Sponsor: Theory & Methodology
 Chair: **Mary E. Braz**, West Chester University

“Bringing back Agency: Political Economy of Communication and Ethnography of Everyday Life”

Sumanth Inukonda, Bowling Green State University

“Nonduality and Communication”

Lukas Pelliccio, West Chester University

“Revisiting the Concept of Hegemony”

Eun Young Lee, Bowling Green State University

“The Political Economy of the Media: Theoretical Overview & the Future of the Field”

Brett R. Labbé, Bowling Green State University

“Survey-based research and the application of total survey error paradigm: A content analysis of survey articles in *Journalism & Mass Communication Quarterly* 2001-2012”

Alexandru Stana, Bowling Green State University

Xiao Hu, Bowling Green State University

These papers explore survey research, empiricism, and hegemonic structures in the study of communication.

Thursday 1:00-2:15pm

Carnegie II

Communication is Complicated: Parents, Children and Siblings

Sponsor: Interpersonal Communication
Respondent: **Kelly Rocca DelGaizo**, St. John's University
Chair: **Jessalyn L. Vallade**, West Virginia University

“Preventing and Correcting Face Loss in Donor-Conceived Families: The Parent’s Perspective”

Meredith Marko Harrigan, SUNY Geneseo

Alexandra Priore, SUNY Geneseo

Emily C. Wagner, SUNY Geneseo

Katelyn Palka, SUNY Geneseo

“How Divorced Parents Talk about Divorce and Children with Dating Partners”

Aimee E. Miller-Ott, University of Hartford

“Whoever Did It Will Come Forward...or the Other Two Will Rat Him Out”: Sibling Interactions Portrayed on Modern Family”

Nancy Bressler, Bowling Green State University

“What are they Hearing? The Impact of Parental Communication of Spillover on Youth”

Denise M. Polk, West Chester University

Charles Seese, West Chester University

Thursday 1:00-2:15pm

Bob Hope

Expanding the View of Communication in the Classroom

Sponsor: Instructional Communication
Chair: **Qin Zhang**, Fairfield University
Respondent: **Jason S. Wrench**, SUNY New Paltz

“Critical Possibility in the Introductory Course”

Christina E. Saindon, Southern Illinois University, Carbondale

“An Instructional Exploration of Constructionism through Game Design”

Luis C. Almeida, Indiana University of Pennsylvania

“A Social Constructivist Perspective on Second Life Collaborative Learning Technology”

Zeynep Tanes, Duquesne University

Thursday 1:00-2:15pm

Heinz

Public Speaking as Human Connection: A Roundtable Discussion on Breathing Life into Traditional Ways of Teaching Speech

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

Panelists: **Jennifer Babcock**, Bridgewater College
Nyia Lacey, Delaware County Community College
Melanie K. Laliker, Bridgewater College
Patti Vorndran, Delaware County Community College

In her well-received book *Resonate*, Nancy Duarte writes that forming human connections is an art – an art that’s missing from most presentations. This panel will discuss ways in which traditional public speaking texts could be revamped to inspire students to create an emotional connection with the audience. Panelists will identify gaps in content areas and share strategies for integrating fresh and innovative ideas into assignments and learning activities. Attendees are encouraged to share their ideas.

Thursday 2:30-3:45pm

Oliver

So What Have You Done Lately? The Newest ECA Research Fellows Discuss Their Recent Research Directions

Sponsor: ECA Research Fellows
 Moderator: **Melanie Booth-Butterfield**, West Virginia University

“Communicating from the Field of Crisis: First Responder Communication”

Theodore A. Avtgis, Ashland University

“%#&! : Theorizing about Swearing”

Danette Ifert Johnson, Ithaca College

“The Gift that Keeps on Giving: Analyzing the Political Rhetoric of Bill Clinton”

Trevor S. Parry-Giles, National Communication Association

“Pediatric Trauma Team Communication Effectiveness: Assessing from the Emergency Room”

Timothy P. Mottet, Texas State University, San Marcos

Thursday 2:30-3:45pm

Fox Chapel

Top Competitive Papers in Interpretation and Performance Studies

Sponsor: Interpretation and Performance Studies
 Chair: **Valerie Lynn Schrader**, Pennsylvania State University, Schuylkill
 Respondent: **Rebecca Murphy-Keith**, Independent Scholar

“Performing with Food: Relationships between Food, Women’s Performance of ‘Good Mother,’ and Childhood Health Outcomes”*

Sarah N. Heiss, University of Vermont
Heather J. Carmack, James Madison University

“Marriage Play(z) as Third-Space Consciousness”
Sydney Pasquinelli, University of Pittsburgh**

“Marital Engagement as the Hero’s Journey: An Application of Campbell’s Monomyth”
Sarah Zaitchik, University of Texas, Austin

This panel features the top three competitive papers from the Interpretation and Performance Studies Interest Group from this year.

*Top Competitive Paper

**Top Student Paper; Debut Paper

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THE SCHOOL OF COMMUNICATION STUDIES

JAMES MADISON UNIVERSITY

Thursday 2:30-3:45pm

Lawrence Welk

The Forensic Burke: A For(u)mative Member of the Parliament

Sponsor: Argumentation & Forensics
 Chair: **Raymond Quiel**, Eastern Michigan University

“The Parlors of Peabody: The Parlor Metaphor as a Forensic Society”
Courtney Wright, Bowling Green State University

“Linguistically Centered Poetic Pedagogy: A Burkean Forensic Synthesis”
Raymond Quiel, Eastern Michigan University

“Plotting the Prologue: The Chronographic Cartography in Kenneth Burke’s Forensics”
George Denger, Lake Superior State University

Though Kenneth Burke passed away nearly twenty years ago, he continues to trundle much of the unending conversation about speech communication today. In this panel, we illustrate the formative impact of competitive forensics on speech communication’s most influential voice. Though Burke has been reviewed, investigated, and researched for over ninety years, Burke’s forensic experiences have gone unnoticed. As such, this panel is heuristically provocative.

Thursday 2:30-3:45pm

Conference A

Acoustic Ecology

Sponsor: Media Ecology Association
 Chair: **Thom Gencarelli**, Manhattan College

“City Sounds”
Gary Gumpert, Urban Communication Foundation
Susan J. Drucker, Hofstra University

“Music as Environment and Anti-Environment”
Thom Gencarelli, Manhattan College

“(Non)-Acoustic Ecology and Public Space on the Internet”
Susan B. Barnes, Rochester Institute of Technology

Along with the facilities and construction of a physical environment, the electronic, auditory, and typographical dissemination of information constitute an overall “communication environment.” The auditory environment of public places in particular is changing. The sounds of silence are more difficult to find. Noise level standards and noise abatement requirements are in effect in many cities. The decibel level in restaurants makes conversation difficult; waiting rooms are turned into babble rooms with televisions or piped in music competing with mobile phone conversations. Noise pollution and nuisance are increasingly associated with environments of public communication. Sound amplification systems enhance sound but may be perceived as a form of aggression. One person’s music is another person’s noise. This panel will explore the diverse technologically-rooted changes in the public soundscape.

Thursday 2:30-3:45pm

Conference C

Great Ideas for Teaching Students (G.I.F.T.S.) Session I

Sponsor: Community College
 Chair: **Danamarie Every Gallagher**, Delaware County Community College

“Is He or She My Best Potential Partner? A Social Exchange Theory Exercise for the Interpersonal Unit”
C. Leigh Nelson and **Eric Fife**, James Madison University

“SLAP!”
Thomas McCloskey, University of Maryland

“Six-word Cultural Identity Memoirs: Using Storytelling to Increase Cultural Identity Awareness”
Nathaniel Simmons, Ohio University

“Using Newsmap to Teach Critical Thinking Skills”
Chip Rouse, Stevenson University

“Paper Airplanes: In Flight to an Effective Speech”
Emily Bushnell, Abilene Christian University

“Seussically Speaking”
Stephanie Kelly, North Carolina A&T State University

“The Confluence of Small Group Roles: How Task, Social, and Individual Roles Converge”
Nancy Bressler, Bowling Green State University

“Your Life in 100 Words or Less: A PowerPoint Activity for the Basic Course”
Timothy Rumbough, Bloomsburg University

This program consists of “Great Ideas for Teaching Students” in a variety of communication courses. Panelists share their class-tested G.I.F.T.S., which range from activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skill, or learning objective.

Thursday 2:30-3:45pm

Bob & Dolores Hope

Trash Talk, Jealousy, and Negative Maintenance Behaviors: We Are Only Human

Sponsor: Interpersonal Communication
 Respondent: **Linda Sampson**, Southern Connecticut State University
 Chair: **Melody Thomas**, West Virginia University,

“Verbal Aggression in Sports: Examining the Types and Functions of ‘Trash Talking’”
Zac Hirschbeck, Canisius College
Melissa Bekelja Wanzer, Canisius College

“Positive and Negative Maintenance Behaviors, Jealousy, and Facebook: Impacts on College Students’ Romantic Relationships”
Marianne Dainton, LaSalle University
Lauren Berkoski, LaSalle University

“Reconceptualizing Romantic Jealousy: Beyond the Cognition Preceding Emotion”
Jennifer S. Owlett, Purdue University

“It’s All about Me: Narcissism, Compliance Gaining Strategies and Greek Affiliation”
Brent J. Starling, High Point University

Thursday 2:30-3:45pm

Carnegie III

Student Papers from Health Communication

Sponsor: Health Communication
 Chair: Truman R. Keys, Western Connecticut State University

“SiCKO and the Peripheral Processors: An Analysis of ELM and Michael Moore’s Movie on the American Health Care System”

Matthew Corr, Duquesne University

“Online Health Information-Seeking: The “Who” and “Why””

Dacey L. McGinty, University of Delaware

“Framing Risk: Gain vs. Loss Frames”

SangHee Park, Bowling Green State University*

“Connecting Health Messages to the Prevalence of MST in the United States Military”

Heather Cyr, Southern Connecticut State University*

*Student Debut Paper

Thursday 2:30-3:45pm

Phipps

The Confluence of Communication and Climate in the Workplace

Sponsor: Organizational Communication
 Chair: Mary Eicholtz, Kutztown University
 Respondent: Todd S. Kelshaw, Montclair State University

“Message Design Logic and Career Success”

Andrew B. Quagliata, Rochester Institute of Technology

Lance R. Rintamaki, SUNY Buffalo

“Employee Happiness and Compliance with Supervisor Requests: The Effects of Supervisor Caring and Interactional Justice”

Qin Zhang, Fairfield University

“Why Are You Dating Him? Contemporary Motives for Workplace Romances”

Renee L. Cowan, University of Texas, San Antonio

Sean M. Horan, DePaul University

As communication in the workplace is often influenced or affected by other variables, these papers address the confluence of message design, logic, supervisor caring and interactional justice, and workplace romance motives.

Thursday 2:30-3:45pm

Conference B

Revisiting Inter/Cultural Communication Studies

Sponsor: Intercultural Communication
 Chair: **Andrew R. Spieldenner**, Hofstra University
 Respondent: **Shinsuke Eguchi**, University of New Mexico

“The English Language and Work Opportunity: Empowering Refugees, Constraining Human Agency”
Beverly R. Natividad, Bloomsburg University of Pennsylvania

“Critical Intercultural Communication: Toward Expansion of Coculturation Theory”
Uchenna Onuzulike, Howard University

“Transitioning from Cross-Cultural Competency to Efficacy: Fostering Intercultural Business Relationships”
Nzinga A. Jones, Trinity Washington University

This panel features the three competitive papers exploring various current issues in inter/cultural communication studies.

Thursday 2:30-3:45pm

Oakmont

Communicative Praxis as Confluence in Applied Contexts: Communication, Education, and Marketing

Sponsor: Applied Communication
 Chair: **Leeanne M. Bell McManus**, Stevenson University
 Respondent: **Ronald C. Arnett**, Duquesne University

“Scenario Based Training as Embodied Communicative Praxis: Confluence of Education and Communication”
Kristen Campbell, Bettis Atomic Power Laboratory
Janie M. Harden Fritz, Duquesne University

“The Role of a University Teaching Center in Advancing a ‘Confluence’ of Pedagogy and Disciplinary Content: Communicative Praxis of Teaching and Learning”
Amanda G. McKendree, University of Notre Dame

“Integrated Marketing as ‘Confluent’ Communicative Praxis”
Paul A. Lucas, University of Pittsburgh, Johnstown

In an age of diversity and difference, disciplinary identity is important as “ground” on which to stand and from which to engage domains of human experience. Contexts of application invite various disciplines to contribute their distinctive perspectives on particular elements or facets of a given situation, providing opportunities for the horizons of the communication field to meet those of other disciplines within the rubric of “confluence” as communicative praxis.

Thursday 2:45-3:45pm

Frick

ECA Coffee Café

Sponsored by West Virginia Wesleyan College.



Thursday 3:00-5:00pm

Anchor

ECA 2014 Convention Planning Meeting I

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

Interest Group Planners for the 2014 ECA Annual Meeting in Providence should attend either this meeting or the Convention Planning Meeting II on Friday.

Thursday 3:00-4:00pm

Vandergrift

New York State Communication Association Business Meeting

Thursday 3:00-4:00pm

Carnegie II

Communication & Technology Business Meeting

Thursday 3:00-4:00pm

Heinz

Maryland State Communication Association Business Meeting

Thursday 4:00-5:00pm

Vandergrift

Pennsylvania Communication Association Business Meeting

Thursday 4:00-5:00pm

Carnegie III

Intercultural Communication Business Meeting

Thursday 4:00-5:15pm

Carnegie II

Sports Journalists, Sports Coverage and Identity

Sponsor: Media Communication
 Chair: **Cary Wecht**, Youngstown State University
 Respondent: **Matthew J. Smith**, Wittenberg University

“The Role of Journalism Schools and Student Newspapers in Training Women to be Sports Journalists”

Hans C. Schmidt, Pennsylvania State University, Brandywine

“Jeremy Lin and “(L)insanity”: Constructions of the Cultural Identities of the First Chinese/Taiwanese American NBA Player in Three Major US Newspapers”

Yang Lin, University of Akron

Vaughn L. Myers, University of Akron

“Color-Blind: Race as an Antecedent Condition in Brawn and Brain Framing of Heisman Finalists in Newspaper Coverage”

Gregory A. Cranmer, West Virginia University

Nicholas D. Bowman, West Virginia University

Rebecca M. Chory, West Virginia University

Keith D. Weber, West Virginia University

Thursday 4:00-5:15pm

Phipps

Short Course—#2: Teaching the Course in Business & Professional Communication

Instructors: **Todd Allen**, Geneva College
Matt Fuss, Geneva College
Denise Murphy Gerber, Geneva College

Quite often in the academy, courses in Business and those in Communication are offered in separate departments, with very little interaction between the faculty and students in those respective disciplines. This dichotomy, while part of the academy, is not the reality of the workplace. By offering a course in Business Communication, colleges and universities can better serve their students, while also reflecting the reality of human experience---business and communication are co-partners not competitors. A course in Business & Professional Communication encourages and equips students with an understanding and mastery of the communication skills which are essential for interacting effectively with people in the workplace and in the society at large.

Thursday 4:00-5:15pm

Oliver

Technological Confluence with Society

Sponsor: Communication and Technology
 Chair: **Catherine Wright**, George Mason University
 Respondent: **David K. Westerman**, West Virginia University

“The Internet’s Push Regarding Indonesian Law and Pornography”

Roy Brandon Jones, University of Oklahoma

“Jewdle: Attitudes toward the Implementation of e-Learning in America’s Jewish Religious Schools”

Dana C. Hackley, Indiana University of Pennsylvania

Mary Beth Leidman, Indiana University of Pennsylvania

“The Effects of Modern Technique on the Human Being through the Prism of Ellul’s *The Technological Society*”

Dominic M. Ofori, Duquesne University

A variety of technological influences on society are explored in this panel. Topics include e-learning, technique, and how new communication technologies push nations in new directions.

Thursday 4:00-5:15pm

Bob & Dolores Hope

He’s a Star, She’s a Star: Celebrities and the Representation of Gender, Race and Economic Class

Sponsor: Voices of Diversity
 Chair: **Jack Banks**, University of Hartford

Panelists: **Lara Lengel**, Bowling Green State University
Nancy Bressler, Bowling Green State University
Evan L. Kropp, University of Georgia
Ashley Beman, University of Hartford
Fang Wang, Bowling Green State University

From sitcom stars to reality stars to athletes, this panel examines media’s representation of popular celebrities and the roles they play in entertainment media. Papers investigate how media coverage of celebrities is framed by underlying ideas about gender, ethnicity, and class. By highlighting a specific person represented in more than one media text, panelists take a holistic approach to media images and celebrate the convention theme of “Confluence”.

Thursday 4:00-5:15

Conference C

Assessing Core Communication Competencies across a Variety of Introductory Course Contexts

Sponsor: Community College
 Chair: **Susan M. Ward**, Delaware County Community College
 Respondent: **Danamarie Every Gallagher**, Delaware County Community College

Panelists: **Isa Engleberg**, Prince George Community College
E. Michele Ramsey, Pennsylvania State University, Berks
Scott A. Myers, West Virginia University

Given the assessment climate in higher education, choices about curriculum content must be guided by competencies with measurable outcomes. Using a set of core competencies applicable to introductory communication courses within and across a variety of contexts, this program explores diverse means for assessing basic competencies using validated instruments and procedures. Panelists address critical questions such as: Are there validated instruments and methods for assessing competencies across various communication contexts? What criteria and media can help faculty members assess core competencies and student learning in introductory courses? What procedures effectively track the achievement of core competencies?

Thursday 4:00-5:15pm

Lawrence Welk

Academic Drift to Confluence: Assessment in the Field of Communication

Sponsor: Communication Administration
 Chair: **Joan O'Mara**, University of Hartford
 Respondent: **Nicholas Neupauer**, Butler County Community College

Panelists: **Jerry L. Allen**, University of New Haven
Mary C. Toale, West Virginia Wesleyan College
Mark Hickson III, University of Alabama, Birmingham
Don Stacks, University of Miami
Virginia P. Richmond, University of Alabama, Birmingham

In an aptly titled book, *Academically Adrift*, Arum and Roksa statistically document a dearth of student learning in critical thinking, complex reasoning and communication. This and other such works have exacerbated the hue and cry of critics calling for making assessment an integral resource in strengthening learning. This panel will discuss the challenges, issues and implications of assessment in the field of communication.

Thursday 4:00-5:15pm

Conference B

Race, Rhetoric, and Law: The Moral and Ethical Bane of a Nation

Sponsor: Communication Law and Ethics
 Chair: **D.L. Stephenson**, Western Connecticut State University,

“Race, Rhetoric, and Law: The Development of Racial Identity in the United States.”

Erica Cooper, Roanoke College

“School Busing or Equal Educational Opportunities? An Analysis of Nixon’s Legal Arguments in his March 24, 1970 Statement about Desegregation of Elementary and Secondary Schools”

Maureen C. Minielli, Kingsborough Community College, CUNY

“Does Affirmative Action Find a Manifestation in Obamacare? The Rhetoric and Ethics of the Sandra Fluke Controversy”

Richard E. Vatz, Towson University

“Perpetuating Stereotypes of Diverse Groups through the Legal System”

Anastacia Kurylo, The Communicated Stereotype

Thursday 4:00-5:15pm

Oakmont

Re-Imagining Instructional Communication in the 21st Century: Managing the Confluence of Pedagogical, Technological and Ethical Issues

Sponsor: Instructional Communication
 Chair: **Roberta Kosberg**, Curry College

Panelists: **Kerry Byrnes**, Collin College
Adam C. Earnhardt, Youngstown State University
Sean M. Horan, DePaul University
Bonnie S. Jefferson, Boston College
Candice E. Thomas-Maddox, Ohio University, Lancaster
Sara Weintraub, Regis College

Instructors and students alike are faced with the task of negotiating the confluence of pedagogical, technological and ethical issues introduced at the outset of the 21st century. While administrators focus their energies on maintaining the economic vitality of higher education, instructors are charged with the responsibility of addressing changes that alter teaching and research classroom communication. This panel will examine a variety of issues that teachers must consider as we continue to research and propose effective practices for enhancing classroom communication.

Thursday 4:00-5:15pm

Heinz

The Rhetoric of Listening & Empathy

Sponsor: Rhetoric & Public Address
 Chair: Benjamin R. Bates, Ohio University

“Starved for Speech: Hermeneutics of Listening in the Guantanamo Bay Hunger Strike”
Michael Vicaro, Pennsylvania State University, Greater Allegheny

“Listening for the Material: In the Borderlands of Rhetorical Listening and the *Mestiza* Consciousness”
Chad Nelson, Bowling Green State University

“Television Public Address: Strategic Use of Empathy in Morgan Spurlock’s *Straight Man in a Gay World*”
Michael Warren Tumolo, Duquesne University
Jennifer Biedendorf, Duquesne University

In many introductory discussions about human communication, listening and empathy are often part of the same conversation. This panel seeks to move beyond these basic understandings of listening and empathy and consider how each reveals itself in the context of rhetorical inquiry.

Thursday 4:00-5:15pm

Conference A

Book Spotlight Session - Ralph Ellison and Kenneth Burke: At the Roots of the Racial Divide by Bryan Crable (University of Virginia Press)

Sponsor: Kenneth Burke
 Chair: Jean Miller, George Washington University
 Respondent: Bryan Crable, Villanova University

Panelists: Elvera Berry, Roberts Wesleyan College
 Erik Garrett, Duquesne University
 James F. Klumpp, University of Maryland
 Richard Thames, Duquesne University

In *Ralph Ellison and Kenneth Burke* (University of Virginia Press, 2012), Dr. Bryan Crable elegantly documents the over fifty year friendship of two important American twentieth century intellectual giants. As Crable states, “this relationship serves not only as a telling illustration of racial conflict, but as an Ellisonian reminder of the connection that lies beneath our racial divisions.” This panel will look at this award-winning book (Kenneth Burke Society, 2011), the KB-Ellison relationship, and a philosophy of contemporary race relations.

Thursday 5:00-6:00pm

Monongahela

ECA Newcomer’s Reception

Thursday 6:00-7:30pm

Monongahela

ECA Welcome Reception

Sponsored by Duquesne University.



Thursday 7:30-10:00pm

Bob and Dolores Hope Room

Celebration of Life Event to Honor James C. McCroskey

- Chair: **Keith D. Weber**, West Virginia University
- Speakers: **Patricia Kearney**, California State University, Long Beach
Ann Bainbridge Frymier, Miami University
Candice Thomas-Maddox, Ohio University, Lancaster
Melissa Bekelja Wanzer, Canisius College
Timothy P. Mottet, Texas State University, San Marcos
Jason S. Teven, California State University, Fullerton
Mary C. Toale, West Virginia Wesleyan College
Katherine S. Thweatt, West Virginia Wesleyan College

Thursday 8:00-9:00pm

Carnegie I

12 Step Group Meeting



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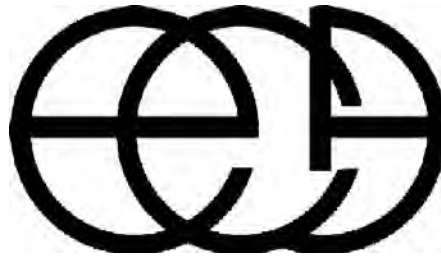
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Conference**

for their exemplary work

Friday 7:30-5:00pm

Conference Foyer

ECA Conference Registration

Friday 8:00-9:15am

Anchor

Taking on a New Role: Department Assessment and Strategic Planning with Lambda Pi Eta

Sponsor: First Vice President
 Chair: **Katrina J. Quinn**, Slippery Rock University

“Lambda Leadership in the Communication Department”
Perry Jackson, Slippery Rock University

“Lambda as a Student Advisory Board”
Emily Strickland, Slippery Rock University

Lambda Pi Eta chapters can serve their institutions as Student Advisory Boards in departmental assessment and strategic planning processes. This new role for the National Communication Association's official honor society fosters leadership and personal development beyond the classroom. This panel will allow student leaders to offer their perspectives on leadership development and to discuss the mechanics of assessment and strategic planning from the student point-of-view.

Friday 8:00-9:15am

Conference B

Occupations and Movements: Representation, Rhetoric, and Tactics in Occupy

Sponsor: Rhetoric & Public Address
 Chair: **Valerie Lynn Schrader**, Pennsylvania State University, Schuylkill

“Occupy, White Nationalism, and the Challenge of Solidarity”
Amber Kelsie, University of Pittsburgh

“From the Outside in: Rhetorical Inversion in Occupy Wall Street”
William R. Upchurch, University of Pittsburgh

“Moving Glocally: The Connects and Disconnects of Occupy”
Alysen L. Wade, Indiana University-Purdue University Fort Wayne

“Voice and Exit: Crisis of Democracy, Occupy, and Everyday Life in Srebrenica”
Suzanne Wagner, University of Pittsburgh

This panel seeks to address the novel forms of movement building in the Occupy Movement and its implications for studying the rhetoric of social movements. Panelists with experience with Occupy Pittsburgh, Wall Street, Frankfurt, and Athens will engage these questions from perspectives of disciplinary practice, methodology, sociology, phenomenology, and ideology.

Friday 8:00-9:15am

Conference C

Disaster Response and Crisis Management: Lessons Learned

Sponsor: Applied Communication
 Chair: **Janie M. Harden Fritz**, Duquesne University
 Respondent: **Nancy A. Wiencek**, Rider University

“A Train, a Cloud, a Lesson Learned: Creating Meaning around the Train Derailment in Minot, ND”

Nicole Staricek, University of Kentucky

Laura Young, University of Kentucky

“Toward an Ethic of Care in Crisis Communication and Management in Public Relations: Application to the Paula Deen Diabetes Controversy”

Julia Daisy Fraustino, University of Maryland

“Hazard, Outrage, and Responses to Crisis News: Exploring the Ways in Which Message Placement May Influence Risk Perception and Negative Affect”

Kenneth A. Lachlan, University of Massachusetts-Boston

Patric R. Spence, University of Kentucky

The papers on this panel explore current research in crisis communication.

Friday 8:00-9:15am

Phipps

The Law and Ethics of Educational, Government, and Corporate Polices: A Critical Discussion about Surveillance, Privacy, and Ownership of Media and Media Content

Sponsor: Communication Law and Ethics
 Chair: **Martin Wallenstein**, John Jay City University

“Sutton Hills and the Ethical Dilemmas That Emerge When Professors Become Directors: Managing Conflicting Roles in the Creation of a Student Media Production.”

Karen Saunders, Western Connecticut State University

“Go to Our Website for More (of the Same): Reassessing Federal Policy Towards Newspaper Mergers and Cross Media Ownership and the Harm to Localism, Diversity, and Competition.”

Jason Zenor, SUNY Oswego

“Anonymity, Confidentiality, Privacy, and Identity: A Look at the Ties That Bind and Break in Qualitative Research.”

Alison Novak, Drexel University

“From Wiretapping to GPS Tracking: Electronic Communications Surveillance and the Fourth Amendment, 1862-2012.”

Steven Bodnar, Rochester Institute of Technology

Friday 8:00-9:15am

Oliver

Women and Health: Messaging Women’s Health through Nontraditional Venues of Social Support

Sponsor: Health Communication
Chair: **Melbourne Cummings**, Howard University

“My Sister’s Keeper: An Analysis of the Use of Social Media to Communicate Messages of Health and Wellness amongst African American Women”

Dionne C. Clemons, Howard University

“Colorectal Cancer: A Contextual Analysis of Social Media Tools as Health Promoters”

Khristen Flennoy, Southern Connecticut State University

“Let’s ‘Not’ Talk About Sex: Breast Cancer, Body Image and Intimate Partner Relationships”

Annette Madlock Gatison, Southern Connecticut State University

“You Have What? Celebrity Influence on Public Awareness about Lupus an Invisible Disease”

Kesha Morant Williams, Pennsylvania State University

“*Good Morning America*: Robin Roberts’ Narrative Regarding Celebrity Illness Talks to Us Instead of at Us”

Truman R. Keys, Western Connecticut State University

Women have a higher level of intragroup support systems than others, are resilient with high levels of self-efficacy yet women are at greater risk of death from some of our society’s biggest health threats such as heart disease and cancer. This panel explores expressions of social support related to exercise, colon cancer, intimacy and breast cancer, lupus awareness and celebrity illness as advocacy.

The University of Massachusetts Boston proudly announces its new Communication Department



Kenneth Lachlan, Associate Professor & Chair (PhD, Michigan State)
- Media effects, Crisis and Risk Communication

Jessie Quintero Johnson, Assistant Professor (PhD, Illinois)
- Health Communication, Media Effects

Gamze Yilmaz, Assistant Professor (PhD, Texas)
- Organizational Communication, New Media Technologies

Lin Zhu, Assistant Professor (PhD, Maryland)
- Intercultural Communication, Conflict Resolution

Ashleigh Shelton, Instructor (ABD, Minnesota)
- Game Studies, New Media Technologies

umb.edu/academics/cla/communication



Friday 8:00-9:15am

Vandergrift

Collaboration, Partnerships and Socialization in Organizations

Sponsor: Organizational Communication
 Chair: **Bonnie Farley-Lucas**, Southern Connecticut State University
 Respondent: **Corey Liberman**, Marymount Manhattan College

“What’s in It for Us? Developing Collaborative Partnerships between Professional Organizations and Higher Education Institutions”

Chris Lentz, LaSalle University*

“Community Matters: Stakeholder Engagement in the High School Setting”

Kathrin S. Gilly, LaSalle University*

“Dining with ‘Mama’: Four Newcomer Socialization Experiences inside a Small-Town Diner”

Nathaniel Simmons, Ohio University

*Debut Paper

This panel of papers examines the application of organizational theories and practices in three distinct applied settings.

Friday 8:00-9:15am

Carnegie III

Competitive Papers: Other Interesting Examples of Communication Traits

Sponsor: Communication Traits
 Chair: **Theodore A. Avtgis**, Ashland University

“An Examination of the Propensity to Gossip”

Megan M. Dowd, Hamilton College

“Communication Traits and Reciprocity in Intimate Intracultural and Intercultural Relationships”

Jerry L. Allen, University of New Haven

Eun-A Park, University of New Haven

Joan O’Mara, University of Hartford

Kathleen M. Long, West Virginia Wesleyan College

“Toward a Better Understanding of Student-Teacher Conflict: The Confluence of Student Conflict Style and Student Personality”

James A. Katt, University of Central Florida

Steven J. Collins, University of Central Florida

Friday 8:00-9:15am

Heinz

Rhetorical Perspectives on Recent History

Sponsor: American Society for the History of Rhetoric
 Chair: **Don Waisanen**, Baruch College, CUNY
 Respondent: **Don Waisanen**, Baruch College, CUNY

“*Citizens United* and the Rhetoric of Persuasive Precedent: A Study of the Confluence of Rhetoric and Law”
Eric English, University of Pittsburgh

“Southeast European Rhetoric in Transition: 1933, 1990, 2005”
Martin Marinos, University of Pittsburgh

“The Uses of Tropes and Enthymeme as Visual Arguments: Analysis of International Airports’ Websites”
Eun Young Lee, Bowling Green State University

This panel investigates several topics from recent history from the perspective of the rhetorical tradition.

Friday 8:00-9:15am

Carnegie I

Temporality at the Confluence of Rhetoric & Philosophy of Communication

Sponsor: Philosophy of Communication
 Chair: **Ronald C. Arnett**, Duquesne University
 Respondent: **Ronald C. Arnett**, Duquesne University
Andreea Deciu Ritivoi, Carnegie Mellon University
John Arthos, Denison University
Calvin L. Troup, Duquesne University

The question of temporality invites journeys into the relationships, distinctions, and ironies of temporality in the human condition where rhetoric and philosophy of communication intersect. Temporality is a commonplace within theories and philosophies of communication—assumed but often unexamined. This panel considers philosophical and theoretical dimensions of temporality in communicative practices, including *chromos*, *kairos*, narrative, and eternity through studies of formative texts from Chaim Perelman & L. Olbrechts-Tyteca, Paul Ricoeur, and Augustine.

Friday 8:00-9:15am

Carnegie II

Effecting Campaign Confluence: Analyses across Obama/Romney 2012

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

“Love Letters from Barack and Mitt: Informal Email Solicitation – 2012”

Christopher Eisenhart, University of Massachusetts, Dartmouth

“I Care About the American people!” Closely Reading the 2012 Presidential Debates”

Kathleen Torrens, University of Rhode Island

“Holding and Chasing the Electorate: Messaging in 2012 Stump Speeches”

David G. Levasseur, West Chester University

These three analyses of campaign 2012 create two points of confluence. First, taken together, the analyses of individual and established campaign communication genres will help to encapsulate a sense of the genre system of the 2012 campaign—the ways that more discrete discursive acts can be seen to constitute whole activity systems. In addition, all three papers discuss ways candidates and voters are constituted in the identification of narrower and broader wholes.

Friday 8:00-9:15am

Fox Chapel

Confluences in Burkean Analysis and Theory

Sponsor: Kenneth Burke
 Chair: **Richard Thames**, Duquesne University

“Stephen Colbert’s Radically Comic Democracy”*

Matthew R. Meier, Bowling Green State University

“A Burkean Analysis of Homer’s *Iliad*”

Jeff Lohr, Duquesne University

“Using Scene to Oppose the LGBTQ Community in Online Spaces: Silencing Free Love and Free Speech”

Emma Frances Bloomfield, University of Southern California

“A Burkean Psychology of Uncertainty Reduction”

Joshua Hill, Duquesne University

This is a panel of submitted papers by students applying Burkean methods of analysis to various confluent themes. The presentations apply Burkean analysis to everything from Homer to Stephen Colbert, and from uncertainty reduction theory to hate speech.

Friday 8:00-9:15am

Conference A

Inter/Cultural Communication Studies Concerning the Middle East

Sponsor: Intercultural Communication
 Chair: **Radhika Gajjala**, Bowling Green State University
 Respondent: **Deborah J. Borisoff**, New York University

“Symbolic Interactionism, Critical Emotional Events, and the Arab Spring”

Victoria Ann Newsom, Olympic College

Lara Lengel, Bowling Green State University

“Confluence, Passages and Journeys Ten Years After 9/11: Understanding the Lived Experience and the Meaning of How Veiled and Un-Veiled Middle-Eastern Muslim Women Develop Relationships in the U. S.”

Maha Alshoabi, Duquesne University

“The Influence of Cultural Expectations on Leadership Styles: Developing a Dialectical perspective of religious identity’s influence on leadership styles in the Arabic Middle East and the United States

Timothy E. Martin, Jr., University of Alabama

“ ‘Please don’t be Turk, BE GREEK, BE ARMENIAN’: Agency and Deixis across Virtualized ‘Turkish’ Imagined Community”

Ali E. Erol, Howard University

This panel features the four competitive papers exploring current inter/cultural communication issues concerning events and persons in the Middle East.

Friday 8:00-9:15am

Oakmont

Defining Swag: Explorations of the Concept and Its Meanings

Sponsor: Voices of Diversity

Panelists: **Kimberly R. Moffitt**, University of Maryland Baltimore County
Katrina Bell-Jordan, Northeastern Illinois University
Timothy Brown, West Chester University
Rex L. Crawley, Robert Morris University
Mark Hopson, George Mason University
Kimberly R. Moffitt, University of Maryland Baltimore County

“SWAG” as a pop-culture phenomenon has captured the attention of America. It is considered one of the most overused terms among youth (and others) today. However, the simplicity of the miniscule word has also led to its complex interpretations and representations. In fact, many struggle to conclusively define the term and understand its appropriate usage. This panel will explore the multiple dimensions of SWAG by exploring its depth and strength as it relates to how Black men, in particular, navigate their public and private masculinities. Scholars engaged in Black masculinity research will present the most current explorations of the concept as well as consider its relation to Majors and Billson’s (1993) “cool pose” framework.

Friday 8:00-9:15am

Bob & Dolores Hope

Great Ideas for Teaching Students (G.I.F.T.S.) Session II

Sponsor: Community College
 Chair: **Danmarie Every Gallagher**, Delaware County Community College

“Delivery Olympics: Utilizing Competition and Humor to Improve Delivery”

Ashley Wheeler, Abilene Christian University

“The Fortune Cookie Speech”

Joy Henderson, Texas Tech University

“Information Literacy in the Public Speaking Classroom”

Brent C. Sleasman, Jacob Steen, and Emmett Lombard, Gannon University

“Serving as Secretary for the Communication Committee”

Amy Matten, Dean College

“Learning about Teacher Immediacy through Children’s Books”

David H. Kahl, Jr., Pennsylvania State University, Erie

“Tell the Class about One Aspect of Your Culture”

Flora Keshishian, St. John’s University

“PowerPoints with Punch: Death to Academic Karaoke”

Yvonne Sacripant Bland, Robert Morris University

“Not All College Students Are the Same: Teaching Students about Stereotypes Using Multiple Colleges as the Example”

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

This program consists of “Great Ideas for Teaching Students” in a variety of communication courses. Panelists share their class-tested G.I.F.T.S., which range from activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skill, or learning objective.

Friday 9:00-5:00pm

Frick

ECA Exhibit Hall Open

Friday 9:30-10:45am

Anchor

Short Course—#3: Teaching Integrated Marketing Communication at the Confluence of Theory and Practice: Applied Learning in the IMC Classroom

Instructors: **Jeanne M. Pursuit**, University of North Carolina, Wilmington
Jill K. Burk, Pennsylvania State University, Berks
Monica Waugh Benton, Duquesne University

This short course will prepare attendees to teach Integrated Marketing Communication from a praxis (theory-informed action) approach at the undergraduate and master’s levels through applied learning projects. Participants will leave the session with a plan to incorporate a specific IMC applied learning experience (i.e., a project for a client or a class blog) in their courses, including a short list of potential clients and projects, a student team-forming strategy, a theoretical ground for working with IMC, and a draft assessment rubric.

Friday 9:30-10:45am

Conference B

The Confluence of the Traditional and Professional Approaches to Communication: Profiling Programs That Combine the Best of Both

Sponsor: Communication Administration
 Chair: **Rod Troester**, Pennsylvania State University, Erie
 Respondent: **Molly Wertheimer**, Pennsylvania State University, Hazleton

Panelists: **Jason S. Wrench**, SUNY New Paltz
Kristen Campbell Eichhorn, SUNY Oswego
Candice E. Thomas-Maddox, Ohio University, Lancaster
J. Kanan Sawyer, West Chester University
Timothy Brown, West Chester University
Don Stacks, University of Miami
Sally Vogl-Bauer, University of Wisconsin, Whitewater
Cindy Lont, George Mason University
Rod Troester, Pennsylvania State University, Erie

Some communication programs take a traditional speech communication/communication studies approach while others take a more professional journalism/media production/advertising-PR-IMC approach. The “confluence” and/or blending of traditional speech communication with more professionally oriented communication programs present unique opportunities and challenges for administrators, faculty, and students. Eight panelists representing a variety of schools will present brief program profiles and the opportunities and challenges presented by such hybrid programs, and a respondent will lead a discussion of best practices.

Friday 9:30-10:45am

Conference C

Contemporary Praxis: Joining the Historical and the Ethical in the Postmodern Era

Sponsor: Applied Communication
 Chair: **Linda Sampson**, Southern Connecticut State University
 Respondent: **Christina L. Marinchak**, Duquesne University

“Joining Organizational Communication and Public Memory: Exploring Pittsburgh Philanthropy”
Susan Carr, Duquesne University*

“Sympathy and Proximity in a Global Marketplace: Adam Smith’s Contribution to Contemporary Business Practices”
Sarah Flinko, Duquesne University*

“Who’s Leading Us Next? Communication in the Social Change Model of Leadership”
Bryan Picciotto, College at Brockport: State University of New York

* Student Debut Paper

This panel offers three communication coordinates—sympathy, public memory, and leadership—as a framework to understand the pragmatic confluence of history, ethics, and public experience. Each presentation will offer a unique perspective of a specific communication coordinate that will be grounded in praxis-oriented understanding of the implications in the post-modern and increasingly global marketplace.

Friday 9:30-10:45am

Vandergrift

The Confluence of Communication, Crisis, Conflict and Change

Sponsor: Philosophy of Communication
 Chair: **Annette M. Holba**, Plymouth State University
 Respondent: **Janie M. Harden Fritz**, Duquesne University

“Attending to the “Confluence” of Opinion in Conflict”

Ronald C. Arnett, Duquesne University
Leeanne M. Bell McManus, Stevenson University
Amanda G. McKendree, University of Notre Dame

“Social Movement & Social Justice Communication: The Scholar’s Power to Communicate Change”

Versha J. Anderson, Colorado State University

“Crisis Communication: A Confluence of Multiple Goods for Multiple Constituents”

Susan B. Malcolm, Robert Morris University
Amanda G. McKendree, University of Notre Dame

“Prejudice within Intractable Conflict: A Philosophical Application of Hans-Georg Gadamer”

Hannah Cherico, Duquesne University

This panel features papers discussing the philosophy of communication behind crisis, conflict, and change.

Friday 9:30-10:45pm

Heinz

College Radio as Learning Environment: Pushing Back Against Retrenchment

Sponsor: Media Ecology Association
 Chair: **Gregory Adamo**, Morgan State University
 Respondent: **Thom Gencarelli**, Manhattan College

“What Comes After: The Educational Impact of Involvement in College Radio”

Gregory Adamo, Morgan State University

“At the Confluence of Media Pedagogy and Institutional Support: (Re)Building the Student Radio Laboratory on a Zero Budget”

Adam C. Earnhardt, Youngstown State University

“Local Constructions of Identity and Community in Non-commercial Radio”

Kathleen Haspel, Fairleigh Dickinson University

College radio stations operate as unique spaces that allow student learning and leadership opportunities. Student media are also highly relevant as a demonstration of a larger problematic cultural paradigm: that of gutting discourse and opportunities to learn how to do things together for the opposing interest of what a power elite wants. This panel explores some of the theory and practice with respect to how college radio can and should be thought of at a time when many institutions are abandoning this valuable resource.

Friday 9:30-10:45am

Phipps

“The Law and Ethics of ‘Free’ Speech: Can Freedom of Expression and Freedom of Belief Co-exist?”

Sponsor: Communication Law and Ethics
 Chair: **Wilbur Rich**, Wellesley College

“*Communicative Praxis* and Democratic Change”

Julie A. Cramer Hunsberger, Duquesne University

“We’re a Culture, Not a Costume’: Ethical Analysis of a College Student Led Organization’s Anti-Racism Campaign”

Nathaniel Simmons, Ohio University

“Turning ‘Cranks into Martyrs’: Holocaust Denial, Public Memory, and T/truth after *Irving v. Lipstadt*”

Bradley A. Serber, Pennsylvania State University

“Equal Opportunities in the College Classroom: Treatment and Evaluation of a Gay Student’s Performance”

Daniel H. Mansson, Pennsylvania State University, Hazleton

This panel explores the laws and ethics of personal expression in democracies wedded to a philosophy of tolerance for racial and ethnic difference. This panel interrogates the ethical and moral tensions inherent in protecting free speech while, at the same time, protecting the rights of non-majority groups.

Friday 9:30-10:45am

Carnegie III

Intercultural Convergence on the Navajo Reservation

Sponsor: Community College
 Chair: **Donna Acerra**, Northampton Community College

Panelists: **Miranda Haskie**, Diné College
Jason Haller, Pennsylvania State University
Larissa Jimmy, Diné College & Northampton Community College

Looking for a recipe for student engagement that combines experiential learning with meaningful community service? Students and faculty from Northampton Community College in PA and Diné College in AZ will share their experiences with a cultural exchange that combines social networking, travel, and service learning to facilitate an understanding of the influence of culture on communication, and meet a community’s need. Learn how this interdisciplinary approach promotes learning beyond course outcomes.

Friday 9:30-10:45am

Fox Chapel

Investigating the Instructional Beliefs Model

Sponsor: Instructional Communication
 Chair: **Kerry Byrnes**, Collin College
 Respondent: **Timothy P. Mottet**, Texas State University, San Marcos

“A Test of the Instructional Beliefs Model Using the Instructor Anger Expression Scale”

Jenny R. Thoma, West Virginia University
Keith D. Weber, West Virginia University
Matthew M. Martin, West Virginia University

“Testing the Instructional Beliefs Model in the Context of Athletic Coaching”

Hailey G. Gillen, West Virginia University
Matthew M. Martin, West Virginia University

“Applying the Instructional Beliefs Model to Credibility and Instructional Dissent”

Zachary D. Johnson, West Virginia University
Matthew M. Martin, West Virginia University
Keith D. Weber, West Virginia University

Friday 9:30-10:45am

Oliver

Popular Media, Music and Games

Sponsor: Media Communication
 Chair: **Jack Ciak**, Seton Hill University
 Respondent: **Hans C. Schmidt**, Pennsylvania State University, Brandywine

“Hyping Nerds: Popular Media and Globalization: Exemplified on *The Big Bang Theory*”

Nadine Strauss, University of Amsterdam*

“Enjoyment of a Counter-Hedonic Serious Digital Game: Determinants and Effects on Learning and Self-Efficacy”

Elizabeth L. Cohen, West Virginia University

“This is Not What Amish People Do”: Representations of Amish Crime Victims and Perpetrators in Mainstream News Coverage”

Michael Clay Carey, Ohio University*

“A Story of Empowerment: Music Takes the Lead in *The King’s Speech*”

Carol Babcock, State University of New York, College at Brockport

*Student Paper

Friday 9:30-10:45am

Bob & Dolores Hope

Top Papers in Communication and Technology

Sponsor: Communication and Technology
 Chair: **Nicholas D. Bowman**, West Virginia University
 Respondent: **Catherine Wright**, George Mason University

“Social Desirability in Qualitative Data Collection: The Case of ICT-based Impression Management Research”
Gamze Yilmaz, University of Massachusetts Boston

“Enhancing Museum Experiences through Technology: The Louvre’s Implementation of the Nintendo 3DS”
Ashley Wheeler, Abilene Christian University*

“Imbricating Space and Place: Strategies for Resistance and Control”
Sanae Elmoudden, St. John’s University

*Student Debut Paper

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

Friday 9:30-10:45pm

Carnegie I

Oral History: Disciplinary Methods and Practice

Sponsor: Theory & Methodology
 Chair: **Sarah Bishop**, University of Pittsburgh

“Finding Myself Abroad: Oral Histories of Scottish University Students in the United States”
Sarah Bishop, University of Pittsburgh

“Religion, Rhetoric, and Public Health: Using Oral History to Recover Diasporic Responses to HIV/AIDS”
Christopher A. House, Ithaca College

“Communication Ethics & the Collection of Oral Histories: Putting Community First”
Kristine Warrenburg Rome, Flagler College

“Negotiating Language Difference in Oral History Projects”
William R. Upchurch, University of Pittsburgh

This panel examines oral history methodology and practice from five different perspectives, engaging a wide variety of narrators, contexts, and outcomes. Histories are drawn from Greek protesters, Scottish exchange students, charismatic church leaders across the African diaspora, and residents of a Florida town at the crossroads of nostalgia and change. The presenters address not only their own projects but oral history itself as a vital source of communication scholarship.

Friday 9:30-10:45pm

Carnegie II

National Communication Association Initiatives and Member Resources

Sponsor: First Vice President

Participants: **Richard West**, Emerson College, NCA Immediate Past President
Nancy Kidd, National Communication Association, NCA Executive Director
Brad Mello, National Communication Association, Associate Director for Academic & Professional Affairs
Trevor Parry-Giles, National Communication Association, Associate Director for Academic & Professional Affairs

This panel highlights NCA resources available to support teaching, research, and professional career development in communication. The NCA officers and National Office staff present will discuss, in particular, NCA President Steve Beebe's presidential initiative focused on the Basic Course as well as NCA's resources for department chairs and doctoral education. Preparations for NCA's Centennial commemoration in 2014 will also be discussed.

Friday 9:30-10:45pm

Oakmont

New Directions in Computer-Mediated Communication

Sponsor: Undergraduate Scholars Conference
 Chair: **Kristin Roeschenthaler Wolfe**, Duquesne University
 Respondent: **Jennifer Babcock**, Bridgewater College



“Civil Society, the Public Sphere, and the Internet: An Analysis of BRIC Similarities and Differences”

Sean Conner, SUNY Geneseo

“Detecting Deceptive Communication through Computer Mediated Technology: Applying Interpersonal Deception Theory to Texting Behavior”

Megan Wise, Ashland University

“3D Media Tech Research: Technology Implementation into Education”

Amanda Skinner, SUNY Geneseo

The papers on this panel represent three different views of how people are utilizing and understanding communication via the Internet.

Friday 9:30-10:45pm

Conference A

Modernizing Marriage

Sponsor: Undergraduate Scholars Conference
Chair: **Michael Sollitto**, West Virginia University
Respondent: **Mary Mino**, Pennsylvania State University DuBois



“One Small Step beyond Homophobia or a Giant Leap Backward”

Meaghan Gallagher, Roger Williams University


“Social Trend of Avoiding Young Marriage: Understanding People’s Perceptions of Young Marriage in the United States”

Takaki Matsumoto, SUNY Geneseo

“Modern Families: Gender Socialization in Gay, Lesbian, and Single Parent Families”

Abby Schommer, Stonehill College

This panel examines how marriage is portrayed in the television show *Modern Family* and how young people perceive the notion of marriage in a modern context.



The National Communication Association
congratulates the
Eastern Communication Association for its
104th Annual Convention.

“Confluence”

April 24-28, 2013

Pittsburgh, Pennsylvania

Upcoming NCA Events:

1st Annual NCA Undergraduate Student
Conference, May 2013

2nd Annual NCA Chairs’ Summer Institute,
June 28-30, 2013

The 2013 Doctoral Honors Seminar, University of
Maine, July 18-21, 2013

The NCA Institute for Faculty Development
(“Hope” Institute), Hope College, July 21-27, 2013

NCA 99th Annual Convention,
November 21-24, 2013, Washington, DC

Visit NCA at www.natcom.org

Friday 10:45-12:00pm

Bob & Dolores Hope

ECA Awards Recognition and Coffee Café

Please join us as we announce and celebrate recipients of 2013 ECA Awards, followed by light refreshments.

Friday 12:00-1:00pm

Anchor

Media Communication Business Meeting

Friday 12:00pm-1:00pm

Fox Chapel

Communication Administration Business Meeting

Friday 12:30-1:45pm

Frick

Competitive Undergraduate Poster Session I

Sponsors: Undergraduate Scholars Conference, ECA Journal Editors,
and University of Delaware



“Girl Talk: The Use and Influence of Uncompromising Realism”

Melanie Green, University of Pittsburgh

“The Influence Facebook Activity Has On Romantic Relationships: A Qualitative Research Study”

Alexa Bieber, SUNY Oswego

Cailin Burke, SUNY Oswego

Kristian Fiedler, SUNY Oswego

Kaitlin Kowitski, SUNY Oswego

“Lack of Diversity: Corporations and Radio”

Trevor D. Kurtz, Wilkes University

“Crisis Mode: Three Pro-Life Organizations’ use of Apologia During a Rhetorical Crisis”

Kelsey DeForest, Hollins University

“Through the Eyes of a Child: Persuasive Strategies Used by Food Companies to Market to Children... and How They are Perceived”

Jason Mandragona, West Chester University

“Our Superheroes, Our Super Heroines and the Status Quo”

Sara Antonio, The College at Brockport, SUNY

“Leaving the Nest: Negotiating Transitions in the Life of Students Attending a Christian University”

Kyla DeFazio, Pennsylvania State University, Berks

Regina May Goins, Pennsylvania State University, Berks

“Collegiate Athletic Identity and Its Relationship to Food Discourses”

Cailin Kowalewski, SUNY Geneseo

“A Tale of Two Baseball Greats in USA Today: A Textual Analysis of Barry Bonds and Mark McGwire”

Jordan Broome, Johnson C. Smith University

“The Global Laboratory”

Kara Alheim, SUNY Oswego

Mary Yaeger, SUNY Oswego

“Portrayals of Female Politicians in Film and Television: Reinforcement of Negative Gender Stereotypes”

Emily Brower, Ramapo College of New Jersey

“Competing for Funds: Ethical Guidelines for Nonprofit Organizations”

Ashleigh L. McClelland, University of Pittsburgh, Johnstown

“Taken: An Analytical Look behind the Film”

Kaylen Runyan, Abilene Christian University

“Now We’re Talking:’ An Ethnography of Intercultural Communication in an ESOL Classroom”

Abby Schommer, Stonehill College

“The Effects of Incentive versus Non Incentive Marketing in Advertising Collegiate Athletic Events”

Amanda Kostolansky, High Point University

“Beef Products, Inc. ‘Pink Slime Crisis’: A Crisis Communication Study”

Behdash Bahador, Bridgewater State University

“A Fantasy-Theme Analysis of Black Blogs: Divergent Communication on Race and Racism in America”

Jihan Abdurrafi, The College at Brockport, SUNY

“Arguing for ‘A More Perfect Union:’ Exploring President Obama’s Use of Narrative Rationality”

Lance Kyle-Leon Bennett, Delaware County Community College

“The Red Solo Cup as a Cultural Artifact”

Kevin Mejia, SUNY Geneseo

Friday 12:30-1:45pm

Heinz

Research in Progress: Relationships

Sponsor: Interpersonal Communication

Respondent: **Sally Vogl-Bauer**, University of Wisconsin, Whitewater

“Does Love Make Us Color-Blind? Examining the Racial Attitudes and Discourses of Interracial and Same-Race Romantic Partners”

Erin Brummett, University of Iowa

“A Research Study Concerning Workplace Aggression Due to Marital Status”

Joy Henderson, Texas Tech University

Andrew Potter, Texas Tech University

Research in progress will be addressed within this panel. Panelists will present their work and address specific questions to the audience. The respondent and audience will provide feedback to the panelist to aid in bringing the present research to fruition.

Friday 12:30-1:45pm

Phipps

Rhetoric and Popular Culture

Sponsor: Undergraduate Scholars Conference
 Chair: **Angela Fiore**, Allegheny County Community College
 Respondent: **Jean Miller**, The George Washington University



“Do They Hear Our Prayers? Rhetorical Analysis of the 1990 Broadway Musical *Once on This Island*”
Gerald J. Hickly, III, Grove City College

“More than Just a Piece in Their Games: A Rhetorical Analysis of Identification in *The Hunger Games*”
Toni Maisano, Abilene Christian University

“Glee: Spreading Joy and Racialized Discourse? The Invisibility of Asian American Characters in the Media”
Daniel Felleman, Roger Williams University

This panel explores modern conceptualizations of rhetoric in three different forms of popular media: theater, literature/motion pictures, and television.

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Friday 12:30-1:45pm

Oakmont

Rhetorically Environmental

Sponsor: Undergraduate Scholars Conference
 Chair: **Timothy Barney**, University of Richmond
 Respondent: **Joseph Rhodes**, Pennsylvania State University



“It’s Not Easy Being Green: An Investigation of Habits and Self-perception in Building Increased, Sustained Environmental Efforts”

Heather Hawkes, The College of New Jersey

Daniel Zane, The College of New Jersey

“A Rhetorical Analysis Of Those Fracking Commercials: How Range Resources is Shaping Environmental Conversations in Western Pennsylvania”

Teresa Iwinski, Pennsylvania State University, Greater Allegheny

“A New Campaign for Sustainability”

Molly Pekarik, Manhattan College

This panel explores three different approaches to understanding and valuing the rhetorical scholarship of environmentalism.

Friday 12:30-1:45pm

Carnegie III

Assessing the Arguments in the 2012 Presidential Debates

Sponsor: Argumentation & Forensics
 Chair: **Carl T. Hyden**, Morgan State University
Trevor S. Parry-Giles, National Communication Association
Theodore F. Sheckels, Randolph-Macon College
Sean Luechtefeld, University of Maryland
David G. Levasseur, West Chester University

Although scholars disagree on the extent to which presidential debates matter during elections, debates nevertheless provide interesting fodder for scholarly discussion. The 2012 presidential debates were no exception. In this session, panelists will explore which arguments put forth in these debates they found most interesting and provide their insights about what we can learn from these arguments.

Friday 12:30-1:45pm

Vandergrift

Lenses: Exploring Identity & Perspective in Contemporary Transnational and Intercultural Discourse

Sponsor: Voices of Diversity
 Chair: **Gina Castle Bell**, Texas Tech University
 Respondent: **Chizoba Udeorji**, City University of New York Kingsborough

“Humans as Products of Culture: Lessons from Teaching Abroad”

Flora Keshishian, St. John's University

“Bridging Gender and Generation: U.S.-born Mexican Americans' perceptions of depression influence a transitional approach to treatment”

Amanda Martinez, Davidson College

“Stereotypes and ObamaCare”

Anastacia Kurylo, Fortified Communication Consulting

“The Confluence of Two Different Perspectives on Understanding Pop Culture in U.S. and Korea: When American audiences meet the Asian man of *Gangnam Style*”

Jinyoung Kim, University of Wisconsin, Milwaukee

The panel will explore perspectives on transnationalism, immigration and gender through a variety of methodologies: autoethnography, media analysis and critical theory. The theme of convergence is timely – as each panelist will utilize diverse methods and areas of study – from post-Soviet Armenia to Gangnam Style to health stereotypes and health-seeking behaviors – to approach the notions of transnationalism and culture-framed messages. Through these various lenses, the movement across national boundaries will be brought into focus.

Friday 12:30-1:45pm

Oliver

Rhetoric & Public Spaces

Sponsor: Rhetoric & Public Address
 Chair: **Michael Vicaro**, Pennsylvania State University, Greater Allegheny

“The Rhetoric of the Heckle: Understanding the Regulation of Appearance and the Politics of Town Hall Meetings”

Robert J. Green, Purdue University

“Rethinking Alien Communication: The 1991 Controversy over Daniel Libeskind's Extension to the Berlin Museum and its Implications for Reticulate Public Spheres”

Brent Allen Saindon, Davis and Elkins College

“Ensuring (In)equality: A Rhetorical Analysis of the April 5, 2011 IOC Press Release “

Amanda Schwertner, Texas Tech University

These papers were competitively selected to be part of the Rhetoric & Public Address program. Each author explores rhetorical acts in public spaces.

Friday 12:30-1:45pm

Carnegie II

Turning the Tide: Communication Studies in Digital Waters

Sponsors:	Instructional Communication, Communication Administration, and Communication & Technology
Chair:	Amy Matten , Dean College
Respondent:	Rose Piskapas , Montgomery College
Panelists:	Linda Di Desidero , Marine Corps University Alana Fennie , University of Maryland University College Ady Dewey , University of Maryland University College Melinda Schwenk-Borrell , University of Maryland University College & Wilson College

This panel addresses both the *interest in* and the *resistance to* online education expressed by communication faculty and administrators in traditional settings by 1) developing a rationale for stronger online higher education; 2) presenting a model of student-centered online course design; and 3) describing the online teaching and learning in three standard courses in a communication studies curriculum: The Basic Course, Communication Theory, and Communication Studies Capstone.

Friday 12:30-1:45pm

Riverboat

Top Four Papers in Nonverbal Communication

Sponsor:	Nonverbal Communication
Chair:	Jessalyn L. Vallade , West Virginia University
Respondent:	Jennifer L. Knapp , SUNY Oswego

“Pecha Kucha: A Nonverbal Tool in the College Classroom”

Zachary W. Goldman, West Virginia University

Christopher J. Claus, West Virginia University

“The Influence of Cultural Gender Orientation and Latitude on Tactile Behavior”

Michael Miller, University of Connecticut

Peter Andersen, San Diego State University

Kate Kurtin, University of Connecticut

“Nonverbal Immediacy and Attachment Style in Dating: A Comparison between US American and Chinese College Students”

Huirui Gao, University of Akron

Yang Lin, University of Akron

“Confluences: Counter-Spaces and Young Men of Color”

Joni Schwartz, LaGuardia Community College, CUNY

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

Friday 12:30-1:45pm

Carnegie I

Communicate Unto Others: Examining Technological Challenges for Ethical Communication across the Discipline

Sponsor: Communication Law and Ethics

Chair: **Rekha Sharma**, Kent State University

Respondent: **Janet Leach**, Kent State University
Margaret Garmon, Kent State University
Carol Savery, Kent State University
Brian Pattie, Kent State University
Phillip R. Reed, Kent State University

To exemplify this year's theme of "Confluence", the panelists hope to bridge various sub-disciplines of communication studies by underscoring a common goal of ethical communication while navigating the turbulence of technological change. The speakers will address the legality and ethics of anonymous sources in journalism in a new media environment, issues of privacy in families and online communication via the Donor Sibling Registry, the organizational parameters of conflict resolution, and the morality of interpersonal forgiveness strategies.

Friday 12:30-1:45pm

Conference A

The Confluence of Power, Privilege, and Family in Philadelphia's Italian Market: A Dialogic Performance

Sponsor: Interpretation and Performance Studies

Chair: **Heidi M. Rose**, Villanova University

Panelists: **Minh Cao**, Villanova University
Kavya Chengappa, Villanova University
Adam Cohen, Villanova University
Kevin Gary, Villanova University
Robin Kanak, Villanova University
Colleen Mullen, Villanova University
Marianela Nunez, Villanova University

Using sound, images, and narrative, this program weaves together six individual fieldwork experiences into a co-constructed, dialogic, collective ethnographic performance of South Philadelphia's Italian Market. The work of Dwight Conquergood and Bud Goodall provides the theoretical foundation for understanding self in relation to other, and for uncovering the particularity of a single ethnographic voice in concert with other voices.

Friday 12:30-1:45pm

Conference C

Top Competitive Papers in Organizational Communication

Sponsor: Organizational Communication
Chair: **Kathleen M. Long**, West Virginia Wesleyan College
Respondent: **Jason S. Wrench**, SUNY New Paltz

“An Application of Motivating Language Theory in Mexican Organizations”

Paul E. Madlock, Texas A&M International University

Shaun Sexton, Texas A&M International University

“The Influence of Socialization on Technology in the Workplace”

Paul E. Madlock, Texas A&M International University

“Assessing the Supervisor/Subordinate Relationship Involving Part-Time Employees”

Michael Sollitto, West Virginia University

Matthew M. Martin, West Virginia University

Shelly Dusic, West Virginia University

Kaitlyn E. Gibbons, West Virginia University

Anna Wagenhouser, West Virginia University

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

Friday 12:30-1:45pm

Conference B

The Sky is Falling and the Four C's: Communication, Crisis, Community, and Consequences – A Town Hall Discussion

Sponsor: First Vice President
Moderator: **Susan Jasko**, California University of Pennsylvania

Participants: **Gary Gumpert**, Communication Landscapers
Susan J. Drucker, Hofstra University
Bruce Avery, Hofstra University
Christopher Strager, National Weather Service Headquarters
Vankita Brown, NWS OCCWS
Matthew Seeger, Wayne State University
Donald A. Fishman, Boston College
Thomas Mueller, California University of Pennsylvania
John Kelly, NOAA and University of New Hampshire

2012 is a year notable for dramatic events that tested the spirit, capacities and resilience of many communities in the US. Disasters wrought by nature, by humans, and by technology highlight issues at the heart of the definition of community and point sharply to issues of communication. "Superstorm Sandy" illuminated a range of vulnerabilities and dramatically highlighted the complexities of media, meaning, communication, science, government, and disaster management. This panel of interdisciplinary scholars and experts will discuss the parameters of this nexus and pinpoint crucial questions and issues, thus laying the foundation for a critical and urgent dialogue with ECA members about saving lives and communities.

Sandy was a powerful, dramatic and devastating natural event that affected a significant proportion of the ECA membership. In addition, this natural event became a mediated event as it tested communities in its path. From issues of communication and coordination, to information and action nearly demand serious and substantial consideration from a discipline that prides itself on its core and essential relevance to the everyday lives of individuals and the functioning of society.

Many members of the ECA community will have much to share about their experiences, observations, and reflections about living through Sandy and its aftermath. This town house forum will allow both for both expert insight and wide ranging dialogue to transform all attendees into active participants.

Friday 1:00-2:00pm

Anchor

Community College Business Meeting

Friday 1:00-2:00pm

Sternwheeler

Political Communication Business Meeting

Friday 2:00-3:00pm

Fox Chapel

ECA 2014 Convention Planning Meeting IIChair: **Thomas Flynn**, Slippery Rock University

Interest Group Planners for the 2014 ECA Annual Meeting in Providence should attend either this meeting or Convention Planning Meeting I on Thursday afternoon.

Friday 2:00-3:00pm

Sternwheeler

Health Communication Business Meeting

Friday 2:00-3:00pm

Anchor

Kenneth Burke Business Meeting

Friday 2:00-3:15pm

Oakmont

The Confluence of Identity

Sponsor: Undergraduate Scholars Conference
 Chair: **Flora Keshishian**, St. John's University
 Respondent: **Don M. Boileau**, George Mason University



“Hispanic doesn't mean anything outside of the United States': The Negotiation of Latino Identity at a Majority White University”

Alexandra Pastor, Roger Williams University

“Elitist Eating: The Effect of Food Blogs on Multiculturalism”

Julie Williams, SUNY Geneseo

“The Comic, the Harlot and the Scheming Cop: American Media Stereotypes of the Latina Woman, and the Actors' Use of Twitter to Subvert Them”

Natalie R. Camacci, University of Pittsburgh

This paper examines what it means to have an ethnic identity in a modern world where stereotypes and popular media dictate how people are viewed and view themselves.

Friday 2:00-3:15pm

Phipps

New Directions in Communication Theory

Sponsor: Undergraduate Scholars Conference
 Chair: **Gina Castle Bell**, Texas Tech University
 Respondent: **Jennifer L. Knapp**, SUNY Oswego



“Selectively Social Media: Selective Exposure Theory and Social Media during the 2012 US Presidential Election”
Josephine Lukito, SUNY Geneseo

“Bells, Collective Behavior and Structures of Power: An Epistemological and Critical Approach to Campanology and its Implications for Social Media Theory”
Justin Dowdall, Temple University

“The Application of Multistage Communication Theory to the Love Canal Disaster”
Patrick C. Henning, University of Massachusetts, Boston

This panel represents three different theoretical perspectives commonly found in the communication literature: selective exposure theory, social media theory, and multistage communication theory. The directions these papers take help revisit and reimagine how these theories are applied in a modern world.

Friday 2:00-3:15pm

Carnegie II

Between Horses and Gods: Death and the Power of Epic Eloquence

Sponsor: American Society for the History of Rhetoric
 Chair: **Nathan Crick**, Louisiana State University
 Respondent: **John Poulakos**, University of Pittsburgh

“Speaking the Immortal Language of the Gods”
Joseph Rhodes, Pennsylvania State University

“How Eloquence Shook Its Mane”
Odile Hobeika, University of Pittsburgh

“To Beg for Death and Brutal Doom”
Nathan Crick, Louisiana State University

Mortal men and women are fated to die. Remarkably, the *Iliad* often depicts death gloriously, even defiantly. And just as mortals are fated to death, every spoken utterance is destined to non-existence. However, Homer’s *Iliad* grants immortality to mortals, and continued existence to spoken language. This panel asks: How does epic eloquence make a mortal’s life monumental? It investigates how the very nature of human mortality establishes the ground for epic eloquence by situating human beings between beasts and gods.

Friday 2:00-3:15pm

Bob & Dolores Hope

Where We Were? Where He Took Us? Where Do We Go From Here? ECA Celebrates James C. McCroskey's Research and Scholarly Contributions to the Study of Human Communication

Sponsors:	First Vice President, Communication Traits, Instructional Communication, Interpersonal Communication, Nonverbal Communication, Organizational Communication
Chair:	Kathleen M. Long , West Virginia Wesleyan College
Panelists:	Jerry L. Allen , University of New Haven James W. Chesebro , Ball State University Kristen Campbell Eichhorn , SUNY Oswego Ann Bainbridge Frymier , Miami University Mark Hickson, III , University of Alabama, Birmingham James A. Katt , University of Central Florida Linda C. Lederman , Arizona State University Jason S. Wrench , SUNY New Paltz

This panel celebrates the research and scholarly contributions of James C. McCroskey as a model teacher-scholar who advanced the study of human communication over his fifty year career. Each panelist will present a salient contribution that Dr. McCroskey made to her/his research and the discipline, reminding us of where he took our scholarship and suggesting where his scholarship positions the future study of communication. Both seasoned and future researchers will find the presentations heuristic in providing future directions for their research.

Friday 2:00-3:15pm

Carnegie I

Communicating with the Other: The Technological Implications of Changing Spaces

Sponsor:	Communication and Technology
Chair:	Elizabeth Barfoot Christian , University of New Haven
Respondent:	Tatyana Dumova , Point Park University

"Ethical Concerns for Social Media: Private Issues in Public Spaces"

Monale Alemika, Duquesne University

"Accountability and Restraint in Cyberspace"

Arshia Anwer, Duquesne University

"Habermas's Public Sphere in a Post-Internet Age: Rationality, the Digitized Body, and Forced Participation"

William Aungst, Duquesne University*

"Meeting the Other: The Phenomenological Implications of Changing Spaces"

Chelsea R. Binnie, Duquesne University

*Student Debut Paper

The panel draws from the work of Hannah Arendt, Jürgen Habermas, and Walter J. Ong to explore how technology changes the spaces of communication. The panelists attend to issues of ethics, accountability, restraint, rationality, public and private spaces, and phenomenological implications of communicating with the other in cyberspace rather than the lived world.



**ONCE A MOUNTAINEER,
ALWAYS A MOUNTAINEER.**

Friday 2:00-3:15pm

Heinz

The Rhetoric of Tattoos

Sponsor: Nonverbal Communication
 Chair: **Steven Granelli**, SUNY Oswego
 Respondent: **Janie M. Harden Fritz**, Duquesne University

“Affiliating with a Narrative in a Socially Fragmented World: Walter Fisher’s Narrative Paradigm Played Out in Tattoos”
Melinda Miller, Grove City College

“The Nonverbal Stand against the Inevitable: Frank, Meaning, and Tattooing”
Douglas J. Marshall, Slippery Rock University

“Samoan Tatu: Gender, Globalization, and the Collective”
Kathleen Glenister Roberts, Duquesne University

This panel features papers examining how tattoos function as nonverbal communication.

Friday 2:00-3:15pm

Conference C

Rhetorical Ethics & Controversy: Conversations about Exploitation, Global Warming and Abortion

Sponsor: Rhetoric & Public Address
 Chair: **Christine Courtade Hirsch**, SUNY Oswego

“Ghostwriting and the Fifth Persona: Business as Usual or Unethical Exploitation?”*
Abbe S. Depretis, Christopher Newport University
Rebecca Twentey, Christopher Newport University

“Science, Morality and Global Warming: Visual Representations of Data in *An Inconvenient Truth*”
Jade Olson, University of Maryland – College Park

“Envisioning Anti-Black Abortion Rhetoric: An Analysis of the Radiance Foundation’s Billboard Campaign”
Asheley Hall, University of Pittsburgh

*Debut Paper

Each paper in this panel explores a distinct concern of ethical rhetoric within the public sphere. Working from various theories of rhetorical inquiry, each presenter contributes to the ongoing conversation about ethical communication in a postmodern historical moment.

Friday 2:00-3:15pm

Oliver

Top Competitive Papers in Voices of Diversity

Sponsor: Voices of Diversity
 Chair: **Andrew R. Spieldenner**, Hofstra University
 Respondent: **Joy M. Cypher**, Rowan University

“Talk about race in the undergraduate classroom: Four communication strategies”

Sheryl Goodman, Ursinus College
Sarah Weddle, Ursinus College

“Uncovering a Positional Topos: Redrawing the Rhetorical Map by Bridging Intersectionality and Rhetorical Theory”*

Cory Geraths, Pennsylvania State University, University Park

“Muslim Thoughts on Muslim Depiction: Perceptions of Social Identity on ‘American Muslim’”

Christopher Keppler, University of Akron*

“‘What...it’s going to kill you to look like a girl for one afternoon?’: Gender Roles and Child Socialization on Modern Family”

Nancy Bressler, Bowling Green State University

*Debut Paper

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

Friday 2:00-3:15pm

Vandergrift

Confluences of Philosophy of Communication, Communicology and Contemporary Human Science: Reflections on Research Methods, Group Cultures and Selfhood, and Mental Health Communication

Sponsor: Philosophy of Communication
 Chair: **Deborah Eicher-Catt**, Pennsylvania State University, York

“Phenomenological Methods: Descriptive Phenomenology versus Semiotic Phenomenology in Applied Human Science”

Richard L. Lanigan, Southern Illinois University, Carbondale

“The Problematic of Group Dynamics and Culture: An Investigation of Some Fundamental Questions Concerning the Existential Phenomena of Group Affiliation and Group Order”

Frank J. Macke, Mercer University

“Reflections on the Communication Theory of Jurgen Ruesch and Evolving Conceptions of Mental Health”

Isaac E. Catt, Duquesne University

Communicology is contemporary philosophy of communication in the human science tradition of Europe and American pragmatism. These papers speak to that confluence of theoretical and applied research by addressing comparative human science methodology, followed by the use of semiotic phenomenology to critique the modernity-postmodernity debate in the context of group communication, then the applied realm of mental health communication.



The Department of Communication Studies at West Chester University congratulates our esteemed colleague, Dr. Kanan Sawyer, on her election as Vice-President-Elect-Select of the Eastern Communication Association. We value the leadership and vision you will bring to ECA.

Friday 2:00-3:15pm

Conference A

Confluence in the Mediated Classroom: The Necessary Convergence of Media Literacy, Instructional Technology, and Communication Ethics

Sponsor: Media Communication
 Chair: Paul A. Lucas, University of Pittsburgh, Johnstown
 Respondent: David G. Levasseur, West Chester University

“Media Literacy: A Foundation for Instructional Technology”
Hans C. Schmidt, Pennsylvania State University, Brandywine

“From Google.docs to GIMP: Evaluating the Communicative Value of Individual Instructional Technologies”
J. Kanan Sawyer, West Chester University

“The Confluence of Media & Ethics: Postman, Ellul, and the Ecology of the Classroom”
Brent C. Sleasman, Gannon University

Insert West Chester University full page ad here

Friday 3:00-4:00pm

Anchor

Interpretation & Performance Studies Business Meeting

Friday 3:30-4:45pm

Oakmont

From a Zombie Apocalypse to the AIDS Plague

Sponsor: Undergraduate Scholars Conference
 Chair: Aarti Arora, Ohio University
 Respondent: Kristen Campbell Eichhorn, SUNY Oswego



“Examining the Zombie Phenomenon and Perceptions of a Zombie Apocalypse”
Esi Efiissima Yamoah, SUNY New Paltz

Austin Schatz, SUNY New Paltz

Robert Revello, SUNY New Paltz

Francesca Rogo, SUNY New Paltz

Jenna Harris, SUNY New Paltz

Alexandra Sofen, SUNY New Paltz

Alexandra Harvazinski, SUNY New Paltz

“Community Risk and Social Exclusion: A Comparative Analysis of HIV/AIDS Treatment in New York City and Lagos”
Shama Ams, St. John’s University

“The Guise of Health: A Study of Mediated Discourse of a Healthy Body”
Jennifer Heller, Roger Williams University

“Dr. Law Becomes a Patient”
Carrie Law, University of Pittsburgh, Johnstown

This panel represents four very different perspectives on health communication. Whether examining a factious zombie apocalypse or how real patients interact and discuss their illnesses in the real world, this panel sets out to explore new ground in health communication.

Friday 3:30-4:45pm

Phipps

Interpersonal Communication: Past and Present

Sponsor: Undergraduate Scholars Conference
 Chair: **Marshall Prisbell**, University of Nebraska, Omaha
 Respondent: **Candice E. Thomas-Maddox**, Ohio University, Lancaster



“Sibling Self-Disclosure and Receivers’ Perceptions of Relationship Closeness”

Brittany N. Swope, West Virginia University

“Theory of Interpersonal Communication Motives: A Review of Literature”

Christina A. Miadich, Ashland University

“Enabling Patterns in Adult Children of Alcoholics”

Marisol Custodio, LaSalle University

Revisiting interpersonal communication theory and how it is applied in modern interpersonal relationships.

Friday 3:30-4:45pm

Vandergrift

Coming Together: Healthcare Providers, Organizations, and Community

Sponsor: Health Communication
 Chair: **Jay Baglia**, DePaul University

“Managing the Dilemmas of Community Partnerships”

Virginia M. McDermott, High Point University

“God, Norms, Self-Efficacy and Church Health Kiosks”

Nathaniel J. Warshay, Wayne State University*

“The Relationships among Healthcare Providers’ Use of Humor, Patient Satisfaction and Compliance”

Abbey Saxby, Canisius College

Melissa Bekelja Wanzer, Canisius College

“The Longitudinal Efficacy of Communication Instruction in a Surgical Residency Program: Preliminary Data”

Theodore A. Avtgis, Ashland University

E. Phillips Polack, West Virginia University

Thomas Caranasos, West Virginia University

Cynthia Graves, West Virginia University

Jennifer Knight, West Virginia University

Linda Shaffer, West Virginia University

*Student Debut Paper

Friday 3:30-4:45pm

Oliver

Roundtable on Future Confluence in Burkean Analysis

Sponsor: Kenneth Burke Interest Group
 Chair: **Ronald C. Arnett**, Duquesne University
James W. Chesebro, Ball State University
Erik Garrett, Duquesne University
David T. McMahan, Missouri Western State University
Paul E. Nelson, North Dakota State University

This roundtable takes up the ECA conference theme of “confluence” by looking at the future of Burkeian analysis by pushing Burke into unconventional areas. For example, questions about what Burkeian analysis can contribute to *emerging digital media*, *globalization*, changing conceptualizations of *human interaction*, *feminism*, *intercultural communication*, and *organizational theory* will be examined. The participants in this roundtable invite audience members to join us in the dialogue of extending Burke into new terrain within the discipline.

Friday 3:30-4:45pm

Carnegie II

Research in Progress: Health Communication

Sponsor: Interpersonal Communication
 Respondent: **Katherine S. Thweatt**, West Virginia Wesleyan College

“Locus, Stability, and Controllability: Parent-child Attributions and Communication about Weight”
Sarah Zaitchik, University of Texas, Austin,
Charee Mooney Thompson, University of Texas, Austin

“Can Unsophisticated Comforting be Better? Message Design Logics and How Young Adults with Cancer Communicate about Death”
Sarah Zaitchik, University of Texas, Austin
Jessica Knapp, University of Texas, Austin

Research in progress will be addressed within this panel. Panelists will present their work and address specific questions to the audience. The respondent and audience will provide feedback to the panelist to aid in bringing the present research to fruition.

Friday 3:30-4:45pm

Conference A

Presidential Campaign Political Rhetoric and the 2012 Election

Sponsor: Political Communication
 Chair: **Richard E. Vatz**, Towson University

“President Bill Clinton’s Nominating Speech, 2012: the One-Man Debate Team”
Kathleen Kendall, University of Maryland

“The Centrist Turn in the 2012 Presidential Debates: The Rhetoric of Political Reconciliation and Reintegration”
Mary L. Kahl, Indiana State University

“Endgame Ads in a Toss-Up State”
Theodore F. Sheckels, Randolph-Macon College

“The Rhetorical Difficulties of the Incumbent and the Challenger in the 2012 Presidential Campaign”
Judith Trent, University of Cincinnati

“Presidential Debate as Rhetorical Game-Changer”
Richard E. Vatz, Towson University

“The Impact of Socially Mediated Political Rhetoric on Audiences of Presidential Political Debate”
Paula Youra, Lynchburg College

Up until Election Day the presidential election appeared very close. Most national polls had President Barack Obama barely beating Governor Mitt Romney or Governor Romney had a small lead. The presidential debates had a significant part in making this election quite close. This panel will examine the persuasive effects of the presidential debates and personality and issue salience and interpretation.

Friday 3:30-4:45pm

Carnegie I

Transfer and Articulation: The Confluence of Two-year and Four-year Institutions

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

Panelists: **Tom Donlan**, Montgomery County Community College
Susan M. Ward, Delaware County Community College
Rita Rosenthal, Boston College
Roberta Kosberg, Curry College

While community colleges have multiple missions, one of particular note is the necessity of paying careful attention to course transferability. This mission includes working closely with four-year institutions to establish articulation agreements that ensure students a smooth transition from the two-year institution to the four-year institution. Attendees can expect to gain insight about how transferability affects articulation agreements.

Friday 3:30-4:45pm

Bob & Dolores Hope

Top Three Competitive Papers in Media Communication

Sponsor: Media Communication
 Chair: **Monica Brasted**, The College at Brockport, SUNY
 Respondent: **Nicholas D. Bowman**, West Virginia University

“Democratization & the Media: The Case of Burma”
Brett R. Labbé, Bowling Green State University*

“Generational Differences in Use of News Formats: An Application of the Theory of Planned Behavior”
Rebecca Curnalia, Youngstown State University
Dorian L. Mermer, Youngstown State University

“Framing a Killing: The Stuart Murder Hoax and the Boston News Media”
Brian Lepine, Bridgewater State University

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

*Student Paper

Friday 3:30-4:45pm

Heinz

Student Styles and Peer Relationships in the Classroom

Sponsor: Instructional Communication
 Chair: **Sara Weintraub**, Regis College
 Respondent: **Kerry Byrnes**, Collin College

“Students’ Perceptions of College Classroom Connectedness, Assimilation, and Peer Relationships”
Michael Sollitto, West Virginia University
Zachary D. Johnson, West Virginia University
Scott A. Myers, West Virginia University

“Alternative Break Experiences: Connecting with Peers, Satisfaction, and Program Affect”
Zachary D. Johnson, West Virginia University
Matthew M. Martin, West Virginia University

“Attribution Theory in the College Classroom: Examining the Relationship of Student Attributions and Instructional Dissent”
Sara LaBelle, West Virginia University
Matthew M. Martin, West Virginia University

“Instructional Dissent as a Function of Student Conflict Styles”
Alan K. Goodboy, West Virginia University
San Bolkan, California State University, Long Beach

Friday 4:00-5:00pm

Anchor

Organizational Communication Business Meeting

Friday 5:00-6:00pm

Shadyside

Nonverbal Communication Business Meeting

Friday 5:00-6:15

Bob & Dolores Hope

Top Competitive Papers in Rhetoric & Public Address

Sponsor: Rhetoric & Public Address
 Chair: **Brent C. Sleasman**, Gannon University
 Respondent: **Trevor S. Parry-Giles**, National Communication Association

“Hope in the Head: Optimism and the Rhetoric of Negation in Jefferson’s First Inaugural Address”
Marnie Ritchie, Syracuse University

“A More Perfect European Union? Space, Time, and the Transnational Networks of the EU’s Embassy Open House in Washington, D.C.”
Timothy Barney, University of Richmond

“‘This is Not How I Want My Family to Remember 9/11’: Contesting Visual and Spatial Representation in Tucson’s *Moving Memories* Memorial”
Sarah Bishop, University of Pittsburgh

This panel features the top three competitive papers from the Rhetoric & Public Address Interest Group from this year.

Friday 5:00-6:15pm

Oakmont

From Getting Old to Cleaning Our Teeth – Media in America Today

Sponsor: Undergraduate Scholars Conference
 Chair: **David T. McMahan**, Missouri Western State University
 Respondent: **Nancy Bressler**, Bowling Green State University



“The Stereograph and the Stereoscope: Visuality and Mass Medium in 19th Century America”
Astoria Aviles, University of Richmond

“The ‘Dark Side’ of Teeth Whitening: Smile Enhancement or Smile Exploitation?”
Emily C. Wagner, SUNY Geneseo

“Fear of Aging: The Mass Media’s Role in the Anti-Aging Industry in America”
Tara McGarry, SUNY Geneseo

This panel takes a scholarly approach to examining the current state of both how visuality in mass media functions but also how the media represents teeth whitening and how we age in America.



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CURRENT GRADUATE FACULTY

Richard Buttny, Ph.D., Social Interaction and Culture, Intercultural Communication

Anne Demo, Ph.D., Rhetorical Studies, Gender, Immigration, Visual Culture

Cynthia Gordon, Ph.D., Discourse Analysis, Family Communication, Social Interaction

Jeffrey Good, Ph.D., Applied Linguistics, Discourse Analysis, Health Communication

Diane Grimes, Ph.D., Critical Organizational Communication, Contemplative Communication

Arthur Jensen, Ph.D., Interpersonal Communication, Small Group

Amos Kiewe, Ph.D., Rhetorical Studies, Presidential Rhetoric, Jewish Rhetoric

Charles Morris III, Ph.D., Rhetorical Criticism, GLBTQ Rhetorics, Public Memory, Social Protest

Kendall Phillips, Ph.D., Rhetorical Studies, Popular Film and Culture, Public Memory

Erin J. Rand, Ph.D., Rhetorical Studies, Queer Theory, Feminism, Social Movements

Amaro Rodriguez, Ph.D., Cosmopolitan Studies, Dialogue, Post-Colonial Theory

Bradford Vivian, Ph.D., Rhetorical Studies, Public Memory, Rhetorical Theory

For more information—vpa.syr.edu/crs

Friday 5:00-6:15pm

Phipps

Rhetorical Address in Modern Contexts

Sponsor: Undergraduate Scholars Conference
 Chair: **Abbe S. Depretis**, Christopher Newport University
 Respondent: **Mary L. Kahl**, Indiana State University



“You Are Not Special:’ A Rhetorical Examination of David McCullough Jr.’s June 2012 Commencement Address at Wellesley High School in Wellesley, MA”

Alexander E. Hopkins, College of William & Mary

“Influencing Unity: Analysis of Common’s, *The People*”

Jamilah Spears, Abilene Christian University

“The Year of the Ballot or the Bullet: Redux”

Justin Charron, Three Rivers Community College

The papers on this panel interrogate contemporary examples of public address. Although the artifacts may differ from those traditionally studied, the implications of this research are viable and compelling.

Friday 5:00-6:15pm

Riverboat

Driven to Campaign: Strategies for Developing Distracted Driving Campaigns Aimed at Teens

Sponsor: Health Communication
 Chair: **Virginia M. McDermott**, High Point University

“Campaign One: Grab Life by the Wheel”

Matt Ritter, High Point University

Brandon Roach, High Point University

Erica Gibson, High Point University

“Campaign Two: 2 Seconds Can Mean a Lifetime”

Brent J. Starling, High Point University

Steffi Cook, High Point University

Melissa Plunkett, High Point University

“Campaign Three: Take the Phone, Save a Life”

Karole Johnson, High Point University

Haley Randazzo, High Point University

Jacqueline Brannon, High Point University

“Campaign Four: Control Your Fate, the Call Can Wait”

Brandon Rivera, High Point University

“Campaign Five: 2 Much 2 Lose”

Joel Gerber, High Point University

The primary killer of US teens is motor vehicle accidents; distracted driving is the main cause. This roundtable presents five different targeted campaigns addressing teen distracted driving. Each campaign includes videos, posters, and radio PSAs and was developed for specific high schools or university. Presenters will overview the challenges of creating engaging, evidence-based campaigns on small budgets. The discussion will focus on strategies for targeting teens. Campaign materials will be available for viewing and use.

Friday 5:00-6:15pm

Conference B

International Media, Race and Authenticity

Sponsor: Media Communication
 Chair: **Hans C. Schmidt**, Pennsylvania State University, Brandywine
 Respondent: **Elizabeth L. Cohen**, West Virginia University

“Postsocialist Political Economy of Media in Bulgaria”

Martin Marinos, University of Pittsburgh*

“Accounting for Oral Culture: Analyzing Indian Media System”

Sumanth Inukonda, Bowling Green State University*

“Documenting the Erasure of the Black Body from the City: Race and Revitalization in Detroit”

Craig Hennigan, Wayne State University*

“Analyzing the “Making-Of-The-Ad” Video and Its Implications for Authenticity and Strategic Communication”

Jessica Francis, Rochester Institute of Technology*

*Student Paper

Friday 5:00-6:15pm

Vandergrift

Reclaiming Voices: Practices of Silencing and Speaking Identity

Sponsor: Voices of Diversity
 Chair: **Sheena Howard**, Rider University
 Respondent: **Shinsuke Eguchi**, University of New Mexico

“Playing the Gender Binary Game and Breaking the Rules: An Exploration into the Lives of Transgender Individuals”

Katy Ross, Texas Tech University*

“Harvey Milk’s Hope Speech: Defying the Queer Myth”

Christopher S. Perrello, Syracuse University*

“Identity Denial as an Obstacle to Integrated Bicultural Identity: The Case of Jeremy Lin”

Jessica Lu, University of Maryland*

“The 2010 U.S. Senate Don’t Ask, Don’t Tell Debate: A Question of Military Rights”

Jeffrey Nelson, Kent State University*

*Debut Paper

Stigmatized identities are often silenced. These competitive papers each explore how silence is constructed and how it can be broken through acts of communication. Each paper is a new voice in communication studies – bringing a fresh perspective to issues around race, gender and sexuality.

Friday 5:00-6:15pm

Conference C

Confluence: At the Crossroads of Education and Social Media

Sponsor: Communication and Technology
 Chair: **Lauren Lemley**, Abilene Christian University

“#SocialMedia @StudentEngagement”

Sarah Zaitchik, University of Texas, Austin

“A Path to Collaborative Learning: Virtual Teamwork in the College Classroom”

Gamze Yilmaz, University of Massachusetts, Boston

“Going Viral: ‘Real Time’ Instruction via Social Media”

Margaret Moore, Abilene Christian University

Keri Gray, Abilene Christian University

Sarah Beardsley, Abilene Christian University

Gabriela Lane, Abilene Christian University

Kyndall Howard, Abilene Christian University

As universities continue to embrace social media as an avenue to connect with and engage students, professors must also continue to develop and evaluate new ways to leverage the power of these sites for educational purposes. This panel will focus on the role social networking sites can play as educational resources that provide new platforms for collaboration and application, and new sources of information and engagement.

Friday 5:00-6:15pm

Fox Chapel

Talking Tactics: Mediated Messages, Audience Attention, and Imposing Ideologies

Sponsor: Interpretation and Performance Studies
 Chair: **Candi S. Carter Olson**, University of Pittsburgh

Panelists: **David Landes**, University of Pittsburgh
Meredith Guthrie, University of Pittsburgh
Christina E. Saindon, Southern Illinois University
Heather Liebling, University of Pittsburgh

This panel matches a confluence of communication disciplines to examine how audience attention is directed in ways that create controlling ideologies. From the marketing of *Brave’s* Merida as a stereotypical princess to the framing of newswomen as sexualized objects to a performance piece that shows how the ideology of “fat” is created, we use our differing perspectives to examine how meaning and identity are developed by the media focusing an audience’s attention.

Friday 5:00-6:15pm

Heinz

Communication Classroom Confluence: Joining Innovative Video Technologies and Pedagogical Techniques in the Traditional and Online Instruction

Sponsor: Instructional Communication
 Chair: **Adam C. Earnhardt**, Youngstown State University
 Respondent: **Candice E. Thomas-Maddox**, Ohio University, Lancaster

Panelists: **Adam C. Earnhardt**, Youngstown State University
Norma Jones, Kent State University
Mary Beth Earnhardt, Youngstown State University
Daniel J. O'Neill, Youngstown State University
Amber Ferris, University of Akron Wayne College
Jennifer Wood, Pennsylvania State, New Kensington

This panel will explore innovative virtual and traditional classroom technologies, as well as innovative ways new technologies are being used to replace or supplement traditional methods of instruction. These papers offer some guidelines for using a collection of new media video technologies in more supportive and less intrusive ways (for the students and the instructor). Panelists have developed robust, compelling, and theoretically-sound examinations of issues of using these new technologies in their classrooms and beyond.

Friday 5:00-6:15pm

Conference A

Applied Communication in the Classroom and Beyond

Sponsor: Applied Communication
 Chair: **Tatyana Dumova**, Point Park University
 Respondent: **Janie M. Harden Fritz**, Duquesne University

“Writing Theory and Communication Theory Converge in Process Portfolios”
Stephanie L. Verni, Stevenson University

“Bullying Intervention Methods and Their Effectiveness: An Analysis of Six Schools”
Diana Romano, James Madison University*
Michael Gulotta, James Madison University*

“Narrative Paradigm in the Work of Charles Chesnutt: The Effect of Storytelling”
Andrea Matuszak, Point Park University*

* Debut Paper

This panel features a collection of papers that focus on theory and application to the learning process and classroom-related issues.

Friday, 6:30-9:00pm**Allegheny Harvard-Yale-Princeton Club**

619 Wm. Penn Place

Wine and Spots: A Look Back at the Best (and Worst) in the Year's Political Advertisements (sponsored by Hayden McNeil Publishing)

Sponsor: Hayden McNeil Publishing and Political Communication

Hosts: **Jason A. Edwards**, Bridgewater State University
Janis L. Edwards, University of Alabama
Tracey Quigley Holden, University of Delaware
J. Kanan Sawyer, West Chester University

What was once a small social gathering among colleagues typically spread across the East Coast, has become an informal ECA tradition open to all members. *Wine and Spots* is the annual gathering of all parties interested in politics, advertising, media, commentary, or just good conversation. We gather to show and review – and sometimes scoff at – the best and worst political ads with snacks and drinks in hand. This offsite event will be held in the Library of the Allegheny Harvard-Yale-Princeton Club, just around the corner from the hotel at 619 William Penn Place. Hors d'oeuvres and a cash bar will be available. This event is sponsored by Hayden McNeil Publishing.

Friday 6:30-8:00pm**August Wilson boyhood home**

1727 Bedford Ave., Pittsburgh

Reception and Performance: August Wilson's Hill District

Sponsor: Daisy Wilson Artists Community and Duquesne University Honors College

August Wilson (1945-2005) was a Pulitzer- and Tony- award winning African-American playwright. His childhood home, just a few blocks from ECA's conference hotel, has recently been named a national historic landmark.

This event is an opportunity for you to visit the Hill District, longtime center of African-American culture in Pittsburgh, and to learn from members of the community. Please join the Daisy Wilson Artists Community and Duquesne University Honors College, partners in the renovation of the house, as we celebrate this special designation with jazz, theatrical performances, and refreshments.

This free reception and performance is open to ECA attendees who sign up at the ECA registration desk. A bus will meet you at the entrance to the hotel and will depart for the house at 6:30. The performance concludes at 8 p.m. with return bus transportation to the hotel.

Friday 8:00-9:00pm**Carnegie I****12 Step Group Meeting**



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**Danette Ifert Johnson
ECA First Vice President**



Saturday 7:30-2:00pm

Conference Foyer

ECA Conference Registration

Saturday 8:00-9:15am

Phipps

Political Television – Fair and Balanced?

Sponsor: Undergraduate Scholars Conference
 Chair: **Rebecca Curnalia**, Youngstown State University
 Respondent: **Beth M. Waggenpack**, Virginia Tech University



“Fox News and the Anti-American Perception of President Barack Obama”

Mark Armstrong, SUNY Geneseo

“The News That Matters: Analysis of Local News Coverage by Competing Television Stations”

Kirstin Cook, Wilkes University

“Viewer Perceptions and Awareness Associated with Differing Television News Formats”

Melissa Benjamin, King’s College

Brandi George, King’s College

Tessa Markiewicz, King’s College

This panel of papers examines how modern television stations (both cable and local networks) view and discuss news today while exploring the rhetorical implications of the news process.

Saturday 8:00-9:15am

Conference B

Modern Conceptualizations of Sex and Communication

Sponsor: Undergraduate Scholars Conference
 Chair: **Janice Anderson**, SUNY New Paltz
 Respondent: **Chizoba Udeorji**, City University of New York Kingsborough



“Fifty Shades of Dirty Minds: Erotic Fiction Cover Design and Audience Construction”

Jennifer L. Gorfine, The George Washington University

“Lee’s Love Styles, Sexual Expectations, and Non-Traditional Sex Acts”

Holland Beiler, James Madison University

Tina Liu, James Madison University

Sarah Smoot, James Madison University

“Friends with Benefits: College Students’ Perceptions of a Controversial Relationship”

Holly Mathers, McDaniel College

This panel examines the intersection of sex and communication. Two papers specifically examine the rhetoric of the popular book *Fifty Shades of Grey* while the last paper examines college students’ perceptions of “friends with benefits.”

Saturday 8:00-9:15am

Oakmont

Applying Technology in Public Relations, Tourism and Virtual Teams

Sponsor: Communication and Technology
 Chair: **Rudy Pugliese**, Rochester Institute of Technology

“Attitudes and Perceptions of Public Relations Professionals towards Graduating Students’ Skills”
Danny Paskin, California State University, Long Beach

“Theory into Practice: Designing for Presence in Blended Tourism Experiences”
Malwina A. Buldys, Rochester Institute of Technology
Brian O’Keefe, Rochester Institute of Technology

“A Quest for a Linguistic Approach to Subgroup Formation in Virtual Teams”
Gamze Yilmaz, University of Massachusetts, Boston

*Student Debut Paper

Saturday 8:00-9:15am

Vandergrift

A Confluence of Rhetorical Analyses

Sponsor: Rhetoric & Public Address
 Chair: **Michael Warren Tumolo**, Duquesne University

“A Musician’s Response to 9/11: An Analysis of Songs Written After 9/11 Using Cluster Criticism”
Emily Bushnell, Abilene Christian University

“¿Armas para qué? A Rhetorical Analysis of Fidel Castro’s *Against Complacency* Speech”
Alexander L. Lancaster, California State University, Long Beach

“From McCarthyism to Mort Sahl’s America: A Rhetorical Analysis of the ‘New Comedy’ Movement”
Matthew R. Meier, Bowling Green State University

These competitively selected papers explore various approaches to rhetorical criticism and analysis.

Saturday 8:00-9:15am

Sternwheeler

CMM and Beyond: Celebrating the Life of W. Barnett Pearce

Sponsor: First Vice President
 Chair: **Rod Carveth**, Morgan State University

“The Uniqueness of CMM”

Vernon E. Cronen, University of North Carolina, Wilmington

“Getting Hold of the Difficulty Deep Down: Barnett Pearce and the Communication Perspective”

John Chetro-Szivos, Fitchburg State University

“CMM and the future: Creating Communication Complex”

John Parrish-Sprowl, Indiana University Purdue University Indianapolis

“CMM in the Era of Social Media”

Rod Carveth, Morgan State University

In the mid-1970s there was a tangible sense of wonder and adventure as Vernon Cronen and W. Barnett Pearce participated in what came to be known as “The Great Paradigm Debate” in the social disciplines. Seen as a radical departure then, now many communication theories share commitments to the Coordinated Management of Meaning (CMM) once considered to be very radical. This early work elevated communication from the immaterial or instrumental, rendering the simple sender receiver model as inadequate to explain the constitutive nature of communication and the materiality of communication. Barnett Pearce’s contributions have had a significant impact on the Communication discipline and the many scholars who have worked with him or considered CMM theory in their own research. This panel celebrates the life of Barnett Pearce by looking at the impact of CMM and how it has informed research into the 21st century.

Saturday 8:00-9:15am

Conference C

Crisis, Support and Health Literacy

Sponsor: Health Communication
 Chair: **Heather Carmack**, James Madison University
 Respondent: **Virginia McDermott**, High Point University

“Development and Validation of the Perceived Oral Health Literacy Scale” **Sarah LaBelle**, West Virginia University

Keith D. Weber, West Virginia University

“Message Features Affecting Perceived Quality of Peer Support among People Recovering from Eating Disorders”

Jessica E. Akey, SUNY Fredonia

Hsin Lin, SUNY Buffalo

I-Hsuan Chin, SUNY Buffalo

Tera Kane, SUNY Buffalo

Lance R. Rintamaki, SUNY Buffalo

“Assessing the Accuracy of Trauma Patient Prioritization: Assessing the Efficiency of the M.I.S.E.R. Categorization and Communication Channel in Crisis Communication”

Theodore A. Avtgis, Ashland University

E. Phillips Polack, West Virginia University

David Kappel, West Virginia University

Alison Wilson, West Virginia University

Lee B. Smith, West Virginia University

Jennifer Knight, West Virginia University

“A Health Ecological Model for Health Communication: An Expanded View to Include a New Multi-Contextual Approach”

Andrea Meluch, Kent State University

Saturday 8:00-9:15am

Fox Chapel

Creating, Remembering or Forgetting: Public Places as Confluence of Memory or Amnesia

Sponsor: Argumentation & Forensics
 Chair: **Todd Allen**, Geneva College

“Remembering 9/11: Creating a Confluence of Site, Memory and Healing Away From Ground Zero”
Carl T. Hyden, Morgan State University

“Celebrating History and Speaking to the Dead: The Rhetoric of Place and Lily Dale Assembly”
Andrea McClanahan, East Stroudsburg University

“Cambridge, Maryland: Forgetting and, then, Marginally Remembering the Civil Rights Past”
Theodore F. Sheckels, Randolph-Macon College

What is it about place that makes us remember – or forget? According to the idea of *genius loci*, or “the distinctive character or atmosphere of a place,” place creates powerful impressions on people. Sometimes place becomes a site of memory and healing like the various memorials commemorating 9/11. Sometimes place is where you go to talk with the dead, like Lily Dale in New York. Sometimes place is forgetting as some residents of Cambridge, MD, have tried to do. This paper session looks at these three places and how they create confluences of memory or amnesia.

Saturday 8:00-9:15am

Heinz

Shifting Images of Togetherness: Television’s Changing Representation of Marriage and Family

Sponsor: Media Communication
 Chair: **Jack Banks**, University of Hartford
 Respondent: **Nancy Bressler**, Bowling Green State University

“The Family Effect: Pro-Family Rhetoric Meets LGBT Politics”
Benjamin Elmgren, Eastern Michigan University

“Whose Wedding is It...Really? The Role of Family in *Say Yes to the Dress*”
Ashley Beman, University of Hartford

“What’s with the Home Work?! A Post-Burkean Perspective on Counter-Narratives about Working from Home”
Courtney Wright, Bowling Green State University
Jennifer Lafata, Eastern Michigan University

“Laughter That Reinforces or Contests Conventions about Family and Relationships: An Analysis of New Sit-coms *The New Normal* and *Partners*”
Jack Banks, University of Hartford

Saturday 8:00-9:15am

Shadyside

Community-based Learning in an Age of Confluence: Issues and Applications

Sponsor: Applied Communication
 Chair: **Todd S. Kelshaw**, Montclair State University
 Respondent: **Tatyana Dumova**, Point Park University

“Democratizing Campus/Community Partnerships: The Shift from ‘Service-learning’ to ‘Engagement-learning’”
Todd S. Kelshaw, Montclair State University

“Performative Dimensions of Service-learning as Democratic Engagement”
Deanna Shoemaker, Monmouth University

“Place-Based Education and Student Engagement: Tales from the Field”
Christine A. Lemesianou, Montclair State University

“Teaching Rural Leadership through Community Involvement”
Lynn S. Cockett, Juniata College

“Higher Education Partners with the Private Sector: Shifts in Higher Education toward the Entrepreneurial Model”
Rory Raabe, Ithaca College

Campus/community confluences occur in pedagogical, scholarly, co-curricular, and infrastructural ways. Presenters explore emerging issues and applications of community-based partnerships in terms of their consequences for democratic society. Specifically, panelists propose concepts and methods for democratically enhancing service-learning; illustrate how community-based learning fosters emotional connections to community; explore how online coursework may connect students and non-profit organizers for collaboration; and assess assumptions and practices of financially motivated partnerships between higher educational and business institutions.

Saturday 8:00-9:15am

Riverboat

Life is a Body Shop: Researching the Intersections of the Female Body and Culture

Sponsor: Voices of Diversity
 Chair: **Lorin Basden Arnold**, Rowan University

“Hot Messes and the Sick Women Who Make Them: Burke, Dirt and the Perfectable Self in *Clean House*”
Joy M. Cypher, Rowan University

“The Curse of Essentialism: Feminist Art, Women’s Bodies, and the Problem of Art History”
Andrew Hottle, Rowan University

“Identity and Virtual Communities: Exploring the Construction of Self in *Second Life*”
L. Meghan Mahoney, West Chester University

“Iron(wo)men in Underpants: Embodiment of Resistance and Reification in the Performance of the Female Triathlete Body”
Maria Simone, Rowan University
Daniel Strasser, Rowan University

“I Don’t Know Where I Start and End: The Female Body and Family Roles”
Lorin Basden Arnold, Rowan University

Utilizing a variety of theoretic and methodological frameworks, panelist address intersections between the female body, body expectations, and other elements of the life experience. They consider the social and cultural impacts on our constructions of the female body and the lived consequences of those rhetorical processes. In lieu of a respondent, the audience is invited to join us in a discussion of the panel themes.

Saturday 8:00-9:15am

Oliver

Top Competitive Papers in Instructional Communication

Sponsor: Instructional Communication
 Chair: **Christopher J. Claus**, West Virginia University
 Respondent: **Candice E. Thomas-Maddox**, Ohio University, Lancaster

“Academic Entitlement, Grade Orientation, and Classroom Justice as Predictors of Instructional Beliefs and Learning Outcomes”

Jessalyn L. Vallade, West Virginia University
Matthew M. Martin, West Virginia University

“No Complain, No Gain: Students’ Organizational, Relational, and Personal Reasons for Withholding Rhetorical Dissent from their College Instructors”

San Bolkan, California State University, Long Beach
Alan K. Goodboy, West Virginia University

“A Comparison of Traditional and Hybrid Teaching: The Effects on Student Learning and Engagement”

Kristen LeBlanc Farris, Texas State University, San Marcos
Laura R. Brown, Texas State University, San Marcos

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

Saturday 8:00-9:15am

Conference A

Top Papers in Political Communication

Sponsor: Political Communication
 Chair: **Jason A. Edwards**, Bridgewater State University
 Respondent: **Kristin English**, Georgia College and State University

“Motivations to Engage in Pro-Environmental Behaviors: A Pilot Study of Persuasive Stimuli and the Theory of Planned Behavior”

Paula Hopeck, Purdue University

“Not All Capitalist Stories are Created Equal: Mitt Romney’s Bain Capital Narrative and the Deep Divide in American Economic Rhetoric”

David G. Levasseur, West Chester University
Lisa M. Gring-Pemle, George Mason University

“The Rhetoric of Family Values in the 1962-1982 National Women’s Rights Debates”

Jill M. Weber, Hollins University

This panel features the top competitive papers for the political communication interest group.



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Saturday 8:00-9:15am

Lawrence Welk

Communication in an International Context: A Fulbright Scholar Experience

Sponsor: First Vice President
 Presenter: **Dom Caristi**, Ball State University

This session will address the elements composing the Core Fulbright Scholar program for U.S. and visiting scholars, the Fulbright Specialist Program, NEXUS Regional Scholar Program, and Occasional Lecturer Fund, focusing on how the presenter’s experiences as a Fulbright Scholar in both Greece and Slovenia impact his own work and internationalization for his home institution. The session will also address questions about the general application process for Fulbright programs.

Saturday 8:00-9:00am

Carnegie II

Philosophy of Communication Business Meeting

Saturday 9:00-3:00pm

Frick

ECA Exhibit Hall Open

Saturday 9:00-10:00am

Anchor

Communication Traits Business Meeting

Saturday 9:00-10:00am

Carnegie II

Theory & Methodology Business Meeting

Saturday 9:30-10:45 am

Conference C

Top Competitive Papers in Philosophy of Communication

Sponsor: Philosophy of Communication
 Chair: **Leeanne M. Bell McManus**, Stevenson University
 Respondent: **Ronald C. Arnett**, Duquesne University

“Making the Erotic Life Speak: Sexual Consent and the Limits of the Speaking Subject”
Larissa A. Brian, University of Pittsburgh

“Engaging the Domestic Violence Registry through Deleuze, Nietzsche, and Badiou: Multiplicities, Master/Slave and Naming”
Erin Potts, University of Utah

“*Der Muselmann* and *die haftlinge*: Examining the Ethical and Political Significance of Holocaust Research”
Matthew Gayetsky, University of Pittsburgh

“The Sphinx of Rhetoric: Humor, Absurdity, and the Theory of Comedy”
Christopher Adamczyk, Texas Tech University

This panel features the top papers within the interest group.

Saturday 9:30-10:45pm

Vandergrift

Top Competitive Papers in Interpersonal Communication

Sponsor: Interpersonal Communication
 Chair: **Katherine S. Thweatt**, West Virginia Wesleyan College
 Respondent: **Aimee Miller-Ott**, University of Hartford

“The Development and Validation of the New Helicopter Parenting Instrument (NHPI)”

Kelly B. Odenweller, West Virginia University

Keith D. Weber, West Virginia University

“Narcissism, Communication Competence, and Relational Satisfaction in Roommate Relationships”

Elizabeth A. Ditrinco, West Virginia University

Melanie Booth-Butterfield, West Virginia University

“Maintaining Relationships on Facebook: Associations with Uncertainty, Jealousy and Satisfaction”

Margaret C. Stewart, Bloomsburg University

Alan K. Goodboy, West Virginia University

Marianne Dainton, LaSalle University

This panel features the top three competitive papers from the Interpersonal Communication Interest Group.

Saturday 9:30-10:45am

Phipps

Text Me! College Students Use of Mediated Interpersonal Interactions

Sponsor: Undergraduate Scholars Conference
 Chair: **Eric Fife**, James Madison University
 Respondent: **Catherine Wright**, George Mason University

“College Students Use of Smartphone Communication in Maintaining and Challenging Face”

Anna J. DiRienzo, SUNY Geneseo

Kayla I. Holmes, SUNY Geneseo

“Perceptions of Social Communication Differences within Online and Face-to-Face Communication”

Jeana Fidyk, Drexel University

“Smartphone Communication: Negotiation of Face Needs by College Students”

Shelly Massachi, SUNY Geneseo

Sean Leigh, SUNY Geneseo

“Discovering the Personal Story: Friendship Development through Online Communication”

Sheralee Fielder, Hollins University

This panel explores how college students are utilizing modern communication technologies and how it impacts their interpersonal relationships.





M.S. in Health and Strategic Communication

CREAN SCHOOL OF HEALTH AND LIFE SCIENCES
AND DEPARTMENT OF COMMUNICATION STUDIES

An accelerated, one-year Master's degree in Health and Strategic Communication. You will have close working relationships with faculty on research and the development of health campaigns. There are fellowships and/or teaching assistant opportunities available for some qualified candidates.

Role of the Health Communicator

Health and Strategic Communication is one of the fastest growing areas in communication and medical-related fields. Health communicators *create shared meaning about health care and conditions* in important applied contexts via:

- Crafting culturally competent messages to change health behaviors
- Educating the public and the healthcare industry about relevant health information
- Working to develop, implement, and evaluate widespread community health-based programs
- Improving relationships between patients, family members, and health-care providers
- Working one-on-one with community groups to achieve community health-care goals
- Helping with emergency and crisis communications and related decision-making

Faculty (Communication Studies welcomes two new faculty members for Fall 2013: Dr. Sam Dorros and Dr. Jake Liang)

Full-Time Faculty

Lisa Sparks, Ph.D.

(University of Oklahoma, 1998)
Director/Head of Health and Strategic Communication Graduate Program
Cancer communication science, health communication and aging, public health campaigns, intergroup communication (intercultural/intergenerational)

Jennifer Bevan, Ph.D.

(University of Georgia, 2003)
Interpersonal communication, jealousy, health communication

Fran Dickson, Ph.D.

(Bowling Green State University, 1982)
Interpersonal communication, health communication, communication and aging

Kelli Fuery, Ph.D.

(Murdoch University, 2005)
Trauma representations, arts-based methodologies, critical and cultural studies

Ann Gordon, Ph.D.

(University of Southern California)
Research methods, women and politics, political communication

Veronica Hefner, Ph.D.

(University of Illinois, Urbana-Champaign, 2011)
Media, interpersonal, body image, children

Claudine Jaenichen, M.A.

(University of Reading)
Information design, instructional design, crisis/emergency communication

Kerk Kee, Ph.D.

(University of Texas, Austin, 2010)
Organizational communication, health communication, research methods

Michelle Miller-Day, Ph.D.

(Arizona State University, 1995)
Interpersonal and family communication, health communication

Cyril Rakovski, Ph.D.

(Harvard University, 2006)
Statistical methods, genetics, epigenetics

Sheila Steinberg, Ph.D.

(Pennsylvania State University)
Environmental health, community health and research methods

Doug Sweet, M.A.

(Oregon State University)
Epistemology, rhetorical theory

Riva Tukachinsky, Ph.D.

(University of Arizona, 2012)
Media effects, research methods, intergroup communication

Jennifer Waldeck, Ph.D.

(University of California, Santa Barbara, 2005)
Instructional and organizational communication

Part-Time Faculty

Nick Leighton, M.B.A.

(De Monfort University)
International PR, strategic and crisis communication

Saturday 9:30-10:45am

Oakmont

Advertise This!

Sponsor: Undergraduate Scholars Conference
 Chair: **Nicole A. Smith**, Lynchburg College
 Respondent: **Adam C. Earnhardt**, Youngstown State University



“A Theoretical Analysis of the Reconstructed National Youth Anti-Drug Media Campaign’s ‘Above the Influence’ Brand and Anti-Drug Behavior in Adolescents through The Theory of Planned Behavior”

Dana Perotti, West Chester University

“Go Forth’: A Visual Analysis of Levi’s Advertising Campaign”

Erin Hutson, Rochester Institute of Technology

“Persuasion in Historic Coca-Cola Advertising”

Edward Breiner, Pennsylvania State University, Schuylkill

These four papers represent different approaches to understanding and studying the persuasive impact that advertising has in a modern society.

Saturday 9:30-10:45am

Oliver

The Words of Others: Plagiarism and the Confluence of Media, Law, and Ethics

Sponsor: Communication Law and Ethics
 Chair: **D.L. Stephenson**, Western Connecticut State University

“Digital Bandits Plagiarism and Media Generations”

Susan J. Drucker, Hofstra University

Gary Gumpert, Communication Landscapers

“Plagiarism and the Confluence of Law and Media”

Donald A. Fishman, Boston College

“The Words of Others: The Ethical Costs of Plagiarism”

Martin Wallenstein, John Jay College of Criminal Justice

“An Administrator’s View of Plagiarism: The Confluence of Law, and Ethics”

Thomas Flynn, Slippery Rock University

This panel explores issues of plagiarism in the age of new media. Have new technologies raced ahead of our ethical standards? Has our law kept pace with changing technology and the changing views on the ownership of ideas? Do we acknowledge the true ethical costs of pirating the works of others? How should educators deal with plagiarism in this new environment?

Saturday 9:30-10:45am

Conference B

Top Competitive Papers in Inter/Cultural Communication

Sponsor: Intercultural Communication
 Chair: **Kathleen Glenister Roberts**, Duquesne University
 Respondent: **Alberto Gonzalez**, Bowling Green State University

“*I was ‘fortunate’ enough to have been born a white male*: Whiteness, Pedagogy, and Cultural Identities in an Intercultural Communication Course”

Yea-Wen Chen, Ohio University
Nathaniel Simmons, Ohio University

“A U.S.-China Investigation of the Effects of Perceived Partner Conflict Styles on Outcome Satisfaction: The Mediating Role of Perceived Partner Conflict Competence”

Qin Zhang, Fairfield University

“You’d *Better* Go to School Today LOL!’: Rethinking the Communication Theory of Identity in the Era of Social Network Sites”

Maria Kuntz Lewis, University of Denver
Lynn Schofield Clark, University of Denver

“Silenced No More? A Thematic Analysis of Identity Negotiation in the Wake of the DADT Repeal”

Kathryn Starkey, Texas Tech University

This panel features the top four competitive papers from the Intercultural Communication Interest Group.

Saturday 9:30-10:45am

Fox Chapel

Community of the Spectacle: Snapshots of Display as they are Loved or Hated, Embraced or Shunned

Sponsor: Rhetoric & Public Address
 Chair: **Elizabeth Reeves O’Connor**, Rochester Institute of Technology
 Respondent: **J. Gregory Payne**, Emerson College

“The Non-Construction of the Political Spectacle in the 2012 Republican Primary: Economic Rhetoric and the Empty House”
Grant Cos, Rochester Institute of Technology

“The Home Going Service of Whitney Houston: A Dynamic Spectacle that Invited America and the World to Church”
Keith Jenkins, Rochester Institute of Technology

“Chair Lynching and the 2012 Presidential Election: Spectacle and its Role in Visual Argument”
Kelly Norris Martin, Rochester Institute of Technology

“The Titan and ‘The Other Woman’: Towards Narrativity and Spectacle in the Steve McNair Murder Scandal”
R. Pierre Rodgers, George Mason University
Amy J. Sullivan, George Mason University

Following 9-11 and a worldwide economic calamity, we examine spectacle and how it is currently being enacted in America’s political sphere (e.g. Romney and the Republican Party), popular music culture (e.g. death of Whitney Houston), sports arena (e.g. Steve McNair scandal) and through visual argument (e.g. chair lynching of President Obama). We ask, what kinds of incidents today are capable of creating this rhetorical exigency and what do they tell us about powerful players in our community?

Saturday 9:30-10:45pm

Carnegie III

Confluence and Convergence: Communicating Perspectives on Political Participation

Sponsor: Political Communication
 Chair: **Richard E. Vatz**, Towson University
 Respondent: **E. Michele Ramsey**, Pennsylvania State University, Berks

“They Grew Up Here Believing They Were Americans”: The DREAM Act and Comprehensive Immigration Reform”

Lisa M. Gring-Pemle, George Mason University

Duhita Muhatmya, George Mason University

“Elizabeth Warren’s 2012 Senate Campaign: Professing Politics in an Age of Rage”

Tracey Quigley Holden, University of Delaware

“Language, Technology, and Persuasion: An Analysis of Cell Phone Use in Modern Engagement”

J. Kanan Sawyer, West Chester University

“Are Social Networking Sites Building Bridges to Nowhere?”

Maria Simone, Rowan University

Political participation is no longer politics as usual. With today’s use of social media and technology to inspire engagement, we can forget that traditional forms of political participation are merging with new forms to uniquely represent the face of our citizenry. In keeping with our convention theme, we bring together examinations of engagement in their most traditional forms as well as through mediated forms to give a full representation of modern political participation.

Saturday 9:30-10:45pm

Shadyside

Culture, Gender and Health Messaging

Sponsor: Health Communication
 Chair: **Dionne C. Clemons**, Howard University
 Respondent: **Sarah LaBelle**, West Virginia University

“Socializing International Students to US Health: Memorable Health Messages about University Health Centers and American Healthcare”

Heather J. Carmack, James Madison University

Shireen Bedi, George Mason University

Sarah N. Heiss, University of Vermont

“Giving the Gift of Life: Examining the Relationship between Blood Donation and Organ Donation”

Hannah Ball, West Virginia University

Melissa Bekelja Wanzer, Canisius College

Timothy J. Servoss, Canisius College

“Talking About Our Bodies: The Importance of Consciousness Raising Groups for Advances in Hormonal Contraception”

Skye Miner, Brandeis University*

“Women (Only?) Serving Women: Gendered Affects and Perceived Problems in Obstetrics and Gynecology”

Meredith L. Clements, University of North Carolina, Chapel Hill*

*Student Paper

Saturday 9:30-10:45am

Conference A

Top Competitive Papers in Applied Communication

Sponsor: Applied Communication
 Chair: **Nancy A. Wiencek**, Rider University
 Respondent: **Linda Sampson**, Southern Connecticut State University

“College Connectedness: The Student Perspective”

Laura C. Farrell, North Dakota State University

Julie Fudge, North Dakota State University

Derek Jorgenson, North Dakota State University

Andrew D. Pritchard, North Dakota State University

“Exploring American Catholic Dioceses as Communicative Confluence”

Craig T. Maier, Duquesne University

“Assessing cues to action for early childhood developmental screening in Appalachia: Implications for promoting early childhood wellness”

Benjamin R. Bates, Ohio University

Dawn Graham, Heritage College of Osteopathic Medicine, Ohio University

Katie Striley, Ohio University

Spencer Patterson, Alta Ventures - Mexico

Aarti Arora, Ohio University

Jane Hamel-Lambert, Heritage College of Osteopathic Medicine, Ohio University

This panel features the top three competitive papers from the Applied Communication Interest Group.

Saturday 9:30-10:45am

Riverboat

Ceremony and Memory in the Rhetorical Tradition

Sponsor: American Society for the History of Rhetoric
 Chair: **Michele Kennerly**, Pennsylvania State University
 Respondent: **Michele Kennerly**, Pennsylvania State University

“A History of Ceremonial Rhetoric”

Natalie Nardelli Gigliotti, Duquesne University

“‘The Mere Ghosts of Auspices’: A Defense of Uncertainty in Cicero’s *De Divinatione*”

Michael Steudeman, University of Maryland

“Remembrance and Revision: Contemporary Public Memory of the Salem Witchcraft Crisis”

Lauren Lemley, Abilene Christian University

“The Stuff Memories Are Made Of”

Alyssa Anderson, New York University

This panel explores the relationship between ceremony, memory and the practice of rhetoric. The authors investigate this relationship in contexts as diverse as Neolithic crop rituals, Cicero’s thoughts on divination, popular representations of the Salem witchcraft trials, and efforts to reclaim memories of the *Desaparecidos* of Argentina’s Dirty War. Taken together, the papers suggest that the mutually reinforcing relationship of ceremony and memory must always have a rhetorical dimension.

Saturday 9:30-10:45am**Sternwheeler****Communication Departments: At the Confluence of Interdisciplinary Course Design**

Sponsor: Community College
 Chair: **Mary Mino**, Pennsylvania State University, DuBois
 Respondent: **Nadine Cichy**, Sinclair Community College

Panelists: **Rebecca Townsend**, Manchester Community College
Michelle Simpson, College of Southern Maryland
Tom Donlan, Montgomery County Community College
Tanya Gardner, Delaware County Community College

This panel will examine how communication departments are uniquely positioned in colleges and universities to offer interdisciplinary courses, or courses with interdisciplinary projects, in partnership with other disciplines. Panelists will discuss pedagogical models, like service learning, used in Interpersonal Communication, Public Relations, Public Speaking and Intercultural Communication courses to create opportunities for students to partner with faculty and students from Statistics, Environmental Science, Art, Transportation, Planning, Geography, Engineering and ESL courses.

Saturday 10:00-11:00am**Anchor****Voices of Diversity Business Meeting****Saturday 10:00-11:00am****Carnegie II****Instructional Communication Business Meeting****Saturday 10:30-11:30am****Frick****ECA Coffee Café**

Saturday 10:30-11:45am

Frick

Competitive Graduate Poster Session

Sponsors: ECA Journal Editors and University of Delaware

“Confluence of Food Risk and Communication in Raw Milk Consumption”

Geoffrey Andrew Battista, University of Vermont**Kristin Kingsbury Smith**, University of Vermont**Andrea Mercedes Suozzo**, University of Vermont

“Defining Yourself in Terms of Your Culture: Growing Up With Parents from Outside America”

Jessica Carbone, Boston College**Sara Goldstein**, Boston College**Emily Kilbane**, Boston College

“Role Development and Hostile Commentary in Online Community Newsgroups”

Michael Clay Carey, Ohio University

“Discursive Leadership in Moments of Crisis: A Qualitative Study of University Presidents”

Ralph Gigliotti, Rutgers University

“Humor in Business-to-Business Integrated Communications”

Hannah Goodall, University of Hartford

“Innovative Approaches to Traditional Strategies: The Integration of Humor in Business-to-Business Communication”

Jenna Grzelso, University of Hartford

“Understanding Occupy: A Look through the Cultural Studies Tradition”

Justin Karter, Point Park University**Isabella Alexandratos**, Point Park University

“Creating Affective Social Media Marketing Practices by Fostering Parasocial Relationships through One-to-One Communication between Media Figures and Users”

Ivan Moore, Point Park University

“Follow the Leaders: How the First Lady and the National Football League Have Come Together in the Battle against Childhood Obesity”

Matt Pustay, Indiana State University

“Beyond the Model Minority: An Exploration of the Top Asian American Run YouTube Channels”

Ligaya Scaff, Point Park University“Visual Rhetoric and Anthropocentrism in *Whale Wars*”**Collin Syfert**, University of Rhode Island

Saturday 11:00-12:00pm

Anchor

Applied Communication Business Meeting

Saturday 11:00-12:00pm

Riverboat

Interpersonal Communication Business Meeting

Saturday 11:00-1:00pm

Sky

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Top Papers and Luncheon

Sponsor: Undergraduate Scholars Conference
 Chair: **Jason S. Wrench**, SUNY New Paltz
 Respondent: **Lynda L. McCroskey**, California State University, Long Beach

“The Intentional and Unintentional Roles of English in Global Advertising”
Anna Verneuille, SUNY Geneseo

“Times Square Kiss: A Rhetorical Analysis of the Iconic Photograph ‘V.J. Day in Times Square’ by Alfred Eisenstaedt”
Erin Moyer, University of Richmond

“Commoditizing Occupy Wall Street: Co-optation of a Subculture Social Movement”
Alysen L. Wade, Indiana University Purdue University Fort Wayne

“Verbal Aggression, Self-Esteem, Self-Control, Conversation Orientation, and the Romantic Relationship”
Lucie Fremeau, California University of Pennsylvania

This panel presents the top four papers from the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference. The USC luncheon will follow the paper presentations and response.

Saturday 11:30-12:45pm

Conference B

Crafting and Framing Advocacy: Climate Change, Wall Street, Wisconsin, and Syria

Sponsor: Political Communication
 Chair: **Lisa M. Gring-Pemble**, George Mason University
 Respondent: **Janis L. Edwards**, University of Alabama

“Preaching to the Choir: Internet-Mediated Advocacy, Issue Public Mobilization and Climate Change”
Luis Hestres, American University

“Framing Dissenting Voices: An Analysis of the Occupy Wall Street Protests Coverage in the U.S. Media”
Cyril Latzoo, Duquesne University

“Hearing the Public: (Re)Constructing *The People* of Wisconsin”
Yvonne Slosarski, University of Maryland

“The Syrian Uprising in the Eye of the *New York Times*”
Khalaf M. Tahat, University of Oklahoma

This panel examines how a number of different voices have either crafted and/or framed different important social issues over the past couple of years.

Saturday 11:30-12:45pm

Bob & Dolores Hope

The Function and Future of the Discipline: A Confluence of Generations

Sponsor: First Vice President
 Chair: **Deborah J. Borisoff**, New York University

Panelists: **James W. Chesebro**, Ball State University (Baby Boomer)
David T. McMahan, Missouri Western State University (Generation X)
Preston C. Russett, Ball State University (Millennial)

In 1991, in *Generations: The History of America's Future 584 to 2069*, William Strauss and Neil Howe proposed one of the schemes for distinguishing some 18 generations—in terms of continuity, age location in history, social role, cycles, and examples-- that constitute the sociocultural evolution of the United States. Since the mid- 2000s, the Pew Internet and American Life Project has repeatedly confirmed the statistical uniqueness of each generation in terms of media access, uses, and functions. The discipline of communication now has three distinct generations fully engaged in teaching and scholarship: Baby Boomers, Generation X, and Millennials. Each of these generations has been characterized by unique social experiences and personalities, which influence how members of these respective generations view the world and influence the roles they perform within society at given moments in their lifespan. The purpose of this panel is to bring together members of these three generations to examine how each generation views the discipline of communication and foresees its future development with special attention given to the role of the Internet in human communication. Members of the audience will be strongly encouraged to share and discuss their own generational perspectives of the discipline and its future.

Saturday 11:30-12:45pm

Shadyside

Converging Health, Safety, and Family

Sponsor: Health Communication
 Chair: **Heather Cyr**, Southern Connecticut State University
 Respondent: **Electa Gilchrist-Petty**, University of Alabama, Huntsville

“Mothers, Sons and Testicular Cancer: An Exploratory Investigation of Health Communication”

Nicole Graham, Canisius College

S. Catherine Foster, Canisius College

Melissa Bekelja Wanzer, Canisius College

Hannah Ball, Canisius College

“When Parents Talk about College Drinking: Converging Health and Family Communication”

Lisa Menegatos, Indiana University Purdue University Fort Wayne

Linda C. Lederman, Arizona State University

“Save a Life: Campaign Design to Reduce Risky Driving Behaviors for Pedestrian Safety”

Zachary W. Goldman, West Virginia University

Maria Brann, West Virginia University

“Using Facebook Groups to Change Driving Attitudes and Behaviors among Teens”

Brandon Rivera, High Point University*

*Student Debut Paper

Saturday 11:30-12:45pm

Lawrence Welk

Fall 2012 Prime Time Network and Cable TV Programs: The Confluence of Age, Sex, and Race in Character Images

Sponsor: Media Communication
 Chair: **Nancy Signorielli**, University of Delaware
 Respondent: **James Shanahan**, Boston University

“Introduction to the Project and its Methods”
Nancy Signorielli, University of Delaware

“The Confluence of Age, Race and Sex in Relation to Occupations in Network Prime Time Programs”
Carolyn Markelz, University of Delaware
Steven Carter, University of Delaware

“The Confluence of Age, Race, and Sex in Relation to Violence in Network Broadcast Programs”
Colin Kearney, University of Delaware
Michaele Myers, University of Delaware
Christopher Volker, University of Delaware

“A Comparison of the Confluence of Age, Race and Sex in Characters on BET with Characters in Broadcast Network Programs”
Aumnoo Mohomad, University of Delaware

“The Confluence of Age, Race and Sex in Top Prime Time Cable Programs”
Alisha Davis, Boston University
Kimmy Hammett, Boston University
Maggie Wolf, Boston University
Andrea Goetz, Boston University
Rosalie Fransen, Boston University
Amanda Durocher, Boston University

Saturday 11:30-12:45pm

Conference A

Top Papers in the Kenneth Burke Interest Group

Sponsor: Kenneth Burke Interest Group
 Chair: **Elvera Berry**, Roberts Wesleyan College
 Respondent: **Erik Garrett**, Duquesne University

“Recovery From Stuttering: An Application Of Pentadic Analysis To Narratives Of People Who Stutter”
Matthew T. Althouse, The College at Brockport, SUNY
Rodney M. Gabel, University of Toledo

“Prostate Cancer Screening Suggestions: A Pentad Critique”
Kathryn Anthony, University of Kentucky

“*Language as Symbolic Action: A Burkean Analysis of Césaire’s Cahier d’un Retour au Pays Natal*”
Chelsea R. Binnie, Duquesne University

“Pontificating across the Confluence of Grammar, Dialectics, and Rhetoric: Exploring Kenneth Burke’s Connection with Marshall McLuhan’s Categories of the *Trivium*”
Brian Gilchrist, Duquesne University

Top competitive papers in the Kenneth Burke Interest Group.

*Top Paper

Saturday 11:30-12:45pm

Heinz

They're All Gonna Laugh at You: Best Practices for Bullying Prevention in Academia

Sponsor: Instructional Communication
 Chair: **Timothy P. Mottet**, Texas State University, San Marcos

Panelists: **Jerry L. Allen**, University of New Haven
Laura R. Brown, Texas State University, San Marcos
Matthew M. Martin, West Virginia University
Eun-A Park, University of New Haven
Alfred G. Mueller, II, Mount St. Mary's University
Molly Wertheimer, Pennsylvania State University
Mark Hickson, III, University of Alabama, Birmingham

Even after years of research, bullying remains a problem in academia with no simple solution. This roundtable discussion will seek to discover what we can do to decrease or prevent bullying occurrences and how we can improve the educational climate in our classroom, department, or school. This panel includes bullying researchers from all levels of academia so that several sides of the issue can be explored.

Saturday 11:30-12:45pm

Carnegie II

Confluence of Computer-Mediated Communication and Language Use

Sponsor: Communication and Technology
 Chair: **Zachary W. Goldman**, West Virginia University
 Respondent: **Kenneth A. Lachlan**, University of Massachusetts, Boston

"Exploring How Social Interactions through Mediated Communication Influence Program Evaluation"

Jeremiah M. Johnson, University of Massachusetts
Jessie M. Quintero Johnson, University of Massachusetts, Boston

"Language Use in Virtual Collaborations"
Gamze Yilmaz, University of Massachusetts, Boston

"Strategic Use of Emoticons in Online Negotiation: Culture as a Moderator"
Lin Zhu, University of Massachusetts, Boston

"Computer Mediated Communication: Its Impact on Language Norms"
Alyssa Jewett, University of Massachusetts, Boston*

"The Language of Our Mass Personal Selves"
Nicholas D. Bowman, West Virginia University
David K. Westerman, West Virginia University

*Student Debut Paper

The importance of written language as a primary tool of communication in computer-mediated communication creates a strong need for understanding how technology shapes social interactions and how adaptation to the technology affects social processes. This panel will discuss recent research findings at the intersections of computer-mediated communication, language use and social interactions.

Saturday 11:30-12:45pm

Conference C

Social Media Measures and Methods: Locating Synthesis and Integration in Social Media Research

Sponsor: Theory and Methodology
 Chair: **Tim Hudson**, Point Park University

“Developing a New Measure of Social Media Engagement for Health Issues: Integrating Social Cognitive Theory and Affordances”

Rebecca Ivic, University of Akron

“Proposed Model of Social Participation for Social Media Campaigns”

L. Meghan Mahoney, West Chester University

“The Role of Structure in Social Media Use: Locating Synthesis in Measuring Social Media Structures”

Tang Tang, University of Akron

Social media have offered new opportunities for confluence among users. Many social media studies provided guides on how to maximize profit or vitality. However, little research has focused on social media theory and method development. This panel presents three method studies that measure and evaluate social media across various communication disciplines, including health, development and marketing. Panelists argue for more methodology efforts to yield coherence and nuance to social media inquiry.

Saturday 11:30-12:45pm

Fox Chapel

Short Course—#4: Have Content...Need Publisher: Perspectives on the Confusing Confluence that Joins a Manuscript with Its Ideal Publisher

Presenters: **J. Kanan Sawyer**, West Chester University
James F. Klumpp, University of Maryland
Moira Donovan, Hayden-McNeil
Cheryl Falkowski, Pearson Publishing

As academics in pursuit of publication venues, we have likely produced manuscripts, course materials, or book proposals, and then wondered how to find that content a publication home. This short course is about the union between your content and publisher. You will be led through the process of publisher selection by two authors who have collaboratively worked with six publishers then go through the publication process with representatives from two competing publication houses (Hayden-McNeil and Pearson), who will lay out their procedures so you can learn to make your choices in finding a home for your content.

Saturday 11:30-12:45pm

Oakmont

PRIDE Roundtable: Practical Resources in Diversity Education

Sponsor: Voices of Diversity
 Chair: **Truman R. Keys**, Western Connecticut State University
Celeste Lacroix, College of Charleston
Kesha Morant Williams, Pennsylvania State University, Berks
Paulette Brinks, Hofstra University
Shinsuke Eguchi, University of New Mexico
Chizoba Udeorji, CUNY Kingsborough
Annette Madlock Gatison, Southern Connecticut State University

This interactive roundtable will be a fruitful discussion of practical tools to encourage diversity education. The Voices of Diversity Interest Group encourages the sharing of practical pedagogical tools to enhance discussions and awareness of diversity in the classroom. Each panelist will share a tool they have found successful in their own classrooms. Attendees should come ready with questions and willing to participate in a discussion on their own experiences and tools.

Saturday 11:30am-12:45pm

Phipps

The 2012 Elections: Our Presidents talk about the Presidential Race

Sponsor: ECA President
 Chair: **Nancy J. Willets**, Cape Cod Community College

Participants: **Susan J. Drucker**, Hofstra University
Donald A. Fishman, Boston College
Janie M. Harden Fritz, Duquesne University
Mary L. Kahl, Indiana State University
Don M. Boileau, George Mason University

Much has been said about this year's presidential campaign. Without question, the process generated volumes for communication scholars to examine. ECA's President Nancy Willets has invited some former ECA presidents to discuss the presidential campaign from primaries to the final voting tallies. This discussion will touch upon such aspects as the media coverage, debates, civility, campaign spending, and beyond. Comments from the audience will also be entertained.

Saturday, 11:30-12:45pm

Vandergrift

Top Three Competitive Papers in Communication Traits

Sponsor: Communication Traits
 Chair: **Kathleen M. Long**, West Virginia Wesleyan College
 Respondent: **Jonathan Howard Amsbary**, University of Alabama, Birmingham

The Relationships between Deceptive Affectionate Messages and Conflict Management, Verbal Aggressiveness, and Self-Monitoring

Hailey G. Gillen, West Virginia University

Rebecca M. Chory, West Virginia University

The Development and Testing of the Spanish-Language Versions of the Argumentativeness and Verbal Aggressiveness Scales

Cristina Gonzalez Alcalá, University of Akron

Andrew S. Rancer, University of Akron

The Malleability-Offensiveness Connection: The Role of Malleability of a Receiver Characteristic in Accounting for Level of Joke Offensiveness

Charles J. Wigley, III, Canisius College

This panel features the top three competitive papers from communication traits for this year.

Saturday 11:30am-12:45pm

Oliver

Philosophy of Communication: Foundations & Explorations

Sponsor: Philosophy of Communication
 Chair: **Cem Zeytinoglu**, East Stroudsburg University
Ronald C. Arnett, Duquesne University
Annette M. Holba, Plymouth State University
Brent C. Sleasman, Gannon University

This panel explores three foundational concepts that can serve as a framework for the study of philosophy of communication: *philosophical lineage*, *dialogue*, and *constructive hermeneutics*. This framework reminds us that one is better equipped to engage an idea when he or she is able to view that concept within a larger context both historically and philosophically.

Saturday 12:00-1:00pm

Riverboat

Argumentation and Forensics Business Meeting

Saturday 12:00-1:00pm

Sternwheeler

Communication Law & Ethics Business Meeting

Saturday 12:00-1:00pm

Anchor

Rhetoric and Public Address Business Meeting

Saturday 1:00-2:15pm

Allegheny

Past Officers' Meeting and Luncheon

Saturday 1:00-2:15pm

Frick

Competitive Undergraduate Poster Session II

Sponsor: Undergraduate Scholars Conference, ECA Journal Editors,
and University of Delaware



“Strike a Pose: The Male Model in GQ Magazine”

Amber Quattlebaum, Johnson C. Smith University

“Pink Boa Politics: The Confluence of ‘Low Art’ & Social Movement”

Jacob G. Robitaille, Ohio University, Lancaster

“Fictionalization of Fact: An Analysis of Mockumentary Themes in Werner Herzog’s *Grizzly Man* and Banksy’s *Exit through the Gift Shop*”

Eric Dirth, Saint Leo University

“Friends with Benefits”

Alicia Daddario, SUNY Oswego

“The Structure and Agency of Family Guy”

Rebecca Johnson, Christopher Newport University

“Nonverbal Communication Observation: An Analysis of Interpersonal Relationships”

Matthew Gorczyca, Canisius College

“Covert Contempt: Louis Farrakhan at the Million Man March”

Daniel Beresheim, St John’s University

“Representation, Agenda Setting: Roles of South Korean Newspapers in Presenting an Evil Picture of North Korea”

Jaemoon Shim, SUNY Geneseo

“Looking Good in the Digital World: How Facebook Usage Can Develop and Show Concerns on Self-Image”

Christina Talhame, George Mason University

Katherine Lopes, George Mason University

David Fink, III, George Mason University

Abdi Fatah, George Mason University

“Help Us, Help Others: Promoting a Future to Independence”

Amanda Cotellese, Bloomsburg University

Travis Stevens, Bloomsburg University

Brianna Vento, Bloomsburg University

Katie Wandell, Bloomsburg University

Angelica Waltman, Bloomsburg University

“Social Media and the Common Human Experience: Shifting the Agenda-Setting Paradigm”

Hannah L. Alt, Canisius College

“We Shall Go Up or Down Together: Framing President Obama’s Economic Outlook”

Michael Jones, Delaware County Community College

“Reflections on Critical Reflections: Making Sense of Problematic Incidents”

Amanda Carosi, Pennsylvania State University, Brandywine

“Whispers of Sex, Social Class, and Cyber Bullying: *Gossip Girl* Season One”

Kai Clark, Johnson C. Smith University

“An ‘I’ for Jobs: A Rhetorical Examination of the Product Keynotes of Steve Jobs”

Alexander E. Hopkins, College of William & Mary

“The Significance of Family Stories: An Analysis of a Personal Story”

Onochie Esenwah, Canisius College

“Awesome Looks, Great Job!”

Daniel Frelly, Colorado State University

“Quantified Commitment: A Content Analysis of BP’s Response to Crisis”

Alexander Griffith, The George Washington University

“Sugar and Spice and Everything Not So Nice: *Toddlers and Tiaras* Season One”

Rachel Zeigler, Johnson C. Smith University

“Family Stories: A Connecting and Never-Ending Thread”

Taylor Allison, Canisius College

Elizabeth Harter, Canisius College

“The Global Impact of the Arms Race in Asia”

Jacob Edinger, Ramapo College of New Jersey

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Saturday 1:00-2:15pm

Anchor

The Confluence of Democratic Fora: Themes of Rhetoric and Democracy

Sponsor: Political Communication/Philosophy of Communication
 Chair: **Jeremy Engels**, Pennsylvania State University

“The Rhetorical Difference: Autonomy, Contingency, and the Forcing of the Political”
Ethan Stoneman, University of Pittsburgh

“Democracy in its Anti-Democratic Fora: On Plato’s Gorgias”
Randall Bush, Northwestern University

“Sites and Sights of Democracy: “Mujeres en el Arte” Performing Sexuate Civic Identity, Imagining Sexual Difference”
Caitlin Bruce, Northwestern University

“Democracy and *Ressentiment*”
Jeremy Engels, Pennsylvania State University

“Rhetoric and the Democratic Wound”
Paul Elliott Johnson, University of Pittsburgh

Rhetorical theorists are nearly universally convinced of the political necessity of democracy, but struggle over its meaning. Efforts to either “smooth out” democracy’s rough edges with recourse to argumentation theory or to embrace the conflict-ridden nature of democracy encounter both the limits and opportunities of democracy in trying to flesh out the concept. This panel explores various fora that serve as confluences for rhetorical theorists interested in democratic theory and politics.

Saturday 1:00-2:15pm

Fox Chapel

Short Course—#5: Teaching a Course on Humor Communication: The Confluence of Theory and Context

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

This short course will help teachers develop a course on humor communication. The fast-growing area of humor research represents a significant body of scholarship in the field of communication studies. We will discuss how to develop a semester-long humor course that examines contemporary theories, measures, and multiple dynamic contexts, including humor in relationships, families, organizations, medicine, education, and intercultural relations. Participants will be provided with course materials including a sample syllabus, assignments, ancillary supplements, and a copy of the new book, *Humor Communication: Theory, Impact, and Outcomes*, edited by Rachel L. DiCioccio and published by Kendall Hunt.

Saturday 1:00-2:15pm

Phipps

Do Presidential Debate Formats Matter? A Public Debate

Sponsor: Argumentation & Forensics
 Chair: **Jade Olson**, University of Maryland
 Respondent: **Alexander L. Lancaster**, West Virginia University
Thomas McCloskey, University of Maryland
Theodore F. Sheckels, Randolph-Macon College
Timothy Barney, University of Richmond
Michael Steudeman, University of Maryland

Having viewed the three 2012 Presidential Debates and those from previous elections, the participants in this session will engage in a public debate centered on the following proposition: “Resolved: Communication was the key in the 2012 presidential election.” Following a 40-minute debate, audience members will be invited to ask questions and engage panelists on the advantages and drawbacks of various approaches to Presidential Debates.

Saturday 1:00-2:15pm

Oliver

Confluence: When Health and Technology Communication Collide

Sponsor: Health Communication
 Chair: **Eletra Gilchrist-Petty**, University of Alabama, Huntsville
 Respondent: **Gamze Yilmaz**, University of Massachusetts, Boston

“A Content Analysis of Self-Help Internet Discussion Boards: What They Do, What They Don’t Do.”

Jonathan Howard Amsbary, University of Alabama, Birmingham

Larry Powell, University of Alabama, Birmingham

“Blogging Post-Partum Depression: Disclosure as Seeking Social Support in an Online Motherhood Community”

Sarah Zaitchik, University of Texas, Austin

“Uses and Gratification in Health-Related Internet Information-Seeking: An Exploration of Possible Positive and Negative Effects”

Andrea Meluch, Kent State University

“Interactive Construction of Self-Perceived Beauty and Health among Young Women in Computer-Mediated Contexts: An Ethnographic Analysis of Online Cosmetic Surgery and Diet Support Group”

Jinyoung Kim, University of Wisconsin, Milwaukee

This panel will focus on the cutting-edge research being conducted on the intersection of health and mediated communication. Specifically, our papers are interested in how people are using technology to seek social support and health information online. A myriad of contexts including mental and physical health are discussed, utilizing a variety of methodologies including content analysis, grounded theory, and ethnography, as well as various mediated channels including discussion boards, blogs, and online support communities.

Saturday 1:00-2:15pm

Bob & Dolores Hope

Religion, Politics and Gender: Rhetorical Confluence in the Public Sphere

Sponsor: Rhetoric & Public Address
 Chair: **Cem Zeytinoglu**, East Stroudsburg University
 Respondent: **J. Kanan Sawyer**, West Chester University

“Rhetorical Competence, Love and Respect: Responding to Chris Christie’s Address at the 2012 Republican National Convention”

Brent C. Sleasman, Gannon University

Shawn Clerkin, Gannon University

“Nineteenth Century Quilts: Rhetorical Space for Women”

Penny Smith, Gannon University

“Reflections on the way to the point of Faith and Reason”

Aaron Kerr, Gannon University

Too often conversations about politics, religion and gender are avoided within the public sphere as a way to side-step controversy. This panel seeks to place specific rhetorical artifacts in the foreground as a way to encourage constructive public conversation about highly volatile topics. Through an exploration of 19th century quilts, the 2012 Keynote Address at the Republican National Convention, and the intersection of faith and reason this panel explores rhetorical confluence in the public sphere.

Saturday 1:00-2:15pm

Carnegie III

Confluences of Identity, Colonialism and Globalization in Contemporary Caribbean Studies – Spotlight on Re-Constructing Place and Space in the Caribbean Diaspora

Sponsor: Voices of Diversity
 Chair: **Timothy Brown**, West Chester University
Maurice Hall, Villanova University
Nicole Files-Thompson, Howard University
Andrew R. Spieldenner, Hofstra University
Dominique Harrison, Howard University

Work on the Caribbean diaspora continues to connect identity, cultural practice, colonialism and globalization in unique ways. The new book *Re-Constructing Place and Space: Media, Power, and Identity in the Constitution of a Caribbean Diaspora* presents a unique opportunity to explore confluences in identity construction in the Caribbean diaspora. The panel will highlight identity constructions in migration and tourism through cultural performance, media production and interpersonal relationships.

Saturday 1:00-2:15pm

Riverboat

The Influence of Instructor Characteristics in the College Classroom

Sponsor: Instructional Communication
 Chair: **Sara LaBelle**, West Virginia University
 Respondent: **Katie Neary Dunleavy**, LaSalle University

“Because I’m the Teacher and I Said So’: Examining GTA Power and Credibility in the Classroom Via the Use of Behavioral Alteration”

Marissa A. Pytlak, Texas State University, San Marcos

Marian L. Houser, Texas State University, San Marcos

“Keeping Up With the Chic Hipster Maxxinistas: Investigating the Relationship between Fashion Sense, Make Up, Physical Attractiveness, and Credibility Perceptions of Female Faculty”

Sharlene T. Richards, James Madison University

Corey Hickerson, James Madison University

Jennifer G. Rosier, James Madison University

“Communicative Differences between Domestic versus Foreign Professors”

Narissra M. Punyanunt-Carter, Texas Tech University

Jason S. Wrench, SUNY New Paltz

Stacy L. Carter, Texas Tech University

Daniel Linden, Texas Tech University

Saturday 1:00-2:15pm

Conference C

The Confluence of Culture, Signs, and Communication

Sponsor: Undergraduate Scholars Conference
 Chair: **Deborah Eicher-Catt**, Pennsylvania State University
 Respondent: **Isaac E. Catt**, Duquesne University



“Viral Videos – From Possibility to Profit: A Macrosemiotic Analysis of Mimetic Internet Phenomena toward the Reconciliation of Meme Theory and Semiotics”

John C. Arthur, Pennsylvania State University

Ashlee Geib, Pennsylvania State University

“A Preliminary Semiotic Analysis of Public Spaces Post 9-11”

Caitlin Markline, Pennsylvania State University

Rachel Wolf, Pennsylvania State University

“Death of a Patriot: A Semiotic Microanalysis of Metal Gear Solid 3: Snake Eater”

Zachary Scala, Pennsylvania State University

Tristen Wertz, Pennsylvania State University

“A Cultural Semiotic Analysis of Native American Reservation Life”

Bobby Reynolds, Pennsylvania State University

This student panel discusses the confluence of culture, signs, and communication. Having studied the semiotic and phenomenological works of semiotician and pragmatist, Charles Sanders Peirce in an advanced communication course, these students explore the intersections of signs, communication, and culture according to the dimensionality principle of experience—firstness, secondness, and thirdness. Cultural problematics they explore include: viral videos, Native American reservation life, public space post 9-11, and gaming culture.

Saturday 1:00-2:15pm

Conference B

Popular and Political Representations of Japan

Sponsor: Undergraduate Scholars Conference
 Chair: **Kathleen Glenister Roberts**, Duquesne University
 Respondent: **Steve Granelli**, SUNY Oswego



“Americanizing Anime: Is Disney’s Reinterpretation of Miyazaki Movies Removing the ‘Japan’ from Japanese Anime?”
Josephine Lukito, SUNY Geneseo

“Improved Translation of Anime: How Better Translations of Popular Anime Promote Japanese Culture”
Kimberly E. Showalter, SUNY Geneseo

“Coming to Life: Metaphorical Representations of the Japanese Tsunami”
Allison Kenney, Delaware County Community College

From pop-culture to political reality, the three papers on this panel explore how a modern world discusses and understands Japan.

Saturday 1:00-2:15pm

Conference A

A Confluence of Voices in Counterpoint: Rhetorical Perspectives on U.S. Healthcare

Sponsor: Communication Law and Ethics
 Chair: **Thomas Flynn**, Slippery Rock University

“Obamacare, Romneycare, and the Rhetorical Legacy of Thomas S. Szasz.”
Richard E. Vatz, Towson University

“The New Rhetoric on Accountable Care Organizations: Achieving Balance or Fueling the Backlash?”
Helen Meldrum, Bentley University

“The Law and Ethics of Mandating Health Plans: The Supreme Court’s Rhetorical Wrangle.”
D.L. Stephenson, Western Connecticut State University

“The Real Significance of Justice Roberts’ Health Care Ruling: Limiting the Use of the Commerce Clause.”
Martin Wallenstein, John Jay City University

It appears that most citizens are unhappy with the U.S. Healthcare delivery system. Liberals had hoped for even more vast and sweeping legal reforms, while at the same time, many other groups advocated for free-market forces to prevail. While it is obvious that wellness is cheaper than illness, this panel will debate where the moral responsibilities lie to make wellness the norm for most people living in the United States. We will address the emerging narratives and ideological differences regarding what Americans say they want when it comes to healthcare for themselves and others.

Saturday 1:00-2:15pm

Oakmont

Flirting, Forgiveness, Deceptive Affection, and Privacy Disclosure: The Confluence of Communication Variations

Sponsor: Interpersonal Communication
Responent: **Mary C. Toale**, West Virginia Wesleyan College

“Deceptive Affection: A Diary Examination of How and Why Romantic Partners Withhold Affectionate Messages”

Shannon T. Carton, West Virginia University

Sean M. Horan, DePaul University

“Exploring Relational Cultures: Rituals, Privacy Disclosure, and Relational Satisfaction”

Laura C. Farrell, North Dakota State University

Nancy DiTunnariello, North Dakota State University

Judy Pearson, North Dakota State University

“Flirting with Style: An Examination of Flirting Styles and Personality Correlates”

Madeline Redlick, Boston College

Pamela Lannutti, LaSalle University

“Sources of Moral Standards and Strategies of Forgiveness Communication: A Test of Negotiated Morality Theory”

Phillip Reed, Kent State University

Saturday 1:00-2:15pm

Shadyside

The Organizational Confluence of Healthcare and Communication: A Roundtable

Sponsor: Organizational Communication
Chair: **Rebecca M. Chory**, West Virginia University
Theodore A. Avtgis, Ashland University
E. Phillips Polack, West Virginia University
Susan M. Wieczorek, University of Pittsburgh, Johnstown
Dariela Rodriguez, Ashland University

The participants in this round table discussion will discuss teaching a semester long class in *Medical Communication* to a wide variety of students including Science (pre-professional majors) as well as non-science students who are interested in improving their literacy about Medicine. All human beings eventually interface with the healthcare system. This discussion will provide the template to teach navigation in a very complex culture.

Saturday 2:30-3:45pm

Anchor

ECA Nominating Committee Meeting

Saturday 2:30-3:45pm

Phipps

Top Student Panel in Communication Traits

Sponsor: Communication Traits
 Chair: **Matthew M. Martin**, West Virginia University

“Cyberbullying: Interpersonal Communication Motives, Communication Adaptability, and Humor Orientation”

Hannah Ball, West Virginia University
Shannon T. Carton, West Virginia University
Megan Quirk, West Virginia University

“Cyberbullying: Assertiveness, Responsiveness, Cognitive Flexibility, and Loneliness”

Nicole Johnson, West Virginia University
Alexander L. Lancaster, West Virginia University
Frances Spellman, West Virginia University
Jordan Tyler, West Virginia University

“Bullying in the Workplace: Negativism, Verbal Aggressiveness, Shyness, and Tolerance for Disagreement”

Katherine Borchert, West Virginia University
Timothy Gozanski, West Virginia University
Virginia Nardi, West Virginia University
Alexander Walsh, West Virginia University

This panel features college students’ experiences of being a source and a receiver of cyberbullying with the communication traits of interpersonal communication motives, communication adaptability, and humor orientation.

Saturday 2:30-3:45pm

Conference C

Articulating On-Going Tensions in Teaching Inter/Cultural Communication

Sponsor: Intercultural Communication/Voices of Diversity
 Chair & Respondent: **Deborah J. Borisoff**, New York University

Presenters: **Shinsuke Eguchi**, University of New Mexico
Nicole Files-Thompson, Howard University
Radhika Gajjala, Bowling Green State University
Alberto Gonzalez, Bowling Green State University
Sheena Howard, Rider University
Truman R. Keys, Western Connecticut State University
Kathleen Glenister Roberts, Duquesne University
Andrew R. Spieldenner, Hofstra University

This discussion panel explicates several personal narratives relating to unique and particular challenges in teaching undergraduate and/or graduate courses in the area of cultural and intercultural communication. By articulating pedagogical tensions, this panel intends to create a space of dialogue for communication scholars to (re)consider how to teach about cultural identities, cultural differences, and cultural diversities at the University settings in the context of transnationalism. Audience participation is strongly encouraged.

Saturday 2:30-3:45pm

Conference B

Celebrating the Career and Legacy of Distinguished Service of Jerry L. Allen to ECA

Sponsor: Organizational Communication and First Vice President
 Chair: **Kathleen M. Long**, West Virginia Wesleyan College
 Respondent: **Jerry L. Allen**, University of New Haven
Mark Hickson, III, University of Alabama, Birmingham
Joan O'Mara, University of Hartford
Virginia P. Richmond, University of Alabama, Birmingham
Danette Ifert Johnson, Ithaca College
Andrew S. Rancer, University of Akron
Candice E. Thomas-Maddox, Ohio University, Lancaster
Skye M. Chernichky, Purdue University

On the occasion of his 40th year of attendance and participation in ECA's annual convention, this panel celebrates the career of Jerry L. Allen and his distinguished legacy of service to ECA and its members. Professor Allen has served ECA as its Executive Secretary, First Vice President, President, Editor of *Communication Research Reports*, Editor of *Communication Quarterly*, and numerous times as an Interest Group Representative to Executive Council, as well as, multiple times on our journals' editorial boards. Moreover, beyond serving as a role model for scholarship in and service to the discipline, Professor Allen has quietly mentored others to follow in his footsteps, especially in service to ECA.

Saturday 2:30-3:45pm

Oliver

News Coverage, Misinformation, Sensationalism, Elitism, and Civility

Sponsor: Media Communication
 Chair: **Nicholas D. Bowman**, West Virginia University
 Respondent: **Marsha Ducey**, The College at Brockport, SUNY

"Mediating Misinformation: Hoaxes after the Digital Turn"

Brandon Szuminsky, Indiana University of Pennsylvania

Zack Stiegler, Indiana University of Pennsylvania

"Sensationalism or Sensitivity: Reporting Suicide Cases in the News Media"

Angie M. Corbo, Widener University

Kristen L. Zweifel, Widener University

"Economic News Explored: Roles of Elite Newspaper and Non-Elite Newspaper in Presenting a Holistic Picture of the 2008-09 U.S. Recession"

Josephine Lukito, SUNY Geneseo

Atsushi Tajima, SUNY Geneseo

"The Real Benefits of 'Fake' News: How *The Daily Show* promotes informed civic behavior"

Jessica Francis, Rochester Institute of Technology*

*Student Paper

Saturday 2:30-3:45pm

Shadyside

Political Communication in the States: Arguments & Strategies

Sponsors: Argumentation & Forensics/ Political Communication
 Chair: **Richard E. Vatz**, Towson University
 Respondent: **Richard E. Vatz**, Towson University

“No More Mr. Nice Guy: Massachusetts’ Brown-Warren Senate Race”

Anne F. Mattina, Stonehill College

“Attack on Pennsylvania Higher Education: A Rhetorical Analysis of Pennsylvania State Representative Brad Roae’s ‘Keep Tuition Affordable’ Legislation”

Andrea McClanahan, East Stroudsburg University

“Gambling in Maryland: The Issue that *Still* Won’t Go Away”

Carl T. Hyden, Morgan State University

“Constructing the Final Rebuttal: George Allen vs. Tim Kaine for the U.S. Senate from Virginia”

Theodore F. Sheckels, Randolph-Macon College

Political communication on the state or local level can be both a fascinating study in itself and a testing ground of theories derived from national campaigns or rhetorical theory. United States Senate races in Massachusetts and Virginia warrant study, so do campaigns concerning higher education in Pennsylvania and casino gambling in Maryland. Together, the presentations survey the “ECA Region,” identifying the “backyard” campaigning and arguing that should interest ECA political communication and argumentation scholars.

Saturday 2:30-3:45pm

Lawrence Welk

Presidential Rhetoric: Exploring the 20th Century

Sponsor: Rhetoric & Public Address
 Chair: **Aaron Kerr**, Gannon University

“Social Equality, Boosterism, and Race in the New South: Warren G. Harding’s 1921 Oratory in Birmingham, Alabama”

Trevor S. Parry-Giles, National Communication Association

William H. Lawson, University of Maryland

“Political Animals: *Prosopopoeia* and Animal Allegory in the 1944 Presidential Election”

Bryan B. Blankfield, Pennsylvania State University

“Declaring Cultural War: Pat Buchanan at the 1992 Republican National Convention”

Eric Miller, Pennsylvania State University

This panel provides various perspectives on presidential rhetoric throughout the 20th century. Each paper focuses upon a situated rhetorical event in an effort to better understand how presidential politics both shaped and was shaped by and a particular historical moment.

Saturday 2:30-3:45pm

Bob and Delores Hope

Expressions of Self: Disclosure, Social Support, and Boundaries in the Student-Professor Relationship

Sponsor: Instructional Communication
 Chair: **Valerie Lynn Schrader**, Pennsylvania State University, Schuylkill
 Respondent: **Valerie Lynn Schrader**, Pennsylvania State University, Schuylkill

Panelists: **Megan M. Dowd**, Hamilton College
Heather Ferrara, Cazenovia College
Sarah N. Heiss, University of Vermont
Dante Morelli, Suffolk County Community College
Cheryl Casey, Hamilton College

This panel explores the intersection of self-disclosure and instructional communication through an examination of extant literature, participant narratives, and autoethnographic accounts. Panelists engage in a discussion of instructor self-disclosure within the context of divulging health related experiences, sexuality, and negotiating disclosure in an intimate campus community. Conversely, participants will also reflect on the management of student self-disclosure in classroom conversation, written assignments, and informal conversations.

Saturday 2:30-3:45pm

Carnegie II

Women, Health, and Identity

Sponsor: Media Communication
 Chair: **James M. Durbin**, University of Akron
 Respondent: **Rebecca Curnalia**, Youngstown State University

“Understanding the Relationship between Television and Childhood Obesity”

Kate Kurtin, University of Connecticut

“When Politics, Social Media and Cause-Related Marketing Collide: Susan G. Komen versus Planned Parenthood”

Rod Carveth, Morgan State University

“When Women “Snap”: The Use of Mental Illness to Contextualize Women’s Acts of Violence in Contemporary Popular Media”

Jessie M. Quintero Johnson, University of Massachusetts, Boston

Bonnie Miller, University of Massachusetts, Boston

“What are they thinking about me? An examination of impression formation on Facebook that extends further than your own status update”*

Ashton Gerding, University of Missouri, Columbia

Sara Trask, University of Missouri, Columbia

*Student Paper

The Eastern Communication Association

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field, and generosity of heart.



Eastern Communication Association

Saturday 2:30-3:45pm

Conference A

Audio Streams: Aural Cultures and New Technologies

Sponsor: Media Ecology Association
 Chair: **Ian Reyes**, University of Rhode Island

“Isolation, Immersion, and Augmentation: Emerging Subjectivities in Contemporary Headphone Culture”

Ian Reyes, University of Rhode Island

“Close ‘N Play: Technology and Metaphor in the Disco Concept”

Carleton Gholz, Northeastern University

“An Aural Epistemology of First-Person Shooters”

Ryan LaLiberty, University of Rhode Island

This panel consists of sound studies research covering technologies and cultures of listening beginning with the early 20th Century and extending through near-future predictions for the 21st. Each explains and critiques a particular historical moment in which new audio technologies and ways of listening come into confluence with the old, thereby upsetting established aural subjectivities while opening opportunities for new ones.

Saturday 2:30-3:45pm

Vandergrift

“Changing the Discourse?” The Confluence of Media Representations and Cultural Identities

Sponsor: Intercultural Communication
 Chair: **Lara Lengel**, Bowling Green State University
 Respondent: **Jack Banks**, University of Hartford

“Beyond Black and White Television: Whiteness and Other Racial Stereotypes in *Community*”

Chad Nelson, Bowling Green State University

“‘That’s the custom’: Sofia Vergara and the Role of Latinas on Family Sitcoms”

Nancy Bressler, Bowling Green State University

“Linsanity! Can Media Stereotypes Be Changed by the Hype?”

Alexis Levy, University of Hartford

“‘Reel’ Culture or ‘Reel’ Commodity: Global Media Content in the Aftermath of the Arab Demonstrations”

Brett R. Labbé, Bowling Green State University

“Imagining ruins: Imagery of urban destruction as justification to US Military Action abroad”

Sumanth Inukonda, Bowling Green State University

This panel addresses international and intercultural aspects of media representation and the potential influence on American audiences. Panelists examine prevalent patterns in the portrayal of Asians, Latinas, and Arabs in contemporary media raising questions about the impact that cultural stereotypes have on the identities of Americans today. All of these disparate representations of minorities present a confluence of cultural ideas about race conveyed by mainstream media and culture addressing the convention theme of “Confluence.”

Saturday 4:00-5:45pm

Monongahela

ECA General Business Meeting

Saturday 5:45-7:30pm

Bob and Delores Hope

President's Reception

Please join us as we celebrate ECA and ECA President Nancy J. Willets.

Sponsored by Kendall Hunt Publishing.

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Saturday 8:00-9:00pm

Carnegie I

12 Step Group Meeting

Sunday 8:30-9:30am

Anchor

ECA Finance Committee Meeting II

Danette Ifert Johnson, Chair (President)
Nancy J. Willets (Immediate Past President)
Thomas Flynn (First Vice President)
Ronald C. Arnett (Executive Director)
J. Kanan Sawyer (First Vice President Elect)
Catherine Wright (Elected Representative)
Benjamin R. Bates (ex officio)
Theodore A. Avtgis (ex officio)
Janie M. Harden Fritz (ex officio)

Sunday 9:30-11:30am

Anchor

ECA Executive Council Meeting II

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

Ex-Officio Council

Theodore A. Avtgis (CRR Editor)
Janie M. Harden Fritz (QRRC Editor)
Benjamin R. Bates (CQ Editor)
Katherine S. Thweatt (Director of Marketing and Exhibits)
Sean M. Horan (ECA Representative to NCA 2013 Nominating Committee)
Trevor S. Parry-Giles (Archivist)
Susan J. Drucker (ECA Legal Counsel)
Tobi Mackler (ECA Community College Representative to NCA Legislative Assembly)
Jean Ann Streiff (ECA K-12 Representative to NCA Legislative Assembly)
Susan Jasko (ECA College/University Representative to NCA Legislative Council)

Continued from previous

Interest Group Representatives (term begins midpoint 2013/ends midpoint 2014)

Nancy A. Wienczek (Applied Communication)
Theodore F. Sheckels (Argumentation & Forensics)
Vacant (Communication Administration)
Donald Fishman (Communication Law & Ethics)
Catherine Wright (Communication & Technology)
Vacant (Communication Traits)
Tobi Mackler (Community College)
Jay Baglia (Health Communication)
Katherine S. Thweatt (Instructional Communication)
Shinsuke Eguchi (Intercultural Communication)
Meredith Marko Harrigan (Interpersonal Communication)

Interest Group Representatives (term begins midpoint 2013/ends midpoint 2015)

Cem Zeytinoglu (Interpretation & Performance Studies)
Elvera Berry (Kenneth Burke)
Matthew J. Smith (Media Communication)
Kristen Campbell Eichhorn (Nonverbal Communication)
Jason S. Wrench (Organizational Communication)
Kristen Majocho (Philosophy of Communication)
Lisa Gring-Pemle (Political Communication)
Valerie Lynn Schrader (Rhetoric & Public Address)
Michael Miller (Theory & Methodology)
Andrew R. Spieldenner (Voices of Diversity)

105th Annual ECA Convention

**Eastern Communication Association
105th Annual Convention
April 23-27, 2014
The Westin Providence
Providence, RI**

Conference Theme

Communities of Dissent: A “Lively Experiment” in Dialogue, Diversity, and Discourse

Founded as a haven for religious dissenters, Providence is a city intimately shaped by discourses of disagreement. This year’s conference theme, “Communities of Dissent,” is inspired by the tradition of dissent that has marked the city’s long and notable history. Dissent can be transformational, a lively experiment in tolerance and freedom of conscience. When accepted and encouraged, dissent can be an important monitoring force, providing correctives for unethical behavior, unfavorable decision-making, and insensitivity to others’ needs. Dissent can also be dangerous, undermining sound and orderly government, and fueling conflict and aggression. This year’s theme explores the expression and suppression of dissent across communication contexts—relational, organizational, mediated, social, and political—and the attendant implications for such concerns as relational quality, community identification, civic engagement, public dialogue, accountability, and justice.

Hotel Information: The Westin Providence, One West Exchange Street, Providence, RI 02903
Room Rates **\$165 per night + 13% tax** (single or double)
Free Internet Access in each guest room. The Westin Hotel will allow ECA members to provide their own AV equipment.

The Westin is located in the heart of Providence and is connected to the Rhode Island Convention Center and the Providence Place Mall. The Westin is a non-smoking hotel. For more information, <http://www.westinprovidence.com/>
An independent Shuttle Service provides transportation from the Airport, \$11 each way, running every 60 minutes. Hotel is one block from Amtrak station. Parking is available for \$28 per night.

ECA 2014 Convention Team Contact Information**Primary Program Planner**

Thomas R. Flynn
First Vice President
Slippery Rock University
(724) 738-2559
thomas.flynn@sru.edu

Associate Convention Planners**Second Vice President**

Chris R. Morse
Bryant University
Cmorse2@bryant.edu

Director of Marketing

Katrina J. Quinn
Slippery Rock University
katrina.quinn@sru.edu

Associate Convention Planner

Valerie Swarts
Slippery Rock University
valerie.swarts@sru.edu

Graduate Poster Sessions Coordinator

Jaietta Jackson
Youngstown State University
Jai728@att.net

Associate Convention Planner

Cheryl A. Casey
Hamilton College
ccasey@hamilton.edu

Associate Convention Planner

Lewis Freeman
Fordham University
LeFreeman@fordham.edu

**James C. McCroskey and Virginia P. Richmond
Undergraduate Scholars Conference**

Leeanne Bell McManus
Stevenson University
leeannebell@hotmail.com

Short Course Coordinator

Kristen L. Majocho
University of Pittsburgh at Johnstown
klynn@pitt.edu

ECA Interest Group Planners 2014

Applied Communication

Todd Kelshaw
Montclair State University
todd.kelshaw@montclair.edu

Argumentation and Forensics

Carl Hyden
Morgan State University
Carl.hyden@morgan.edu

Communication Administration

Timothy P. Mottet
Texas State University, San Marcos
tm15@txstate.edu

Communication & Technology

David Westerman
West Virginia University
dkwNF2008@gmail.com

Communication Law & Ethics

D.L. Stephenson
Western Connecticut State Univ.
stephensond@wcsu.edu

Communication Traits

Jerry L. Allen
University of New Haven
jlallen@newhaven.edu

Community College

Danamarie Every Gallagher
Delaware County Com. College
dgallagher32@dccc.edu

Health Communication

Virginia McDermott
High Point University
vmcdermo@highpoint.edu

Instructional Communication

Daniel Mansson
Bloomsburg University
dhm14@psu.edu

Intercultural Communication

Shinsuke Eguchi,
University of New Mexico
seguchi@unm.edu

Interpersonal Communication

Megan Dowd
Hamilton College
mdowd@hamilton.edu

Interpretation & Performance Studies

Andree E. C. Betancourt
Northern Virginia Community College
DreBetancourt@gmail.com

Kenneth Burke

Erik Garrett
Duquesne University
garrette@duq.edu

Media Communication

James M. Durbin
University of Akron
Jmd16@uakron.edu

Media Ecology Association

James Morrison
Boston College
james.morrison@bc.edu

Nonverbal Communication

Christopher J. Claus
Towson University
cclaus@mix.wvu.edu

Organizational Communication

Jason Wrench
SUNY New Paltz
ecausc@aol.com

Philosophy of Communication

Kristen L. Majocho
Univ. of Pittsburgh at Johnstown
klynn@pitt.edu

Political Communication

Janis L. Edwards
University of Alabama
janis.edwards@ua.edu

Rhetoric & Public Address

Heather Stassen-Ferrara
Cazenovia College
hmferrara@cazenovia.edu
&
Valerie Lynn Schrader
Pennsylvania State Schuylkill
vls146@psu.edu

Theory and Methodology

Jen Eden
Marist College
Jen.Eden@Marist.edu

Voices of Diversity

Chizoba Udeorji
Kingsborough Community College
Chizoba06@aim.com

ECA Presidents

1910 (Organizers; No President)

Paul M. Pearson
Swarthmore College
Albert E. Hancock
Haverford College
Frederic A. Child
University of Pennsylvania

1911

Paul M. Pearson
Swarthmore College

1912-1913

Erastus Palmer
City College, New York

1914-1915

James A. Winans
Cornell University

1916-1919

Wilbur Jones Kay
*Washington & Jefferson College &
Swarthmore College*

1920

Horace G. McKean
Union College

1921

Daniel W. Redmond
City College, New York

1922

John Dolman, Jr.
University of Pennsylvania

1923

Everett L. Hunt
Cornell University

1924-1927

G. Rowland Collins
New York University

1928

Elizabeth Avery
Smith College

1929-1930

Hoyt H. Hudson
Princeton College

1931

Herbert A. Wichelns
Cornell University

1932-1933

Arleigh B. Williamson
New York University

1934-1935

Wayland Maxfield Parish
University of Pittsburgh

1936-1937

Jane Dorsey Zimmerman
Columbia University

1938-1939

J. Walter Reeves
The Peddle School

1940-1941

W. Hayes Yaeger
George Washington University

1942

Arthur L. Woehl
Hunter College

1943-1946

John H. Frizzell
Pennsylvania State University

1947

Joseph F. O'Brien
Pennsylvania State University

1948

Russell H. Wagner
University of Virginia

1949

Wilbur E. Gilman
Queens College

1950

Agnes I. Allardyce
Syracuse University

1951

Robert B. Huber
University of Vermont

1952

Earl H. Ryan
City College, New York

1953

James H. Henning
West Virginia University

1954

Marvin G. Bauer
Brooklyn College

1955

David C. Phillips
University of Connecticut

1956

H. Barrett Davis
Lehigh University

1957

Evelyn Kongisberg
Washington Irving High School, NY

1958

J. Calvin Callahan
Syracuse University

1959

Magdalene Kramer
Teachers College, Columbia Univ.

1960

Paul D. Holtzman
Pennsylvania State University

1961

Eleanor M. Luse
University of Vermont

1962

Sam Boyd, Jr.
West Virginia University

1963

Ray E. Keeseey
University of Delaware

1964

Carroll C. Arnold
Pennsylvania State University

1965

Wofford C. Gardner
University of Maine

1966

Harold M. Scholl
Montclair State College

1967

Robert T. Oliver
Pennsylvania State University

1968

Joseph D. Batcheller
University of New Hampshire

1969

Thomas Hopkins
Carlow College

1970

Ronald F. Reid
University of Massachusetts

1971

Paul L. Brownstone
Long Island University

1972

Donald H. Ecroyd
Temple University

1973

Howard Schwartz
Rider College

1974

Jane Blankenship
University of Massachusetts

1975

Philip P. Amato
Emerson College

1976

Agnes G. Doody
University of Rhode Island

1977

Andrew D. Wolvin
University of Maryland

1978

John F. Wilson
Herbert H. Lehman College, SUNY

1979

James C. McCroskey
West Virginia University

1980

Dan F. Hahn
Queens College, CUNY

1981

Jeanne Lutz
Pennsylvania State University

1982

W. Barnett Pearce
University of Massachusetts

1983

James W. Chesebro
Queens College, CUNY

1984

Linda C. Lederman
Rutgers University

1985

Floyd D. Anderson
SUNY Brockport

1986

Raymie E. McKerrow
University of Maine

1987

Darlyn R. Wolvin
Prince George's Community College

1988

Virginia P. Richmond
West Virginia University

1989

Barbara M. Montgomery
University of New Hampshire

1990

Sandra L. (Fish) Herndon
Ithaca College

1991

Deborah F. Atwater
Pennsylvania State University

1992

Gerald Lee Ratliff
Montclair State University

1993

Alison Alexander
University of Massachusetts

1994

Thomas L. Veenendall
Montclair State University

1995

Harvey R. Kelly, Jr.
Pennsylvania State Univ., Beaver

1996

Dale A. Bertelsen
Bloomsburg University

1997

Deborah Borisoff
New York University

1998

Melanie Booth-Butterfield
West Virginia University

1999

Jerry L. Allen
University of New Haven

2000

Janette Kenner Muir
George Mason University

2001

Susan J. Drucker
Hofstra University

2002

Don M. Boileau
George Mason University

2003

Ann Bainbridge Frymier
Miami University

2004

Mary L. Kahl
SUNY New Paltz

2005

Donald A. Fishman
Boston College

2006

John Courtright
University of Delaware

2007

Ronald L. Jackson II
Pennsylvania State University

2008

Richard West
Emerson College

2009

Sara Chudnovsky Weintraub
Regis College

2010

Candice E. Thomas-Maddox
Ohio University - Lancaster

2011

Janie M. Harden Fritz
Duquesne University

2012

Cindy M. Lont
George Mason University

2013

Nancy J. Willets
Cape Cod Community College

Second Vice Presidents

1950

Lillian M. O'Conner
Wadleigh High School, NY

1951

Samuel B. Gould
Boston University

1952

Lindsey S. Perkins
Brooklyn College

1953

Evelyn Kongisberg
Board of Education New York City

1954

H. Barrett Davis
Lehigh University

1955

Richard F. Clemo
Adelphi University

1956

Ruth Damon
Russell Sage College

1957

Muriel G. Leahy
Grover Cleveland High School, NY

1958

Wiley C. Bowyer
Mineola Public Schools

1959

Harold M. Scholl
Montclair State College

1960

Helen M. Donovan Fuelner
Board of Education New York City

1961

Domis Plugge
Hunter College

1962

William A. Behl
Brooklyn College, CUNY

1963

Paul L. Brownstone
Brooklyn College, CUNY

1964

Audrey O'Brien
St. John's University

1965

John E. Lent
Bureau of Sp. Improvement, NYC

1966

Bernard McCabe
St. John's University

1967

Thomas D. Houchin
St. John's University

1968

Beatrice G. Ferrante
St. John's University

1969

James R. Johnson
Brooklyn College, CUNY

1970

Fergus G. Currie
Knoxville, Tennessee

1971

Mary Pettas
New York University

1972

Philip P. Amato
Emerson College

1973

Geraldine Chapey
Bureau of Sp. Improvement, NYC

1974

Andrew D. Wolvin
University of Maryland

1975

Peggy Rypsam
Iona College

1976

Gladys I. Ritchie
Pennsylvania State University

1977

Charles E. Parkhurst
Brooklyn College, CUNY

1978

Marilyn Lewis-Scott
Emerson College

1979

Warren O. Richardson
Villanova University

1980

Marlene S. Cowan
Towson State University

1981

Peggy Ann Madden
North Hills High School, PA

1982

Paul Wenger
Central Connecticut State College

1983

Paul Scovell
Salisbury State University

1984

Murray M. Halfond
Temple University

1985

Beatrice Schultz
University of Rhode Island

1986

Edward Streb
Glassboro State College

1987

Jack A. Barwind
Syracuse University

1988

Brenda Logue
Towson State University

1989

Peggy Klein
Salisbury State University

1990

Teresa L. Nance
Villanova University

1991

Harvey R. Kelly, Jr.
Pennsylvania State Univ., Beaver

1992

Rebecca Lockridge
University of Southern Maine

1993

Joan O'Mara
University of Hartford

1994

Janette Kenner Muir
George Mason University

1995

Ruth Ann Zupan
*Westmoreland County
Community College*

1996

Judythe Isserlis
Iona College

1997

Brenda Logue
Towson State University

1998

Joan O'Mara
University of Hartford

1999

Bill Denman
Marshall University

2000

Jean Ann Streiff
Oakland Catholic High School

2001

Richard West
University of Southern Maine

2002

Kelly Rocca
St. John's University

2003

Carole Blair
*University of California-Davis,
Washington Center*

2004

Anne Mattina
Stonehill College

2005

Janie Harden Fritz
Duquesne University

2006

Timothy Brown
West Chester University
Anita Foeman
West Chester University
Maurice Hall
Villanova University

2007

Kevin Pearce
Bryant College

2008

Janie Harden Fritz
Duquesne University

2009

William Cowen
Villanova University
Bryan Cable
Villanova University
Joy Cypher
Rowan University

2010

Leeanne M. Bell
Stevenson University

2011

Monica Brasted
The College at Brockport, SUNY
Cathy Karl Wright
George Mason University

2012

Tobi Mackler
*Montgomery County
Community College*
Rita Rosenthal
Boston College

Secretaries, Treasurers, Directors and Journal Editors

Secretary

1911-1912

Frederic A. Child

University of Pennsylvania

Secretary-Treasurer

1913

John W. Wetzel

Yale University

1914

James M. O'Neil

Dartmouth College & University of Wisconsin

1915

Wilbur Jones Kay

Washington & Jefferson College

1916-1919

Warren C. Shaw

Dartmouth College

1920-1921

John Dolman Jr.

University of Pennsylvania

1922

Elizabeth Avery

Smith College

1923-1924

Brother Bonaventure Thomas

Manhattan College

1925-1927

Mary B. Cochran

Vassar College

1928-1929

Mary Thornton Harvey

Hunter College

1930

Sarah M. Stinchfield

Mount Holyoke College

1931

Charles Kenneth Thomas

Columbia University

1932

Jane Dorsey Zimmerman

Columbia University

1933-1934

Margaret Mary McCarthy

Brooklyn College

1935-1936

Charles A. Fritz

New York University

1937-1938

Joseph F. O'Brien

Pennsylvania State College

1939-1940

Agnes Allardyce

Queens College

1941-1942

Lester Thonssen

City College, New York

1943-1946

George V. Gohman

Dartmouth College

1947-1948

Marvin G. Bauer

Brooklyn College

1949-1950

Earl H. Ryan

City College, New York

Executive Secretary

1951-1952

Ralph N. Schmidt

Syracuse University

1953-1954

Gordon F. Hostettler

Temple University

1955-1958

Paul D. Holtzman

Pennsylvania State University

1958-1960

Wiley C. Bowyer

Mineola N.Y. Public Schools

1961-1963

Thoburn V. Barker

Lehigh University

1964-1965

Burton H. Byers

Queens College, CUNY

1966-1967

Harold E. Nelson

Pennsylvania State University

1968-1969

Coleman C. Bender

Emerson College

1970

Thomas D. Houchin

St. John's University

1971-1973

William K. Price

University of Massachusetts

1974-1977

Richard Bailey

University of Rhode Island

1978-1980

Carolyn Del Polito

West Chester University

1980-1983

Caroline Drummond Ecroyd

Temple University

1983-1986

Warren O. Richardson

Villanova University

1986-1989

Gerald Lee Ratliff

Montclair State University

1989-1991

John J. Makay

SUNY Geneseo

1991-1992

Joseph A. Bulsys

SUNY Geneseo

1992-1995

Jerry L. Allen
University of New Haven

1995-1998

Kathleen M. Long
West Virginia Wesleyan College

1998-1999

Paul E. Scovell
Salisbury State University

2000-2001

Candice Thomas-Maddox
Ohio University-Lancaster

Executive Director**2001-2004**

Candice Thomas-Maddox
Ohio University-Lancaster

2004-2007

Danette Ifert Johnson
*West Virginia Wesleyan College/
Ithaca College*

2008-2010

Alfred G. Mueller
*Pennsylvania State University,
Mont Alto*

2010-2015

Ronald C. Arnett
Duquesne University

Journal Editors**Today's Speech****1953-1960**

Robert T. Oliver
Pennsylvania State University

1960-1964

William S. Tacey
University of Pittsburgh

1964-1966

David C. Phillips
University of Connecticut

1966-1968

Allan Kerstetter
Syracuse University

1968-1970

Michael Prosser
SUNY Buffalo

1971-1972

Eugene Vasilew
SUNY Binghamton

1972-1975

Herman Stelzner
University of Massachusetts

Communication Quarterly**1976-1978**

Thomas W. Benson
Pennsylvania State University

1979-1981

Lawrence R. Wheelless
West Virginia University

1982-1984

Gerald M. Phillips
Pennsylvania State University

1985-1987

James W. Chesebro
Queens College, CUNY

1988-1990

Linda C. Lederman
Rutgers University

1991-1993

Virginia P. Richmond
West Virginia University

1994-1996

Raymie E. McKerrow
University of Maine

1997

Melanie Booth-Butterfield
West Virginia University

1998-2000

John A. Courtright
University of Delaware

2001-2003

Dale A. Bertelsen
Bloomsburg University

2004-2006

Jerry L. Allen
University of New Haven

2007-2009

Janette Kenner Muir
George Mason University

2010-2013

Trevor Parry-Giles
University of Maryland

2013-2015

Benjamin Bates
Ohio University

Communication Research Reports**1995**

James C. McCroskey
West Virginia University

1996-1998

Jerry L. Allen
University of New Haven

1999-2001

Andrew S. Rancer
University of Akron

2002-2004

John C. Sherblom
University of Maine

2005-2007

Lisa Sparks
George Mason University

2008-2010

Wendy Samter
Bryant University

2011-2013

Theodore Avtgis
Ashland University

Qualitative Research Reports in Communication

2000-2002

Deborah Borisoff
New York University
Dan F. Hahn
New York University

2002-2005

Michael J. Hostetler
St. John's University

2006-2009

Susan J. Drucker
Hofstra University

2009-2011

Mark Hickson, III
*University of Alabama at
Birmingham*

2012-2014

Janie Harden Fritz
Duquesne University

Association Awards

Distinguished Service Award

1979

Carroll C. Arnold
Pennsylvania State University

1980

Woffard G. Gardner
University of Maine

1981

Wilbur E. Gilman
Queens College, CUNY

1982

Robert T. Oliver
Pennsylvania State University

1983

Everett Lee Hunt
Swarthmore College

1984

John F. Wilson
*Herbert H. Lehman College,
CUNY*

1985

Paul D. Holtzman
Pennsylvania State University

1986

Donald H. Ecroyd
Temple University

1987

Jane Blankenship
University of Massachusetts

1988

Gerald M. Phillips
Pennsylvania State University

1989

James W. Chesebro
SCA National Office

1990

James C. McCroskey
West Virginia University

1991

Raymie E. McKerrow
University of Maine

1992

Linda C. Lederman
Rutgers University

1993

Gerald Lee Ratliff
Montclair State University

1994

Virginia P. Richmond
West Virginia University

1995

Jeanne M. Lutz
Pennsylvania State University

1996

Dan F. Hahn
Florida Atlantic University

1997

Thomas L. Veenendall
Montclair State University

1998

Dale A. Bertelsen
Bloomsburg University

1999

Sandra L. Herndon
Ithaca College

2000

Jerry L. Allen
University of New Haven

2001

Deborah Borisoff
New York University

2002

Gary Gumpert
Communication Landscapers

2003

Kathleen M. Long,
West Virginia Wesleyan College

2004

Jannette Kenner Muir
George Mason University

2005

Susan J. Drucker
Hofstra University

2006

S. Diane McFarland
Buffalo State College

2008

Nancy J. Willets
Cape Cod Community College

2009

Mary L. Kahl
SUNY New Paltz

2010

Jean Ann Strieff
Oakland Catholic High School, PA

2011

Donald A. Fishman
Boston College

2012

Don Boileau
George Mason University

**Past Presidents /
Officers Award**
1984

Kathleen Hall Jamieson
University of Pennsylvania

1984

Virginia P. Richmond
West Virginia University

1985

Lois J. Einhorn
SUNY Binghamton

1986

Joshua Meyrowitz
University of New Hampshire

1987

Lea P. Stewart
Rutgers University

1988

Christopher L. Johnstone
Pennsylvania State University

1989

Lynne Kelly
University of Hartford

1990

Andrew S. Rancer
Emerson College

1990

Robert L. Duran
University of Hartford

1991

Kristin Langellier
University of Maine

1991

Eric Peterson
University of Maine

1992

Melanie Booth-Butterfield
West Virginia University

1993

Deborah Borisoff
New York University

1994

Teresa A. Nance
Villanova University

1995

Dale Herbeck
Boston College

1996

Molly Wertheimer
*Pennsylvania State University,
Hazleton*

1997

Susan J. Drucker
Hofstra University

1998

Star A. Muir
George Mason University

1999

Richard L. West
University of Southern Maine

2000

Mari Boor Tonn
University of New Hampshire

2001

Danette Ifert Johnson
West Virginia Wesleyan College

2002

Matthew M. Martin
West Virginia University

2003

Lisa Marie Cuklanz

Boston College

Ronald L. Jackson
Pennsylvania State University

2004

Thomas Flynn
Slippery Rock College

2005

Timothy Mottet
Southwest Texas State University

2007

Trevor Parry-Giles
University of Maryland

2008

Charles Morris, III
Boston College

2009

Timothy J. Brown
West Chester University

2010

Marian L. Houser,
Texas State University- San Marcos

2011

Theodore Avtgis
West Virginia University

2012

Benjamin Bates
Ohio University

Everett Lee Hunt Award
1986

W. Barnett Pearce
University of Massachusetts

1987

Peter Kane
SUNY Brockport

1988

Takis Poulakos
University of Iowa

1989

James W. Chesebro
SCA National Office

1990

Lawrence Prelli
University of New Hampshire

1991

Theodore Otto Windt, Jr.
University of Pittsburgh

1992

Theodore Otto Windt, Jr.
University of Pittsburgh

1993

Lois J. Einhorn
SUNY Binghamton

1994

John C. Adams and
Stephen Yarbrough
Syracuse University

1995

Herman Cohen
Pennsylvania State University

1996

John Poulakos
University of Pittsburgh
Aaron Gresson, III
Pennsylvania State University

1997

James W. Chesebro
Indiana State University
Dale A. Bertelsen
Bloomsburg University

1998

Dan F. Hahn
New York University

1999

Robert T. Oliver
Pennsylvania State University

2000

Ronald L. Jackson, II
Pennsylvania State University
Richard A. Katula
Northeastern University

2001

Lisa M. Cuklanz
Boston College

2002

Nola J. Heidlebaugh
SUNY Oswego

2003

Shawn Parry-Giles
University of Maryland
Trevor Parry-Giles
University of Maryland

2004

Thomas Benson
Pennsylvania State University

2005

Ekaterina Haskins
Rensselaer Polytechnic Institute

2006

Ronald C. Arnett
Duquesne University

2007

Ronald L. Jackson
Pennsylvania State University

2008

Charles Morris, III
Boston College

2010

Christopher L. Johnstone
Pennsylvania State University

2011

Ronald J. Zboray and
Mary Saracino Zboray
University of Pittsburgh

2012

Samuel McCormick
Purdue University

**Donald Ecroyd and
Caroline Drummond
Ecroyd Award**

1989

Diane O. Casagrande
West Chester University

1990

Marlene Cowan
Towson State University

1991

C. Jack Orr
West Chester University

1992

Linda C. Lederman
Rutgers University

1993

Virginia P. Richmond
West Virginia University

1994

Anita K. Foeman
West Chester University

1994

Thomas L. Veenendall
Montclair State University

1995

Teresa A. Nance
Villanova University

1996

Mary Mino
Pennsylvania State Univ., DuBois

1997

Melanie Booth-Butterfield
West Virginia University

1998

Deborah Borisoff
New York University

1999

Sandra L. Herndon
Ithaca College

2000

Theodore Otto Windt, Jr.
University of Pittsburgh

2001

Floyd D. Anderson
SUNY Brockport

2002

Mari Boor Tonn
University of Maryland

2003

Candice Thomas-Maddox
Ohio University-Lancaster

2004

Lawrence J. Prelli
University of New Hampshire

2005

Donna Kowal
SUNY Brockport

2006

Bonnie Jefferson
Boston College

2007

Ann Bainbridge Frymier
Miami University

2008

James Chesebro
Ball State University

2009

Melissa BekeljaWanzer
Canisius College

2010

Janette Kenner Muir
George Mason University

2012

Susan Drucker
Hofstra University

**Urban Communication
Foundation Award**

2008

Lewis I. Freeman
Fordham University

2010

Alfred G. Mueller II
Mount Saint Mary College

2011

Erik Garrett
Duquesne University

2012

Mary Kahl
SUNY New Paltz
Douglas Marshall
Duquesne University

Centennial Scholarship

2009

Amanda Gresens
University of Memphis
Sean Horan
West Virginia University

2010

Timothy Barney
University of Maryland
Jennifer Tyrawski
University of Delaware

2011

Kaylea Livingston
Ohio University
Theresa Donofrio
University of Maryland

ECA Distinguished Research Fellows

1996

Carroll C. Arnold
Pennsylvania State University

Jane Blankenship
University of Massachusetts

James W. Chesebro
Indiana State University

Dan F. Hahn
New York University

James C. McCroskey
West Virginia University

Virginia P. Richmond
Kent State University

1997

Deborah Borisoff
New York University

Raymie E. McKerrow
Ohio University

Andrew S. Rancer
University of Akron

1998

Thomas W. Benson
Pennsylvania State University

Herman Cohen
Pennsylvania State University

Richard B. Gregg
Pennsylvania State University

Gary Gumpert

Queens College, CUNY

Kathleen H. Jamieson
University of Pennsylvania

Robert P. Newman
University of Pittsburgh

Herman Stelzner
University of Massachusetts

Theodore O. Windt, Jr
University of Pittsburgh

1999

Robert T. Oliver
Pennsylvania State University

Ronald F. Reid
University of Massachusetts

Eugene White
Pennsylvania State University

2000

James F. Klumpp
University of Maryland

2001

Lois Einhorn
SUNY Binghamton

Linda C. Lederman
Rutgers University

2002

Jerry L. Allen
University of New Haven

Susan J. Drucker
Hofstra University

Mark L. Hickson, III
University of Alabama

2003 (None Awarded)

2004

William J. Starosta
Howard University

2005

Melanie Booth-Butterfield
West Virginia University

Kathleen Kendall
University of Maryland

Lea P. Stewart
Rutgers University

2006

Ronald L. Jackson II
Pennsylvania State University

2007

Mari Boor Tonn
University of Maryland

Don Stacks
University of Miami

Ronald C. Arnett
Duquesne University

2008

Lynne Kelly
University of Hartford

Richard West
Emerson College

2009

Judith Trent
University of Cincinnati

Lester Olson
University of Pittsburgh

2010

Matt Martin
West Virginia University

2011 (None Awarded)

2012

Theodore Avtgis
Ashland University

Ann Bainbridge Frymier
Miami University

Danette Ifert Johnson
Ithaca College

Timothy P. Mottet
Texas State, San Marcos

Trevor S. Parry-Giles
University of Maryland

Distinguished Teaching Fellows**1996****Deborah Borisoff**
*New York University***Linda C. Lederman**
*Rutgers University***Teresa A. Nance**
*Villanova University***Robert T. Oliver**
*Pennsylvania State University***Virginia P. Richmond**
*West Virginia University***Theodore O. Windt, Jr**
*University of Pittsburgh***Darlyn R. Wolvin**
*Prince George's Community College***1997****Jerry L. Allen**
*University of New Haven***Dale Bertelsen**
*Bloomsburg University***Dan F. Hahn**
*New York University***James C. McCroskey**
*West Virginia University***Mary Mino**
*Pennsylvania State Univ., DuBois***1998****Jane Blankenship**
*University of Massachusetts***James W. Chesebro**
*Indiana State University***Joseph DeVito**
*Hunter College***Jeanne M. Lutz**
*Pennsylvania State University***Raymie E. McKerrow**
*Ohio University***Gerald Lee Ratliff**
*SUNY Potsdam***1998****Andrew D. Wolvin**
*University of Maryland***1999****Sandra L. Herndon**
*Ithaca College***Agnes Doody**
*University of Rhode Island***Lois J. Einhorn**
*SUNY Binghamton***Don M. Boileau**
*George Mason University***2000****Kathleen M. Long**
*West Virginia Wesleyan College***Mary L. Kahl**
*SUNY New Paltz***2001****Mark L. Hickson, III**
*University of Alabama***2002****Floyd D. Anderson**
*SUNY Brockport***Joan O'Mara**
*University of Hartford***2003****Mary Boor Tonn**
*University of Maryland***2004****Susan Drucker**
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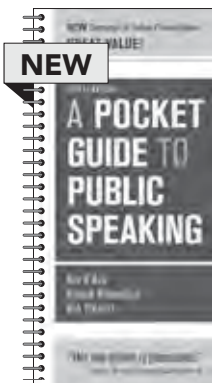
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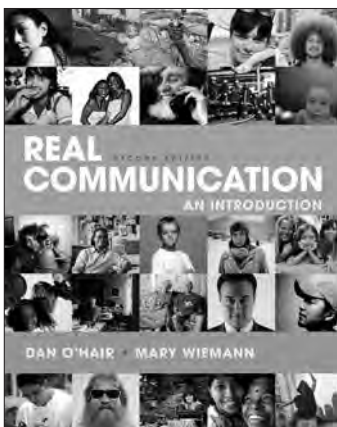
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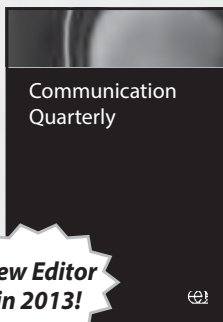
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