Eastern Communication Association

104th Annual Meeting

April 24-28, 2013

Pittsburgh, PA

“Confluence”
Communication Studies

Dr. Philip Salem | Director, Graduate Studies | ps05@txstate.edu

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

Journalism & Mass Communication

Dr. Sandhya Rao | Director, Graduate Studies | sr02@txstate.edu

- Strategic Communication
- New Media
- Latinos and Media
# Table of Contents

Welcome from the First Vice President ............................................. 5

Distinguished Welcome
   Pittsburgh Mayor ................................................................. 6
   Pennsylvania Governor ......................................................... 7

General Convention Information
   Convention Policy Statements .................................................. 8
   Registration/Exhibit Area Locations and Times ............................. 9
   Hotel Map ........................................................................... 10
   Primary and Associate Planners ................................................. 15
   Interest Group and Affiliate Organization Planners ...................... 16
   Paper/Program Selection Committee Members ............................ 17
   Major Sponsors, Advertisers, and Exhibitors ................................ 20

Abbreviated Programming and Events
   ECA Business Meetings At-a-Glance ......................................... 22
   Events of General Convention Interest ...................................... 23
   Short Courses At-a-Glance ....................................................... 24
   First Vice President Sponsored Panels .................................... 25

2013 Convention Panels ................................................................. 27

2014 Call for Papers ...................................................................... 145

ECA History
   Presidents ............................................................................... 148
   Second Vice Presidents ............................................................ 150
   Secretaries/Treasurers/Executive Directors/Journal Editors .......... 152
   Association Awards .................................................................. 154
   Distinguished Research Fellows ................................................. 158
   Distinguished Teaching Fellows ................................................ 159
   Committee of Scholars: 1980-2013 .......................................... 160
   Life Members .......................................................................... 162
   Convention Sites: 1959-2015 .................................................... 163

Index of ECA 2013 Advertisers ....................................................... 171

Index of ECA 2013 Participants ...................................................... 172
ECA Officers

Eastern Communication Association Officers and Staff

President
Nancy J. Willets
*Cape Cod Community College*

Immediate Past President
Cindy Lont
*George Mason University*

First Vice President
Danette Ifert Johnson
*Ithaca College*

Executive Director
Ronald C. Arnett
*Duquesne University*

First Vice President-Elect
Thomas Flynn
*Slippery Rock University*

Director of Member Services
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’Mará’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
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
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.

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

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, April 24</td>
<td>8:30 a.m.- 4:00 p.m.</td>
</tr>
<tr>
<td>Thursday, April 25</td>
<td>8:00 a.m.- 5:00 p.m.</td>
</tr>
<tr>
<td>Friday, April 26</td>
<td>7:30 a.m.- 5:00 p.m.</td>
</tr>
<tr>
<td>Saturday, April 27</td>
<td>7:30 a.m.- 2:00 p.m.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, April 25</td>
<td>1:00 p.m.- 5:00 p.m.</td>
</tr>
<tr>
<td>Friday, April 26</td>
<td>9:00 a.m.- 5:00 p.m.</td>
</tr>
<tr>
<td>Saturday, April 27</td>
<td>9:00 a.m.- 3:00 p.m.</td>
</tr>
</tbody>
</table>

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.
Conference Level 1

Conference Level

Oliver Avenue

Grant Street

Sixth Avenue

Carnegie 3

Parkview West

Parkview East

Sales, Catering and Convention Services

Executive Offices

Foyer

Carnegie Center

Guest Elevators

A

B

C

D

Frick

Phipps

Vandergrift

Heinz

Laughlin

Oliver

12
Seventeenth Floor
2013 Convention Planners

Primary Convention Planner

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

Danimarie 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

<table>
<thead>
<tr>
<th>Interest Group / Affiliate Organization</th>
<th>Planners</th>
</tr>
</thead>
</table>
| **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*
Jane 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 Wienczek, *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**
Yvonne Sacripant Bland, *Robert Morris University*
Kerry Byrnes, *Collin College*
Nadine Cichy, *Sinclair Community College*
Laura Davis, *Harrisburg Area Community College*
Judith Dutilt, *Harristburg Area Community College*
Denise Gilmer-Knudson, *College of Southern Maryland*
Tobi Mackler, *Montgomery County Community College*
Sarah Merrranko, *College of Southern Maryland*
Dante Morrelli, *Suffolk County Community College*
Laura O’Connell, *Nassau Community College*
Patti Vornndran, *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*
Jesselyn 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
Andréé 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
Elvera Berry, Roberts Wesleyan College
Chelsea Binnie, Duquesne University
Bryan Crable, Villanova University
Erik Garrett, Duquesne University
Richard Thames, Duquesne University

Media Communication
Nicholas Bowman, West Virginia University
Monica Brasted, SUNY College at Brockport
Elizabeth L. Cohen, West Virginia University
Jack Ciak, Seton Hill University
Rebecca Carnalia, Youngstown State University
Marsha Ducey, The College at Brockport, SUNY
Annick Dupal, James Madison University
James M. Durbin, University of Akron
Eric Fife, James Madison University
Bistra Nikiforova, University of New England
Susan Opt, James Madison University
Lisa Perks, Nazareth College
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
Leanne M. Bell McManus, Stevenson University
Jill Burke, Penn State Berks
Janie M. Harden Fritz, Duquesne University
Annette Holba, Plymouth State University
Christy Marinichak, 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 Hegbloem, Bridgewater State University
Tracy Quigley Holden, University of Delaware
Carl T. Hyden, Morgan State University
Mary Kahl, Indiana State University
Jamie Landau, Keene State College
Brian Lepine, Bridgewater State University
Christina Knopf, SUNY Potsdam
David G. Levasseur, West Chester University
Sean Luechtefeld, University of Maryland
Trevor S. Parry-Giles, University of Maryland
J. Kanan Sawyer, West Chester University
Theodore F. Scheckels, Randolph-Macon College
Maria Anne Simone, Rowan University
Judith Trent, University of Cincinnati
Richard Vatz, Towson State University
Jill M. Weber, Hollins University
2013 Paper and Program Selection Committees

Rhetoric and Public Address
Timothy Barney, University of Richmond
Benjamin R. Bates, Ohio University
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
Sholhn 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. Earnheardt, 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
Steve Granelli, SUNY Oswego
Annette N. Hamel, Ohio University
Chelsea Hampton, Villanova University
Liliana Herakova, University of Massachusetts
Jinyoung Kim, University of Wisconsin, Milwaukee
Jennifer L. Knapp, SUNY Oswego
Archana Krishnan, Yale University
Kenneth A. Lachlan, University of Massachusetts, Boston
Rise Lara, Austin Community College
Bessie Lawton, West Chester University
Viviane Lopuch, Marist College
Amy Matten, Dean College
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
DaKyla 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
Michael Sollitto, West Virginia University
Candice Thomas-Maddox, Ohio University - Lancaster
Kathleen Torrens, University of Rhode Island
Chizoba Udeorji, CUNY Kingsborough
Beth Waggenspack, Virginia Tech University
Melissa Wanzer, Canisius College
Jenny Warren, Collin College
Jill M. Weber, Hollins University
Quan Xie, Ohio University
Major Sponsors of the 2013 ECA Convention
James C. Mc Croskey and Virginia P. Richmond
Bedford/St. Martin’s
Duquesne University
Kendall Hunt Publishing
Routledge/Taylor & Francis Group
Texas State University – San Marcos
West Virginia University
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

<table>
<thead>
<tr>
<th>Wednesday, April 24, 2013</th>
<th>3:00 - 4:00 pm</th>
<th>ECA Publications Committee</th>
<th>Oliver</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 - 5:00 pm</td>
<td>Finance Committee I</td>
<td>Oliver</td>
<td></td>
</tr>
<tr>
<td>5:00 - 6:00 pm</td>
<td>Site Selection</td>
<td>Oliver</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thursday, April 25, 2013</th>
<th>8:30 - 11:30 am</th>
<th>ECA Executive Council I</th>
<th>Anchor</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 - 1:00 pm</td>
<td>American Society for History of Rhetoric</td>
<td>Anchor</td>
<td></td>
</tr>
<tr>
<td>12:00 - 1:00 pm</td>
<td>ECA Teaching Fellows Meeting</td>
<td>Carnegie III</td>
<td></td>
</tr>
<tr>
<td>1:00 - 2:00 pm</td>
<td>ECA Research Fellows Meeting</td>
<td>Carnegie III</td>
<td></td>
</tr>
<tr>
<td>3:00 - 5:00 pm</td>
<td>2014 Program Planners I</td>
<td>Anchor</td>
<td></td>
</tr>
<tr>
<td>3:00 - 4:00 pm</td>
<td>New York State Communication Assoc.</td>
<td>Vandergrift</td>
<td></td>
</tr>
<tr>
<td>3:00 - 4:00 pm</td>
<td>Communication &amp; Technology</td>
<td>Carnegie II</td>
<td></td>
</tr>
<tr>
<td>3:00 - 4:00 pm</td>
<td>Maryland Communication Assoc.</td>
<td>Heinz</td>
<td></td>
</tr>
<tr>
<td>4:00 - 5:00 pm</td>
<td>Pennsylvania Communication Assoc.</td>
<td>Vandergrift</td>
<td></td>
</tr>
<tr>
<td>4:00 - 5:00 pm</td>
<td>Intercultural Communication</td>
<td>Carnegie III</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Friday, April 26, 2013</th>
<th>12:00 - 1:00 pm</th>
<th>Media Communication</th>
<th>Anchor</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 - 1:00 pm</td>
<td>Communication Administration</td>
<td>Fox Chapel</td>
<td></td>
</tr>
<tr>
<td>1:00 - 2:00 pm</td>
<td>Community College</td>
<td>Anchor</td>
<td></td>
</tr>
<tr>
<td>1:00 - 2:00 pm</td>
<td>Political Communication</td>
<td>Sternwheeler</td>
<td></td>
</tr>
<tr>
<td>2:00 - 3:00 pm</td>
<td>ECA 2014 Convention Planning II</td>
<td>Fox Chapel</td>
<td></td>
</tr>
<tr>
<td>2:00 - 3:00 pm</td>
<td>Health Communication</td>
<td>Sternwheeler</td>
<td></td>
</tr>
<tr>
<td>2:00 - 3:00 pm</td>
<td>Kenneth Burke</td>
<td>Anchor</td>
<td></td>
</tr>
<tr>
<td>3:00 - 4:00 pm</td>
<td>Interpretation &amp; Performance Studies</td>
<td>Anchor</td>
<td></td>
</tr>
<tr>
<td>4:00 - 5:00 pm</td>
<td>Organizational Communication</td>
<td>Anchor</td>
<td></td>
</tr>
<tr>
<td>5:00 - 6:00 pm</td>
<td>Nonverbal Communication</td>
<td>Shadyside</td>
<td></td>
</tr>
</tbody>
</table>
# ECA Business Meetings At-a-Glance

<table>
<thead>
<tr>
<th>Saturday, April 27, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00 am</td>
</tr>
<tr>
<td>9:00-10:00 am</td>
</tr>
<tr>
<td>9:00-10:00 am</td>
</tr>
<tr>
<td>10:00-11:00 am</td>
</tr>
<tr>
<td>10:00-11:00 am</td>
</tr>
<tr>
<td>11:00-12:00 pm</td>
</tr>
<tr>
<td>11:00-12:00 pm</td>
</tr>
<tr>
<td>12:00-1:00 pm</td>
</tr>
<tr>
<td>12:00-1:00 pm</td>
</tr>
<tr>
<td>12:00-1:00 pm</td>
</tr>
<tr>
<td>1:00-2:15 pm</td>
</tr>
<tr>
<td>2:30-3:45 PM</td>
</tr>
<tr>
<td>4:00-5:45 PM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sunday, April 28, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-9:30 am</td>
</tr>
<tr>
<td>9:30-11:30 am</td>
</tr>
</tbody>
</table>
## Events of General Convention Interest

### Wednesday, April 24, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-4:00 pm</td>
<td>ECA Registration</td>
<td>Conference Foyer</td>
</tr>
<tr>
<td>9:00-4:30 pm</td>
<td>Basic Course Conference</td>
<td>Conference Foyer</td>
</tr>
</tbody>
</table>

### Thursday, April 25, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-5:00 pm</td>
<td>ECA Registration</td>
<td>Conference Foyer</td>
</tr>
<tr>
<td>1:00-5:00 pm</td>
<td>Exhibit Area</td>
<td>Frick</td>
</tr>
<tr>
<td>2:45-3:45 pm</td>
<td>ECA Coffee Café</td>
<td>Frick</td>
</tr>
<tr>
<td>5:00-6:00 pm</td>
<td>Newcomers Reception</td>
<td>Monongahela</td>
</tr>
<tr>
<td>6:00-7:30 pm</td>
<td>Welcome Reception</td>
<td>Monongahela</td>
</tr>
<tr>
<td>8:00-9:00 pm</td>
<td>12-Step Group Meeting</td>
<td>Carnegie I</td>
</tr>
</tbody>
</table>

### Friday, April 26, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-5:00 pm</td>
<td>ECA Registration</td>
<td>Conference Foyer</td>
</tr>
<tr>
<td>9:00-5:00 pm</td>
<td>Exhibit Area</td>
<td>Frick</td>
</tr>
<tr>
<td>10:45-12:00 pm</td>
<td>ECA Awards Recognition and Coffee Café</td>
<td>Bob &amp; Dolores Hope</td>
</tr>
<tr>
<td>12:30-1:45 pm</td>
<td>Undergraduate Poster Session I</td>
<td>Frick</td>
</tr>
<tr>
<td>6:30-9:00 pm</td>
<td>Wine and Spots</td>
<td>Allegheny Harvard/Yale Club</td>
</tr>
<tr>
<td>6:30-8:00 pm</td>
<td>Performance: August Wilson’s Hill District</td>
<td>August Wilson boyhood home</td>
</tr>
<tr>
<td>8:00-9:00 p.m.</td>
<td>12-Step Group Meeting</td>
<td>Carnegie I</td>
</tr>
</tbody>
</table>

### Saturday, April 27, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-2:00 pm</td>
<td>ECA Registration</td>
<td>Conference Foyer</td>
</tr>
<tr>
<td>9:00-3:00 pm</td>
<td>Exhibit Area</td>
<td>Frick</td>
</tr>
<tr>
<td>10:30-11:45 am</td>
<td>Graduate Poster Session</td>
<td>Frick</td>
</tr>
<tr>
<td>10:30-11:30 am</td>
<td>ECA Coffee Café</td>
<td>Frick</td>
</tr>
<tr>
<td>11:00-1:00 pm</td>
<td>USC Top Papers and Luncheon</td>
<td>Sky</td>
</tr>
<tr>
<td>1:00-2:15 pm</td>
<td>Undergraduate Poster Session II</td>
<td>Frick</td>
</tr>
<tr>
<td>5:45-7:30 pm</td>
<td>President’s Reception</td>
<td>Bob &amp; Dolores Hope</td>
</tr>
<tr>
<td>8:00-9:00 pm</td>
<td>12-Step Group Meeting</td>
<td>Carnegie I</td>
</tr>
</tbody>
</table>
## 2013 ECA Short Courses At-A-Glance

Participants must register for Short Courses at Convention Registration.

### Thursday 1:00-2:15pm

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

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

### Thursday 4:00-5:15pm

**#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

**#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

### Saturday 11:30-12:45pm

**#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

**#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

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30-12:45pm</td>
<td>Confluence of PR Pedagogy and Practice: Public Relations Student Society of America</td>
<td>Oliver</td>
</tr>
</tbody>
</table>

## Friday, April 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:15am</td>
<td>Taking on a New Role: Department Assessment and Strategic Planning with Lambda Pi Eta</td>
<td>Anchor</td>
</tr>
<tr>
<td>9:30-10:45pm</td>
<td>National Communication Association Initiatives and Member Resources</td>
<td>Carnegie II</td>
</tr>
<tr>
<td>12:30-1:45pm</td>
<td>The Sky is Falling and the Four C’s: Communication, Crisis, Community, and Consequences – A Town Hall Discussion</td>
<td>Conference B</td>
</tr>
<tr>
<td>2:00-3:15pm</td>
<td>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</td>
<td>Bob &amp; Dolores Hope</td>
</tr>
</tbody>
</table>

## Saturday, April 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:15am</td>
<td>CMM and Beyond: Celebrating the Life of W. Barnett Pearce</td>
<td>Sternwheeler</td>
</tr>
<tr>
<td>8:00-9:15am</td>
<td>Communication in an International Context: A Fulbright Scholar Experience</td>
<td>Lawrence Welk</td>
</tr>
<tr>
<td>11:30-12:45pm</td>
<td>The Function and Future of the Discipline: A Confluence of Generations</td>
<td>Bob &amp; Dolores Hope</td>
</tr>
<tr>
<td>2:30-3:45pm</td>
<td>Celebrating the Career and Legacy of Distinguished Service of Jerry L. Allen to ECA</td>
<td>Conference B</td>
</tr>
</tbody>
</table>
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 Course

Basic 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: Isabella 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 Deluliiis, 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

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

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**

<table>
<thead>
<tr>
<th>Role</th>
<th>Name and Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair (President)</td>
<td>Nancy J. Willets</td>
</tr>
<tr>
<td>First Vice President</td>
<td>Danette Ifert Johnson</td>
</tr>
<tr>
<td>First Vice President Elect</td>
<td>Thomas Flynn</td>
</tr>
<tr>
<td>Immediate Past President</td>
<td>Cindy Lont</td>
</tr>
<tr>
<td>Executive Director</td>
<td>Ronald C. Arnett</td>
</tr>
</tbody>
</table>

**Ex-Officio Council**

<table>
<thead>
<tr>
<th>Role</th>
<th>Name and Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRR Editor</td>
<td>Theodore A. Avtgis</td>
</tr>
<tr>
<td>QRRC Editor</td>
<td>Janie M. Harden Fritz</td>
</tr>
<tr>
<td>CQ Editor</td>
<td>Benjamin R. Bates</td>
</tr>
<tr>
<td>Director of Marketing and Exhibits</td>
<td>Sean M. Horan</td>
</tr>
<tr>
<td>ECA Representative to NCA 2013 Nominating Committee</td>
<td>Trevor S. Parry-Giles</td>
</tr>
<tr>
<td>Archivist</td>
<td>Susan J. Drucker</td>
</tr>
<tr>
<td>ECA Community College Representative to NCA Legislative Assembly</td>
<td>Tobi Mackler</td>
</tr>
<tr>
<td>ECA K-12 Representative to NCA Legislative Assembly</td>
<td>Jean Ann Streiff</td>
</tr>
<tr>
<td>ECA College/University Representative to NCA Legislative Council</td>
<td>Susan Jasko</td>
</tr>
</tbody>
</table>

**Interest Group Representatives**

<table>
<thead>
<tr>
<th>Role</th>
<th>Name and Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rhetoric and Public Address</td>
<td>Benjamin R. Bates</td>
</tr>
<tr>
<td>Voices of Diversity</td>
<td>Joy M. Cypher</td>
</tr>
<tr>
<td>Nonverbal Communication</td>
<td>Kristen Campbell Eichhorn</td>
</tr>
<tr>
<td>Communication, Law &amp; Ethic</td>
<td>Donald A. Fishman</td>
</tr>
<tr>
<td>Political Communication</td>
<td>Lisa M. Gring-Pemble</td>
</tr>
<tr>
<td>Theory &amp; Methodology</td>
<td>Susan Jasko</td>
</tr>
<tr>
<td>Argumentation &amp; Forensics</td>
<td>Theodore F. Sheckels</td>
</tr>
<tr>
<td>Community College</td>
<td>Michelle Simpson</td>
</tr>
<tr>
<td>Media Communication</td>
<td>Matthew J. Smith</td>
</tr>
<tr>
<td>Communication Administration</td>
<td>Sally Vogl-Bauer</td>
</tr>
</tbody>
</table>
Thursday 10:00-11:15am

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

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

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 Luechtfeld, 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**

### 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

### 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”  
Evon 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 Lyin’: A Discussion, Comparison and Application of the Symptoms of Groupthink”  
Chris Grouzes, West Chester University

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**

**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**

**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

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

Philosophers and Communication

Sponsor: Philosophy of Communication
Chair: Celeste Grayson Seymour, Western Governor’s University
Respondent: Kristen Majocha, 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. Kudin, 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

**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

**Illness Narratives**

**Sponsor:** Health Communication  
**Chair:** Kristen Flennery, 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
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.

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

**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

**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

**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 Moylneaux_, LaSalle University


_John Koch_, Wayne State University


_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

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

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

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 Shelley’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

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

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

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
**Thursday 2:30-3:45pm**

**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**

**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

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

**Sponsor:** Community College  
**Chair:** Danamari 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 Wanz*, 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

**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

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

Sponsor: Applied Communication  
Chair: Leanne 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

“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

**ECA Coffee Café**

Sponsored by West Virginia Wesleyan College.
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 3:00-5:00pm</td>
<td>Anchor</td>
<td>ECA 2014 Convention Planning Meeting I</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chair: Thomas Flynn, Slippery Rock University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Interest Group Planners for the 2014 ECA Annual Meeting in Providence should attend either this</td>
</tr>
<tr>
<td></td>
<td></td>
<td>meeting or the Convention Planning Meeting II on Friday.</td>
</tr>
<tr>
<td>Thursday 3:00-4:00pm</td>
<td>Vandergrift</td>
<td>New York State Communication Association Business Meeting</td>
</tr>
<tr>
<td>Thursday 3:00-4:00pm</td>
<td>Carnegie II</td>
<td>Communication &amp; Technology Business Meeting</td>
</tr>
<tr>
<td>Thursday 3:00-4:00pm</td>
<td>Heinz</td>
<td>Maryland State Communication Association Business Meeting</td>
</tr>
<tr>
<td>Thursday 4:00-5:00pm</td>
<td>Vandergrift</td>
<td>Pennsylvania Communication Association Business Meeting</td>
</tr>
<tr>
<td>Thursday 4:00-5:00pm</td>
<td>Carnegie III</td>
<td>Intercultural Communication Business Meeting</td>
</tr>
</tbody>
</table>
**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

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

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”.
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?

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

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

Erica Cooper, Roanoke College

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

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. Earnheardt, 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

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

“Televisual 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

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

ECA Newcomer’s Reception

Thursday 6:00-7:30pm

ECA Welcome Reception

Sponsored by Duquesne University.
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

Maryland Communication Association

Is proud to support Eastern Communication Association

Welcome to Pittsburgh!

DON’T FORGET TO SUPPORT MCA’S ANNUAL CONFERENCE

Theme: “Talking Through the Tech”

Friday and Saturday, October 18 – 19, 2013

Bowie State University

Check the MCA website for updates
www.marylandcomm.org
Email: mca@marylandcomm.org
congratulates undergraduate participants in the

3rd Annual James C. McCroskey & Virginia P. Richmond Undergraduate Scholars 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.
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.

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
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.
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**

### 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

**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**

### 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  
**Andrea 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.
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.

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

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 Alshoaibi, 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

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

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

Sponsor: Community College
Chair: Danamarie 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

ECA Exhibit Hall Open

Friday 9:30-10:45am

Short Course—#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

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.
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, Hazelton
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.

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*

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  
Leanne 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. Earnheardt, 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

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  April 26  Eastern Communication Association

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.
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.
**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

1. “Girl Talk: The Use and Influence of Uncompromising Realism”  
   **Melanie Green**, University of Pittsburgh

2. “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

   **Trevor D. Kurtz**, Wilkes University

4. “Crisis Mode: Three Pro-Life Organizations’ use of Apologia During a Rhetorical Crisis”  
   **Kelsey DeForest**, Hollins University

5. “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

6. “Our Superheroes, Our Super Heroines and the Status Quo”  
   **Sara Antonio**, The College at Brockport, SUNY

7. “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

8. “Collegiate Athletic Identity and Its Relationship to Food Discourses”  
   **Cailin Kowalewski**, SUNY Geneseo

   **Jordan Broome**, Johnson C. Smith University

10. “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 Brawer, 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”
Behtash 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
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

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.

---

Master of Arts in Communication

Areas of Study Include:
- Interpersonal and Organizational Communication
- Media Studies
- Rhetoric and Public Address

Dedicated Faculty ~ Affordable Tuition
Teaching Assistantship Opportunities

For more information, visit us on the Web at www.brockport.edu, or call (585) 395-2511.

The College at Brockport
State University of New York
Friday 12:30-1:45pm

**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

**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-Borre, 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.
Communicate Unto Others: Examining Technological Challenges for Ethical Communication across the Discipline

Sponsor: Communication Law and Ethics

Chair: Rekha Sharma, Kent State University
       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.

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

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.
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
Community College Business Meeting

Friday 1:00-2:00pm
Political Communication Business Meeting

Friday 2:00-3:00pm
ECA 2014 Convention Planning Meeting II

Chair: 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
Health Communication Business Meeting

Friday 2:00-3:00pm
Kenneth Burke Business Meeting

Friday 2:00-3:15pm
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.
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.

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

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: Frankl, 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

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

Ashely 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

**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

**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

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

Brent C. Sleasman, Gannon University

Friday 3:00-4:00pm

Interpretation & Performance Studies Business Meeting

Friday 3:30-4:45pm

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 Efissima 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

**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

**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

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 Burkean analysis by pushing Burke into unconventional areas. For example, questions about what Burkean 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

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

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

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

**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

**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

**Organizational Communication Business Meeting**
Friday 5:00-6:00pm

Nonverbal Communication Business Meeting

Friday 5:00-6:15

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


*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

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

- **Sponsor:** Undergraduate Scholars Conference
- **Chair:** David T. McManus, 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.
SYRACUSE UNIVERSITY
Proudly Celebrates Over 100 Years of Studying Communication

Established in 1910 as the Department of Oratory, the current Department of Communication and Rhetorical Studies continues to promote the study and development of excellence in areas including rhetorical studies, social interaction and culture, critical organizational studies and cosmopolitan studies. In addition to a robust and dynamic undergraduate program, the department offers a highly competitive master’s degree program with a focus on preparation for doctoral study.

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
Amardo 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

**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

**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

**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

**Reclaiming Voices: Practices of Silencing and Speaking Identity**

Sponsor: Voices of Diversity  
Chair: Shena 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**

**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**

**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**

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

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

**Panelists:**  
Adam C. Earnheardt, Youngstown State University  
Norma Jones, Kent State University  
Mary Beth Earnheardt, 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**

**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

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

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
Department of Communication Studies
congratulates

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. Waggenspack, 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.”
**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**

**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  
**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
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.

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, panelists 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

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

“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

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

Saturday 8:00-9:15am

Top Papers in Political Communication

Sponsor: Political Communication  
Chair: Jason A. Edwards, Bridgewater State University  
Respondent: Kristin English, George 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-Pemble, George Mason University

Jill M. Weber, Hollins University

This panel features the top competitive papers for the political communication interest group.
Attend a presentation by a Fulbright Scholar Alumni Ambassador:
“Communication in an International Context: A Fulbright Scholar Experience”
Saturday, April 27, 8:00 am - 9:15 am, Lawrence Welk Room

All program information is available at www.iie.org/cies.
Saturday 8:00-9:15am

**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

**Philosophy of Communication Business Meeting**

Saturday 9:00-3:00pm

**ECA Exhibit Hall Open**

Saturday 9:00-10:00am

**Communication Traits Business Meeting**

Saturday 9:00-10:00am

**Theory & Methodology Business Meeting**

Saturday 9:30-10:45 am

**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  
**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  
**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 Montfort University)
International PR, strategic and crisis communication
**Saturday 9:30-10:45am**

**Advertise This!**

- **Sponsor:** Undergraduate Scholars Conference
- **Chair:** Nicole A. Smith, Lynchburg College
- **Respondent:** Adam C. Earnheardt, 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**

**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
Fox Chapel

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
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?
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-Pemble, 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 Sawy, 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.

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
Top Competitive Papers in Applied Communication

Sponsor: Applied Communication
Chair: Nancy A. Wieneck, 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.

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

**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

**Voices of Diversity Business Meeting**

### Saturday 10:00-11:00am

**Instructional Communication Business Meeting**

### Saturday 10:30-11:30am

**ECA Coffee Café**
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

Applied Communication Business Meeting

Saturday 11:00-12:00pm

Interpersonal Communication Business Meeting

Saturday 11:00-1:00pm

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 Fremaeu, 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

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

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.
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.

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

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”
Aumnno 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

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
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.

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.
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.

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.
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.

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

**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 Alcala,** 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

**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

**Argumentation and Forensics Business Meeting**

Saturday 12:00-1:00pm

**Communication Law & Ethics Business Meeting**
<table>
<thead>
<tr>
<th>Saturday 12:00-1:00pm</th>
<th>Anchor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rhetoric and Public Address Business Meeting</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Saturday 1:00-2:15pm</th>
<th>Allegheny</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Past Officers’ Meeting and Luncheon</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Saturday 1:00-2:15pm</th>
<th>Frick</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Competitive Undergraduate Poster Session II</strong></td>
<td></td>
</tr>
</tbody>
</table>

**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 Talhamé,** 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 Esenwa, Canisius College

“Awesome Looks, Great Job!”
Daniel Frellly, 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

---

**Get plugged in!**

Earn your **graduate degree in the state capital** of Florida:

- **Gain experience through student residencies** in government and industry organizations.
- **Open new worlds in relationships** with internationally recognized faculty and scholars.
- **Prepare for success using top media technologies.**

Play on a larger playing field. The master’s, doctoral and certificate communication programs at The Florida State University:

**www.comm.cci.fsu.edu**
Saturday 1:00-2:15pm

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

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

**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

**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  
Sarah Zaitchik, University of Texas, Austin  
Andrea Meluch, Kent State University

“A 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.
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.

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

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”
Narissa 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

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  
**Respondent:** 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 roundtable 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

**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 Borcher**, 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

**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

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
Political Communication in the States: Arguments & Strategies

Saturday 2:30-3:45pm
Shadyside

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.

Presidential Rhetoric: Exploring the 20th Century

Saturday 2:30-3:45pm
Lawrence Welk

Sponsor: Rhetoric & Public Address
Chair: Aaron Kerr, Gannon University

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.
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.

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 Gerdning, University of Missouri, Columbia
Sara Trask, University of Missouri, Columbia

*Student Paper
The Eastern Communication Association thanks Paul Carty of Kendall Hunt for his professionalism, dedication to the field, and generosity of heart.
Saturday 2:30-3:45pm

**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

**“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.”
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday 4:00-5:45pm</td>
<td>Monongahela</td>
<td>ECA General Business Meeting</td>
</tr>
<tr>
<td>Saturday 5:45-7:30pm</td>
<td>Bob and Delores Hope</td>
<td>President’s Reception</td>
</tr>
<tr>
<td></td>
<td>Kendall Hunt</td>
<td>Please join us as we celebrate ECA and ECA President Nancy J. Willets.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sponsored by Kendall Hunt Publishing.</td>
</tr>
<tr>
<td>Saturday 8:00-9:00pm</td>
<td>Carnegie I</td>
<td>12 Step Group Meeting</td>
</tr>
</tbody>
</table>


**Sunday 8:30-9:30am**

**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**

**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. Wiencek (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 Majocha (Philosophy of Communication)
- Lisa Gring-Pemble (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@sr.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@sr.edu

Associate Convention Planner
Valerie Swarts
Slippery Rock University
valerie.swarts@sr.edu

Associate Convention Planner
Cheryl A. Casey
Hamilton College
ccasey@hamilton.edu

Graduate Poster Sessions Coordinator
Jaietta Jackson
Youngstown State University
Jai728@att.net

Associate Convention Planner
Lewis Freeman
Fordham University
LeFreeman@fordham.edu

Associate Convention Planner
Cheryl A. Casey
Hamilton College
ccasey@hamilton.edu

James C. McCroskey and Virginia P. Richmond
Undergraduate Scholars Conference
Leeanne Bell McManus
Stevenson University
leeannebell@hotmail.com

Short Course Coordinator
Kristen L. Majocha
University of Pittsburgh at Johnstown
klynn@pitt.edu
# ECA Interest Group Planners 2014

<table>
<thead>
<tr>
<th>Interest Group</th>
<th>ECA Planner</th>
<th>Institution</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Communication</td>
<td>Todd Kelshaw</td>
<td>Montclair State University</td>
<td><a href="mailto:todd.kelshaw@montclair.edu">todd.kelshaw@montclair.edu</a></td>
</tr>
<tr>
<td>Argumentation and Forensics</td>
<td>Carl Hyden</td>
<td>Morgan State University</td>
<td><a href="mailto:Carl.hyden@morgan.edu">Carl.hyden@morgan.edu</a></td>
</tr>
<tr>
<td>Communication Administration</td>
<td>Timothy P. Mottet</td>
<td>Texas State University, San Marcos</td>
<td><a href="mailto:tm15@txstate.edu">tm15@txstate.edu</a></td>
</tr>
<tr>
<td>Communication &amp; Technology</td>
<td>David Westerman</td>
<td>West Virginia University</td>
<td><a href="mailto:dkwNF2008@gmail.com">dkwNF2008@gmail.com</a></td>
</tr>
<tr>
<td>Communication Law &amp; Ethics</td>
<td>D.L. Stephenson</td>
<td>Western Connecticut State University</td>
<td><a href="mailto:stephensond@wcsu.edu">stephensond@wcsu.edu</a></td>
</tr>
<tr>
<td>Communication Traits</td>
<td>Jerry L. Allen</td>
<td>University of New Haven</td>
<td><a href="mailto:jallen@newhaven.edu">jallen@newhaven.edu</a></td>
</tr>
<tr>
<td>Community College</td>
<td>Danamarie Every Gallagher</td>
<td>Delaware County Com. College</td>
<td><a href="mailto:dgallagher32@dccc.edu">dgallagher32@dccc.edu</a></td>
</tr>
<tr>
<td>Health Communication</td>
<td>Virginia McDermott</td>
<td>High Point University</td>
<td><a href="mailto:vmcdermo@highpoint.edu">vmcdermo@highpoint.edu</a></td>
</tr>
<tr>
<td>Instructional Communication</td>
<td>Daniel Mansson</td>
<td>Bloomsburg University</td>
<td><a href="mailto:dhm14@psu.edu">dhm14@psu.edu</a></td>
</tr>
<tr>
<td>Intercultural Communication</td>
<td>Shinsuke Eguchi</td>
<td>University of New Mexico</td>
<td><a href="mailto:seguchi@unm.edu">seguchi@unm.edu</a></td>
</tr>
<tr>
<td>Interpersonal Communication</td>
<td>Megan Dowd</td>
<td>Hamilton College</td>
<td><a href="mailto:mdowd@hamilton.edu">mdowd@hamilton.edu</a></td>
</tr>
<tr>
<td>Interpretation &amp; Performance Studies</td>
<td>Andree E. C. Betancourt</td>
<td>Northern Virginia Community College</td>
<td><a href="mailto:DreBetancourt@gmail.com">DreBetancourt@gmail.com</a></td>
</tr>
<tr>
<td>Media Communication</td>
<td>James M. Durbin</td>
<td>University of Akron</td>
<td><a href="mailto:Jmd16@uakron.edu">Jmd16@uakron.edu</a></td>
</tr>
<tr>
<td>Media Ecology Association</td>
<td>James Morrison</td>
<td>Boston College</td>
<td><a href="mailto:james.morrison@bc.edu">james.morrison@bc.edu</a></td>
</tr>
<tr>
<td>Nonverbal Communication</td>
<td>Christopher J. Claus</td>
<td>Towson University</td>
<td><a href="mailto:cclaus@mix.wvu.edu">cclaus@mix.wvu.edu</a></td>
</tr>
<tr>
<td>Organizational Communication</td>
<td>Jason Wrench</td>
<td>SUNY New Paltz</td>
<td><a href="mailto:ecausc@aol.com">ecausc@aol.com</a></td>
</tr>
<tr>
<td>Philosophy of Communication</td>
<td>Kristen L. Majocha</td>
<td>Univ. of Pittsburgh at Johnstown</td>
<td><a href="mailto:klynn@pitt.edu">klynn@pitt.edu</a></td>
</tr>
<tr>
<td>Political Communication</td>
<td>Janis L. Edwards</td>
<td>University of Alabama</td>
<td><a href="mailto:janis.edwards@ua.edu">janis.edwards@ua.edu</a></td>
</tr>
<tr>
<td>Rhetoric &amp; Public Address</td>
<td>Heather Stassen-Ferrara</td>
<td>Cazenovia College</td>
<td><a href="mailto:hmferrara@cazenovia.edu">hmferrara@cazenovia.edu</a></td>
</tr>
<tr>
<td>Theory and Methodology</td>
<td>Jen Eden</td>
<td>Marist College</td>
<td><a href="mailto:Jen.Eden@Marist.edu">Jen.Eden@Marist.edu</a></td>
</tr>
<tr>
<td>Voices of Diversity</td>
<td>Chizoba Udeorji</td>
<td>Kingsborough Community College</td>
<td><a href="mailto:Chizoba06@aim.com">Chizoba06@aim.com</a></td>
</tr>
</tbody>
</table>
ECA Presidents

1910  (Organizers; No President)
P. M. Pearson  
Swarthmore College  
Albert E. Hancock  
Haverford College  
Frederic A. Child  
University of Pennsylvania

1911
Paul M. Pearson  
Swarthmore College

1912-1913
Erasthus 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 Kongsisberg  
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. Keesey  
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

2007  
Kevin Pearce  
Bryant College

2008  
Janie Harden Fritz  
Duquesne University

2009  
William Cowen  
Villanova University

2010  
Leeanne M. Bell  
Stevenson University

2011  
Monica Brasted  
The College at Brockport, SUNY

2012  
Tobi Mackler  
Montgomery County Community College

2006  
Anita Foeman  
West Chester University

2007  
Maurice Hall  
Villanova University

2008  
Joy Cypher  
Rowan University
Secretaries, Treasurers, Directors and Journal Editors

**Secretary**

1911-1912
Frederic A. Child  
*University of Pennsylvania*

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 Allardycce  
*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*

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*

**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 Allardycce  
*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*
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

1976-1978
Thomas W. Benson
Pennsylvania State University

1979-1981
Lawrence R. Wheeless
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 Quarterly

1976-1978
Thomas W. Benson
Pennsylvania State University

1979-1981
Lawrence R. Wheeless
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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979</td>
<td>Carroll C. Arnold</td>
<td><em>Pennsylvania State University</em></td>
</tr>
<tr>
<td>1980</td>
<td>Woffard G. Gardner</td>
<td><em>University of Maine</em></td>
</tr>
<tr>
<td>1981</td>
<td>Wilbur E. Gilman</td>
<td><em>Queens College, CUNY</em></td>
</tr>
<tr>
<td>1982</td>
<td>Robert T. Oliver</td>
<td><em>Pennsylvania State University</em></td>
</tr>
<tr>
<td>1983</td>
<td>Everett Lee Hunt</td>
<td><em>Swarthmore College</em></td>
</tr>
<tr>
<td>1984</td>
<td>John F. Wilson</td>
<td><em>Herbert H. Lehman College, CUNY</em></td>
</tr>
<tr>
<td>1985</td>
<td>Paul D. Holtzman</td>
<td><em>Pennsylvania State University</em></td>
</tr>
<tr>
<td>1986</td>
<td>Donald H. Ecroyd</td>
<td><em>Temple University</em></td>
</tr>
<tr>
<td>1987</td>
<td>Jane Blankenship</td>
<td><em>University of Massachusetts</em></td>
</tr>
<tr>
<td>1988</td>
<td>Gerald M. Phillips</td>
<td><em>Pennsylvania State University</em></td>
</tr>
<tr>
<td>1989</td>
<td>James W. Chesebro</td>
<td><em>SCA National Office</em></td>
</tr>
<tr>
<td>1990</td>
<td>James C. McCroskey</td>
<td><em>West Virginia University</em></td>
</tr>
<tr>
<td>1991</td>
<td>Raymie E. McKerrow</td>
<td><em>University of Maine</em></td>
</tr>
<tr>
<td>1992</td>
<td>Linda C. Lederman</td>
<td><em>Rutgers University</em></td>
</tr>
<tr>
<td>1993</td>
<td>Gerald Lee Ratliff</td>
<td><em>Montclair State University</em></td>
</tr>
<tr>
<td>1994</td>
<td>Virginia P. Richmond</td>
<td><em>West Virginia University</em></td>
</tr>
<tr>
<td>1995</td>
<td>Jeanne M. Lutz</td>
<td><em>Pennsylvania State University</em></td>
</tr>
<tr>
<td>1996</td>
<td>Dan F. Hahn</td>
<td><em>Florida Atlantic University</em></td>
</tr>
<tr>
<td>1997</td>
<td>Thomas L. Veenendall</td>
<td><em>Montclair State University</em></td>
</tr>
<tr>
<td>1998</td>
<td>Dale A. Bertelsen</td>
<td><em>Bloomsburg University</em></td>
</tr>
<tr>
<td>1999</td>
<td>Sandra L. Herndon</td>
<td><em>Ithaca College</em></td>
</tr>
<tr>
<td>2000</td>
<td>Jerry L. Allen</td>
<td><em>University of New Haven</em></td>
</tr>
<tr>
<td>2001</td>
<td>Deborah Borisoff</td>
<td><em>New York University</em></td>
</tr>
<tr>
<td>2002</td>
<td>Gary Gumpert</td>
<td><em>Communication Landscapers</em></td>
</tr>
<tr>
<td>2003</td>
<td>Kathleen M. Long</td>
<td><em>West Virginia Wesleyan College</em></td>
</tr>
<tr>
<td>2004</td>
<td>Jannette Kenner Muir</td>
<td><em>George Mason University</em></td>
</tr>
<tr>
<td>2005</td>
<td>Susan J. Drucker</td>
<td><em>Hofstra University</em></td>
</tr>
<tr>
<td>2006</td>
<td>S. Diane McFarland</td>
<td><em>Buffalo State College</em></td>
</tr>
<tr>
<td>2008</td>
<td>Nancy J. Willets</td>
<td><em>Cape Cod Community College</em></td>
</tr>
</tbody>
</table>
### Past Presidents / Officers Award

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984</td>
<td>Kathleen Hall Jamieson</td>
<td>University of Pennsylvania</td>
</tr>
<tr>
<td>1984</td>
<td>Virginia P. Richmond</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>1985</td>
<td>Lois J. Einhorn</td>
<td>SUNY Binghamton</td>
</tr>
<tr>
<td>1986</td>
<td>Joshua Meyrowitz</td>
<td>University of New Hampshire</td>
</tr>
<tr>
<td>1987</td>
<td>Lea P. Stewart</td>
<td>Rutgers University</td>
</tr>
<tr>
<td>1988</td>
<td>Christopher L. Johnstone</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>1989</td>
<td>Lynne Kelly</td>
<td>University of Hartford</td>
</tr>
<tr>
<td>1990</td>
<td>Andrew S. Rancer</td>
<td>Emerson College</td>
</tr>
<tr>
<td>1990</td>
<td>Robert L. Duran</td>
<td>University of Hartford</td>
</tr>
<tr>
<td>1991</td>
<td>Kristin Langellier</td>
<td>University of Maine</td>
</tr>
<tr>
<td>1991</td>
<td>Eric Peterson</td>
<td>University of Maine</td>
</tr>
<tr>
<td>1992</td>
<td>Melanie Booth-Butterfield</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>1993</td>
<td>Deborah Borisoff</td>
<td>New York University</td>
</tr>
<tr>
<td>1994</td>
<td>Teresa A. Nance</td>
<td>Villanova University</td>
</tr>
<tr>
<td>1995</td>
<td>Dale Herbeck</td>
<td>Boston College</td>
</tr>
<tr>
<td>1996</td>
<td>Molly Wertheimer</td>
<td>Pennsylvania State University, Hazleton</td>
</tr>
<tr>
<td>1997</td>
<td>Susan J. Drucker</td>
<td>Hofstra University</td>
</tr>
<tr>
<td>1998</td>
<td>Star A. Muir</td>
<td>George Mason University</td>
</tr>
<tr>
<td>1999</td>
<td>Richard L. West</td>
<td>University of Southern Maine</td>
</tr>
<tr>
<td>2000</td>
<td>Mari Boor Tonn</td>
<td>University of New Hampshire</td>
</tr>
<tr>
<td>2001</td>
<td>Danette Ifert Johnson</td>
<td>West Virginia Wesleyan College</td>
</tr>
<tr>
<td>2002</td>
<td>Matthew M. Martin</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>2003</td>
<td>Lisa Marie Cuklanz</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>Thomas Flynn</td>
<td>Slippery Rock College</td>
</tr>
<tr>
<td>2005</td>
<td>Timothy Mottet</td>
<td>Southwest Texas State University</td>
</tr>
<tr>
<td>2007</td>
<td>Trevor Parry-Giles</td>
<td>University of Maryland</td>
</tr>
<tr>
<td>2008</td>
<td>Charles Morris, III</td>
<td>Boston College</td>
</tr>
<tr>
<td>2009</td>
<td>Timothy J. Brown</td>
<td>West Chester University</td>
</tr>
<tr>
<td>2010</td>
<td>Marian L. Houser</td>
<td>Texas State University- San Marcos</td>
</tr>
<tr>
<td>2011</td>
<td>Theodore Avtgis</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>2012</td>
<td>Benjamin Bates</td>
<td>Ohio University</td>
</tr>
<tr>
<td>2013</td>
<td>Charles Morris, III</td>
<td>Boston College</td>
</tr>
<tr>
<td>2014</td>
<td>Richard L. West</td>
<td>University of Southern Maine</td>
</tr>
<tr>
<td>2015</td>
<td>Thomas F. Flynn</td>
<td>Slippery Rock College</td>
</tr>
<tr>
<td>2016</td>
<td>Timothy Mottet</td>
<td>Southwest Texas State University</td>
</tr>
<tr>
<td>2017</td>
<td>Trevor Parry-Giles</td>
<td>University of Maryland</td>
</tr>
<tr>
<td>2018</td>
<td>Benjamin Bates</td>
<td>Ohio University</td>
</tr>
<tr>
<td>2019</td>
<td>Charles Morris, III</td>
<td>Boston College</td>
</tr>
<tr>
<td>2020</td>
<td>Richard L. West</td>
<td>University of Southern Maine</td>
</tr>
<tr>
<td>2021</td>
<td>Thomas F. Flynn</td>
<td>Slippery Rock College</td>
</tr>
<tr>
<td>2022</td>
<td>Timothy Mottet</td>
<td>Southwest Texas State University</td>
</tr>
<tr>
<td>2023</td>
<td>Trevor Parry-Giles</td>
<td>University of Maryland</td>
</tr>
<tr>
<td>2024</td>
<td>Benjamin Bates</td>
<td>Ohio University</td>
</tr>
</tbody>
</table>

### Everett Lee Hunt Award

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1986</td>
<td>W. Barnett Pearce</td>
<td>University of Massachusetts</td>
</tr>
<tr>
<td>1987</td>
<td>Peter Kane</td>
<td>SUNY Brockport</td>
</tr>
<tr>
<td>1988</td>
<td>Takis Poulakos</td>
<td>University of Iowa</td>
</tr>
<tr>
<td>1989</td>
<td>James W. Chesebro</td>
<td>SCA National Office</td>
</tr>
<tr>
<td>1990</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1991</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1992</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1993</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1994</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1995</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1996</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1997</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1998</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>President</td>
<td>University</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>1990</td>
<td>Lawrence Prelli</td>
<td>University of New Hampshire</td>
</tr>
<tr>
<td>1993</td>
<td>Lois J. Einhorn</td>
<td>SUNY Binghamton</td>
</tr>
<tr>
<td>1994</td>
<td>John C. Adams and Stephen Yarbrough</td>
<td>Syracuse University</td>
</tr>
<tr>
<td>1995</td>
<td>Herman Cohen</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>1996</td>
<td>John Poulakos</td>
<td>University of Pittsburgh</td>
</tr>
<tr>
<td></td>
<td>Aaron Gresson, III</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>1997</td>
<td>James W. Chesebro</td>
<td>Indiana State University</td>
</tr>
<tr>
<td></td>
<td>Dale A. Bertelsen</td>
<td>Bloomsburg University</td>
</tr>
<tr>
<td>1998</td>
<td>Dan F. Hahn</td>
<td>New York University</td>
</tr>
<tr>
<td>1999</td>
<td>Robert T. Oliver</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>2000</td>
<td>Ronald L. Jackson, II</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td></td>
<td>Richard A. Katula</td>
<td>Northeastern University</td>
</tr>
<tr>
<td>2001</td>
<td>Lisa M. Cuklantz</td>
<td>Boston College</td>
</tr>
<tr>
<td>2002</td>
<td>Nola J. Heidlebaugh</td>
<td>SUNY Oswego</td>
</tr>
<tr>
<td>2003</td>
<td>Shawn Parry-Giles</td>
<td>University of Maryland</td>
</tr>
<tr>
<td></td>
<td>Trevor Parry-Giles</td>
<td>University of Maryland</td>
</tr>
<tr>
<td>2004</td>
<td>Thomas Benson</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>2005</td>
<td>Ekaterina Haskins</td>
<td>Rensselaer Polytechnic Institute</td>
</tr>
<tr>
<td>2006</td>
<td>Ronald C. Arnett</td>
<td>Duquesne University</td>
</tr>
<tr>
<td>2007</td>
<td>Ronald L. Jackson</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>2008</td>
<td>Charles Morris, III</td>
<td>Boston College</td>
</tr>
<tr>
<td>2010</td>
<td>Christopher L. Johnstone</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>2011</td>
<td>Ronald J. Zboray and Mary Saracino Zboray</td>
<td>University of Pittsburgh</td>
</tr>
<tr>
<td>2012</td>
<td>Samuel McCormick</td>
<td>Purdue University</td>
</tr>
</tbody>
</table>

**Donald Ecroyd and Caroline Drummond Ecroyd Award**

<table>
<thead>
<tr>
<th>Year</th>
<th>President</th>
<th>University</th>
</tr>
</thead>
<tbody>
<tr>
<td>1989</td>
<td>Diane O. Casagrande</td>
<td>West Chester University</td>
</tr>
<tr>
<td>1990</td>
<td>Marlene Cowan</td>
<td>Towson State University</td>
</tr>
<tr>
<td>1991</td>
<td>C. Jack Orr</td>
<td>West Chester University</td>
</tr>
<tr>
<td>1992</td>
<td>Linda C. Lederman</td>
<td>Rutgers University</td>
</tr>
<tr>
<td>1993</td>
<td>Virginia P. Richmond</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>1994</td>
<td>Anita K. Foeman</td>
<td>West Chester University</td>
</tr>
<tr>
<td>1995</td>
<td>Thomas L. Veenendall</td>
<td>Montclair State University</td>
</tr>
<tr>
<td>1996</td>
<td>Teresa A. Nance</td>
<td>Villanova University</td>
</tr>
<tr>
<td>1997</td>
<td>Mary Mino</td>
<td>Pennsylvania State Univ., DuBois</td>
</tr>
<tr>
<td>1998</td>
<td>Deborah Borisoff</td>
<td>New York University</td>
</tr>
<tr>
<td>1999</td>
<td>Sandra L. Herndon</td>
<td>Ithaca College</td>
</tr>
<tr>
<td>2001</td>
<td>Floyd D. Anderson</td>
<td>SUNY Brockport</td>
</tr>
<tr>
<td>2002</td>
<td>Mari Boor Tonn</td>
<td>University of Maryland</td>
</tr>
<tr>
<td>2003</td>
<td>Candice Thomas-Maddock</td>
<td>Ohio University-Lancaster</td>
</tr>
</tbody>
</table>
History

104th Annual Convention: Confluence

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 Bekelja-Wanzer
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
Raymer 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>Deborah Borisoff</td>
<td>New York University</td>
</tr>
<tr>
<td></td>
<td>Linda C. Lederman</td>
<td>Rutgers University</td>
</tr>
<tr>
<td></td>
<td>Teresa A. Nance</td>
<td>Villanova University</td>
</tr>
<tr>
<td></td>
<td>Robert T. Oliver</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td></td>
<td>Virginia P. Richmond</td>
<td>West Virginia University</td>
</tr>
<tr>
<td></td>
<td>Theodore O. Windt, Jr</td>
<td>University of Pittsburgh</td>
</tr>
<tr>
<td></td>
<td>Darlyn R. Wolvin</td>
<td>Prince George’s Community College</td>
</tr>
<tr>
<td>1997</td>
<td>Jerry L. Allen</td>
<td>University of New Haven</td>
</tr>
<tr>
<td></td>
<td>Dale Bertelsen</td>
<td>Bloomsburg University</td>
</tr>
<tr>
<td></td>
<td>Dan F. Hahn</td>
<td>New York University</td>
</tr>
<tr>
<td></td>
<td>James C. McCroskey</td>
<td>West Virginia University</td>
</tr>
<tr>
<td></td>
<td>Mary Mino</td>
<td>Pennsylvania State Univ., DuBois</td>
</tr>
<tr>
<td>1998</td>
<td>Jane Blankenship</td>
<td>University of Massachusetts</td>
</tr>
<tr>
<td></td>
<td>James W. Chesebro</td>
<td>Indiana State University</td>
</tr>
<tr>
<td></td>
<td>Joseph DeVito</td>
<td>Hunter College</td>
</tr>
<tr>
<td></td>
<td>Jeanne M. Lutz</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td></td>
<td>Raymie E. McKerrow</td>
<td>Ohio University</td>
</tr>
<tr>
<td></td>
<td>Gerald Lee Ratliff</td>
<td>SUNY Potsdam</td>
</tr>
<tr>
<td>1998</td>
<td>Andrew D. Wolvin</td>
<td>University of Maryland</td>
</tr>
<tr>
<td>1999</td>
<td>Sandra L. Herndon</td>
<td>Ithaca College</td>
</tr>
<tr>
<td></td>
<td>Agnes Doody</td>
<td>University of Rhode Island</td>
</tr>
<tr>
<td></td>
<td>Lois J. Einhorn</td>
<td>SUNY Binghamton</td>
</tr>
<tr>
<td></td>
<td>Don M. Boileau</td>
<td>George Mason University</td>
</tr>
<tr>
<td>2000</td>
<td>Kathleen M. Long</td>
<td>West Virginia Wesleyan College</td>
</tr>
<tr>
<td></td>
<td>Mary L. Kahl</td>
<td>SUNY New Paltz</td>
</tr>
<tr>
<td>2001</td>
<td>Mark L. Hickson, III</td>
<td>University of Alabama</td>
</tr>
<tr>
<td>2002</td>
<td>Floyd D. Anderson</td>
<td>SUNY Brockport</td>
</tr>
<tr>
<td></td>
<td>Joan O’Mara</td>
<td>University of Hartford</td>
</tr>
<tr>
<td>2003</td>
<td>Mary Boor Tonn</td>
<td>University of Maryland</td>
</tr>
<tr>
<td>2004</td>
<td>Susan Drucker</td>
<td>Hofstra University</td>
</tr>
<tr>
<td></td>
<td>Lea Stewart</td>
<td>Rutgers University</td>
</tr>
<tr>
<td></td>
<td>Richard Vatz</td>
<td>Towson University</td>
</tr>
<tr>
<td>2005</td>
<td>Melanie Booth-Butterfield</td>
<td>West Virginia University</td>
</tr>
<tr>
<td></td>
<td>Kathleen Kendall</td>
<td>University of Maryland</td>
</tr>
<tr>
<td></td>
<td>Valerie Endress</td>
<td>Rhode Island College</td>
</tr>
<tr>
<td>2006</td>
<td>(None Awarded)</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>Jean Ann Streiff</td>
<td>Oakland Catholic High School, PA</td>
</tr>
<tr>
<td></td>
<td>James Klumpp</td>
<td>University of Maryland</td>
</tr>
<tr>
<td>2008</td>
<td>Ronald C. Arnett</td>
<td>Duquesne University</td>
</tr>
<tr>
<td></td>
<td>Janette Kenner Muir</td>
<td>George Mason University</td>
</tr>
<tr>
<td></td>
<td>Don W. Stacks</td>
<td>University of Miami</td>
</tr>
<tr>
<td>2009</td>
<td>Michael Hostetler</td>
<td>St. John’s University</td>
</tr>
<tr>
<td></td>
<td>Danette Ifert Johnson</td>
<td>Ithaca College</td>
</tr>
<tr>
<td></td>
<td>Candice Thomas-Maddox</td>
<td>Ohio University-Lancaster</td>
</tr>
<tr>
<td></td>
<td>Melissa Wanzer</td>
<td>Canisius College</td>
</tr>
<tr>
<td>2010</td>
<td>Thomas R. Flynn</td>
<td>Slippery Rock University</td>
</tr>
<tr>
<td></td>
<td>Ronald L. Jackson</td>
<td>University of Illinois at Urbana-Champaign</td>
</tr>
<tr>
<td>2011</td>
<td>Timothy Mottet</td>
<td>University of Texas, Pan American</td>
</tr>
<tr>
<td></td>
<td>Bonnie Jefferson</td>
<td>Boston College</td>
</tr>
<tr>
<td>2012</td>
<td>Janie Harden Fritz</td>
<td>Duquesne University</td>
</tr>
<tr>
<td></td>
<td>Jason Wrench</td>
<td>SUNY New Paltz</td>
</tr>
<tr>
<td></td>
<td>(None Awarded)</td>
<td></td>
</tr>
</tbody>
</table>
## ECA Committee of Scholars: 1980-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Names and Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980-1981:</td>
<td>Dan F. Hahn, Queens College CUNY, Jane Blankenship, University of Massachusetts, Donald H. Ecroyd, Temple University, James C. McCroskey, West Virginia University</td>
</tr>
<tr>
<td>1981-1982:</td>
<td>Jeanne Lutz, Pennsylvania State University, Jane Blankenship, University of Massachusetts, Donald H. Ecroyd, Temple University, James C. McCroskey, West Virginia University</td>
</tr>
<tr>
<td>1982-1983:</td>
<td>W. Barnett Pearce, University Of Massachusetts, Thomas W. Benson, Pennsylvania State University, Donald P. Cushman, SUNY Albany, Mark L. Knapp, University of Texas</td>
</tr>
<tr>
<td>1987-1988:</td>
<td>Darlyn R. Wolvin, Prince George's Community College, Jerry L. Allen, University of New Haven, Lois J. Einhorn, SUNY Binghamton, John F. Wilson, Herbert H. Lehman College, CUNY</td>
</tr>
<tr>
<td>1983-1984:</td>
<td>James W. Chesebro, Queens College CUNY, Arthur P. Bochner, Temple University, Herman Stelzner, University of Massachusetts, Andrew D. Wolvin, University of Maryland</td>
</tr>
<tr>
<td>1988-1989:</td>
<td>Virginia P. Richmond, West Virginia University, Lynne Kelly, University of Hartford, James F. Klumpp, University of Maryland, Jack A. Barwind, Syracuse University</td>
</tr>
<tr>
<td>1984-1985:</td>
<td>Linda C. Lederman, Rutgers University, Raymond L. Falcone, University of Maryland, Ron Johnson, University of Massachusetts, Gerald M. Phillips, Pennsylvania State University</td>
</tr>
<tr>
<td>1990-1991:</td>
<td>Sandra L. Herndon, Ithaca College, Gary Gumpert, Queens College CUNY, Kathleen E. Kendall, SUNY Albany, Lyndrey A. Niles, Howard University</td>
</tr>
<tr>
<td>1991-1992:</td>
<td>Deborah F. Atwater, Pennsylvania State University, John Poulakis, University of Pittsburgh, Lawrence Prelli, University of New Hampshire, Orlando Taylor, Howard University</td>
</tr>
<tr>
<td>1992-1993:</td>
<td>Gerald Lee Ratliff, Montclair State University, Joseph DeVito, Hunter College, Robert L. Duran, University of Hartford, Joan Gorham, West Virginia University</td>
</tr>
<tr>
<td>1993-1994:</td>
<td>Alison Alexander, University of Georgia, Carolyn Anderson, University of Massachusetts, Susan Drucker, Hofstra University, Stuart Sigman, SUNY Albany</td>
</tr>
<tr>
<td>1994-1995:</td>
<td>Thomas L. Veenendall, Montclair State University, Marjorie C. Feinstein, College of St. Elizabeth, Richard West, University of Southern Maine, Rod Carveth, Worcester State College</td>
</tr>
</tbody>
</table>
1995-1996
Harvey R. Kelly Jr.
Pennsylvania State Univ., Beaver
Diane O. Casagrande
West Chester University
Myrna Foster-Kuehn
Clarion University
Janette Kenner Muir
George Mason University

1996-1997
Dale A. Bertelsen
Bloomsburg University
Jodi Cohen
Ithaca College
Anita K. Foeman
West Chester University
Joe Gow
Alfred University

1997-1998
Deborah Borisoff
New York University
Steve Booth-Butterfield
West Virginia University
Raymie E. McKerrow
Ohio University
Theodore O. Windt Jr.
University of Pittsburgh

1998-1999
Melanie Booth-Butterfield
West Virginia University
James Chesebro
Indiana State University
Ann Bainbridge Frymier
Miami University
John C. Sherblom
University of Maine

1999-2000
Jerry L. Allen
University of New Haven
Robert A. Barraclough
West Virginia University
Danette E. Ifert
West Virginia Wesleyan College
Mary Mino
Pennsylvania State Univ., DuBois

2000-2001
Janette Kenner Muir
George Mason University

Mary L. Kahl
SUNY NewPaltz
James F. Klumpp
University of Maryland
Mari Boor Tonn
University of New Hampshire

2001-2002
Susan J. Drucker
Hofstra University
Donald Fishman
Boston College
Michael L. Hecht
Pennsylvania State University
Alan M. Rubin
Kent State University

2002-2003
Don M. Boileau
George Mason University
Ronald C. Arnett
Duquesne University
Alan M. Rubin
Kent State University
Sara Weintraub Chudnovsky
Regis College

2003-2004
Ann Bainbridge Frymier
Miami University
James F. Klumpp
University of Maryland
Mari Boor Tonn
University of Maryland
Keith D. Weber
West Virginia University

2004-2005
Mary L. Kahl
SUNY New Paltz
Michael J. Hostetler
St. John’s University
Rebecca B. Rubin
Kent State University
Sandra J. Sarkela
SUNY Postdam

2005-2006
Donald A. Fishman
Boston College
Dale A. Herbeck
Boston College

Elizabeth M. Perse
University of Delaware
Lance Strate
Fordham University

2006-2007
John A. Courtright
University of Delaware
Cary Wecht Horvath
Youngstown State University
Alfred G. Mueller II
Pennsylvania State-Mont Alto
Wendy Samter
Bryant University

2007-2008
Ronald L. Jackson, II
University of Illinois
Kathleen Glenister Roberts
Duquesne University

2008-2009
Richard West
Emerson College
Valerie Swarts
Slippery Rock University
Kristin Roeschenthaler Wolfe
Duquesne University
Catherine Wright
George Mason University

2009-2010
Sara Chudnovsky Weintraub
Regis College
Don Boileau
George Mason University
Janie Harden Fritz
Duquesne University
Jeanne Persuit
UNC, Wilmington
Andrew Rancer
University of Akron

2010-2011
Candice Thomas-Maddox
Ohio University – Lancaster
Theodore A. Avtgis
West Virginia University
Marion L. House
Texas State University-San Marcos
Matthew J. Smith
Wittenberg University
History

2011-2012
Janie Harden Fritz
Duquesne University
Benjamin R. Bates
Ohio University
Leeanne M. Bell McManus
Stevenson University
Timothy J. Brown
West Chester University
Annette M. Holba
Plymouth State University

2012-2013
Cindy Lont
George Mason University
Dale Herbeck
Boston College
Lea P. Stewart
Rutgers University
Jason S. Wrench
SUNY, New Paltz

ECA Archivists

1951-1978
Magdalene Emma Kramer
Columbia University

1978-1986
Clark S. Marlor
Adelphi University

1987-1991
John F. Wilson
Herbert H. Lehman College, SUNY

1992-2011
James W. Chesebro
Ball State University

2012
Trevor S. Parry-Giles
NCA National Office

Life Members

Alberta Arnold
Benjamin R. Bates
Leeanne M. Bell McManus
James Benjamin
Thomas Benson
Dale Bertelsen
Jane Blankenship
Deborah Borisoff
Maria Brann
Shannon M. Brogan
Kathleen T. Brown
Winifred Brownell
Paul Brownstone
Neil S. Butt
Kerry Byrnes
Jacob L. Cayanus
James W. Chesebro
Jeffrey T. Child
Herman Cohen
John A. Courtright
A. J. Critchfield
Frank E. X. Dance
Warren Decker
Joseph Devito
L. Patrick Devlin
Agnes G. Doody
Katie Neary Dunleavy
James Durbin
Gary W. Eckles
Bruce K. Eckman
Kristen C. Eichhorn
Lois Einhorn
Isa N. Engleberg
Beatrice G. Ferrante
Vicki Freimuth
Brandi N. Frisby
Alan Goodboy
Lynn Dee Gregory
James P. Gross
Janie Harden Fritz
Beth Haslett
Frances Hassencahl
Dale Herbeck
Sandra L. Herndon
Sean Horan
Leola S. Horowitz
Ronald L. Jackson II
Danette Ifert Johnson
Kathleen Jamieson
Zachary Johnson
Doreen Jow
Mary L. Kahl
Peter E. Kane
Richard A. Katula
Alyssa Kauffman
ileen Kaufman
Kathleen E. Kendall
Allan James Kennedy
Carrie D. Kennedy-Lightsey
Linda C. Lederman
William Levering
Paul E. Madlock
Annette Madlock Gatisen
Daniel Mansson
Matthew Martin
Lynda McCroskey
David McMahan
Robin R. Means Coleman
Maryann Messano-Ciesla
Mary Mino
Isabel Mirsky
Timothy P. Mottet
Alfred G. Mueller, II
Janette Kenner Muir
Scott A. Myers
Lester Olson
Trevor Parry-Giles
Judy C. Pearson
Dorman Picklesimer
Irene Picklesimer
John Prellwitz
Gerald Lee Ratliff
Virginia P. Richmond
Christine E. Rittenour
Charles V. Roberts
History

104th Annual Convention: Confluence

Katherine E. Rowan
Sarah Ryan
Howard Schwartz
Robert J. Sidelinger
Brent Sleasman
Lisa Sparks
John Splaine
Sydney Staggers
Jasmine Tan
Candice Thomas-Maddox
Mary C. Toale
Rebecca M. Townsend
Sally Vogl-Bauer
Michael Wallinger
Keith Weber
Steve Weinstock
Eric Weisman
Molly Meijer Wertheimer
Richard West
Nancy Willets
David L. Woods
Jason S. Wrench
Catherine K. Wright

Convention Sites 1959-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>City, State</th>
<th>Year</th>
<th>City, State</th>
<th>Year</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>Boston, MA</td>
<td>1988</td>
<td>Baltimore, MD</td>
<td>2004</td>
<td>Boston, MA</td>
</tr>
<tr>
<td>1973</td>
<td>New York, NY</td>
<td>1989</td>
<td>Ocean City, MD</td>
<td>2005</td>
<td>Pittsburgh, PA</td>
</tr>
<tr>
<td>1975</td>
<td>New York, NY</td>
<td>1991</td>
<td>Pittsburgh, PA</td>
<td>2007</td>
<td>Providence, RI</td>
</tr>
<tr>
<td>1978</td>
<td>Boston, MA</td>
<td>1994</td>
<td>Washington, DC</td>
<td>2010</td>
<td>Baltimore, MD</td>
</tr>
<tr>
<td>1980</td>
<td>Ocean City, MD</td>
<td>1996</td>
<td>New York, NY</td>
<td>2012</td>
<td>Cambridge, MA</td>
</tr>
<tr>
<td>1981</td>
<td>Pittsburgh, PA</td>
<td>1997</td>
<td>Baltimore, MD</td>
<td>2013</td>
<td>Pittsburgh, PA</td>
</tr>
<tr>
<td>1982</td>
<td>Hartford, CT</td>
<td>1998</td>
<td>Saratoga Springs, NY</td>
<td>2014</td>
<td>Providence, RI</td>
</tr>
<tr>
<td>1983</td>
<td>Ocean City, MD</td>
<td>1999</td>
<td>Charleston, WV</td>
<td>2015</td>
<td>Philadelphia, PA</td>
</tr>
<tr>
<td>1984</td>
<td>Philadelphia, PA</td>
<td>2000</td>
<td>Pittsburgh, PA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1985</td>
<td>Providence, RI</td>
<td>2001</td>
<td>Portland, ME</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1986</td>
<td>Atlantic City, NJ</td>
<td>2002</td>
<td>New York, NY</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The best resource in and out of the classroom

**A Speaker’s Guidebook**
*Text and Reference*
Fifth Edition
Dan O’Hair, University of Kentucky
Rob Stewart, Texas Tech University
Hannah Rubenstein

Praised for connecting with students who use *A Speaker’s Guidebook* and keep it year after year, this tabbed, comb-bound text covers all the topics typically taught in the introductory course and is the easiest-to-use public speaking text available. The fifth edition does even more to address the fundamental challenges of the public speaking classroom with stronger coverage of overcoming speech anxiety, organizing and outlining, and more. The new edition also focuses on presentational speaking in a digital world—from finding credible sources online to delivering presentations in a variety of mediated formats.

**Complete coverage at a pocket-friendly price**

**A Pocket Guide to Public Speaking**
Fourth Edition
Dan O’Hair, University of Oklahoma
Hannah Rubenstein
Rob Stewart, Texas Tech University

*A Pocket Guide to Public Speaking* has helped hundreds of thousands of students master the essentials of public speaking—from invention, research, and organization to practice and delivery. It provides the practical coverage students need to give dynamic speeches, anywhere—in classrooms, on the job, and in the community. The fourth edition continues to offer the best advice and now helps students become confident speakers using digital tools and presenting online.
When was the last time your students raved about a speech text book?

**Speak Up!**
An Illustrated Guide to Public Speaking
Second Edition
Douglas M. Fraleigh, *California State University, Fresno*
Joseph S. Tuman, *San Francisco State University*
With Illustrations by Peter Arkle

Smart, compelling, fun, and affordable, *Speak Up!* connects with students through great writing, useful guidance, and hundreds of custom-drawn illustrations that bring speech to life. Instructors appreciate the book’s serious coverage of concepts and theories, fascinating real-life examples, and visual explanations that clarify complex ideas. And all this comes at less than half the price of competing texts.

Help your students speak with confidence

**SpeechClass**
A Bedford/St. Martin’s Course Space

*SpeechClass* was built to cover all aspects of public speaking. It’s fully loaded with hundreds of sample speeches, relaxation and outlining tools, and opportunities for students to practice. New video uploading and annotating tools make responding to student speeches easier and better than ever. Take a tour. Visit [yourspeechclass.com](http://www.yourspeechclass.com).
Everyone needs some R&R

**Reflect & Relate**
An Introduction to Interpersonal Communication
Third Edition
Steve McCornack, Michigan State University
Also available as an e-book

In *Reflect & Relate*, distinguished teacher and scholar Steven McCornack arms students with the best theory and most up-to-date research and then helps them relate that knowledge to their lives. The text fosters self-awareness by having students examine their own experiences and practice ongoing critical self-reflection while learning the practical skills they need to work through life’s many communication challenges.

By balancing solid scholarship and insightful pedagogy with current examples, a lively voice, and a bold new design, *Reflect & Relate* is the text your students will want to read.

“*Reflect & Relate* is a very thorough, engaging, clearly written, visually interesting, and pedagogically brilliant textbook.”

— Virginia Hamilton, University of California, Davis

**Hit play to take your class online**

**VideoCentral: Interpersonal Communication**
bedfordstmartins.com/videocentral

Assign VideoCentral and reboot your book with videos that inspire, explain, model, and engage. We’re living in the age of video—shouldn’t your textbook be there too? Students get free access to VideoCentral with the purchase of a new book.
The #1 text takes the digital turn

**Media & Culture**
Mass Communication in a Digital Age
Ninth Edition
Richard Campbell, Miami University of Ohio
Christopher R. Martin, University of Northern Iowa
Bettina Fabos, University of Northern Iowa

The new edition of *Media & Culture* enhances students’ understanding of the media, how we arrived at this point, and where the digital turn may take us in the future. Using its signature critical process, cultural perspective, up-to-the-minute examples, and integrated videos, the ninth edition opens students’ eyes and shows them how the media really work.

Real life is the best context for studying human communication

**Real Communication**
An Introduction
Second Edition
Dan O’Hair, University of Kentucky
Mary Wiemann, Santa Barbara City College

Professors and students alike have fallen in love with *Real Communication’s* down-to-earth writing style, its coverage of research, and its wealth of learning and teaching tools. They also appreciate how *Real Communication* strives to weave the disciplines’ different strands together with CONNECT features that show students how concepts work and apply across contexts like interpersonal, small group, and public speaking.
New In Communication

Professional Civility: Communicative Virtue at Work
By Janie M. Harden Fritz
PB | $38.95 | 978-1-4331-1984-2

The Social Meanings of Language, Dialect and Accent: International Perspectives on Speech Styles
Edited by Howard Giles & Bernadette Watson
PB | $37.95 | 978-1-4331-1868-5

Problematic Relationships in the Workplace, Volume 2
Edited by Becky L. Omdahl & Janie M. Harden Fritz
PB | $39.95 | 978-1-4331-1798-5

Positive Communication in Health and Wellness
Edited by Margaret J. Pitts & Thomas J. Socha
PB | $36.95 | 978-1-4331-1445-8

An Overture to Philosophy of Communication: The Carrier of Meaning
By Ronald C. Arnett & Annette M. Holba
PB | $38.95 | 978-1-4331-1344-4

Communication: Motivation, Knowledge, Skills (Third Edition)
By Sherwyn P. Morreale, Brian H. Spitzberg & Kevin Barge
PB | $59.95 | 978-1-4331-1714-5

The Communication of Jealousy
By Jennifer L. Bevan
PB | $38.95 | 978-1-4331-1698-8

Regulating Social Media: Legal and Ethical Considerations
Edited by Susan J. Drucker & Gary Gumpert
PB | $36.95 | 978-1-4331-1483-0

All titles on display are 25% off!
Desk copies available for course adoption consideration!

PETER LANG PUBLISHING
INTERNATIONAL ACADEMIC PUBLISHERS
29 Broadway, 18th floor, New York, NY 10006
to order: 1-800-770-LANG | fax: 212-647-7707
e-mail: customerservice@plang.com | www.peterlang.com
Official Journals of the Eastern Communication Association

The following articles are available to access and download for FREE. Just visit the journal’s website and click on the “News and Offers” button.

Communication Quarterly
Editor: Benjamin R. Bates, Ohio University
Publication Details
Vol. 61, 2013 • 5 issues per year • Print ISSN 0146-3373 • Online ISSN 1746-4102
To view an online sample, visit: www.tandfonline.com/RCQU

FREE ARTICLE
“It’s We the People…, Not We the Illegals”: Extreme Speech in Prince William County, Virginia’s Immigration Debate, Lisa M. Gring-Pemple (Volume 60, Issue 5, 2012)

Communication Research Reports
Editor: Theodore A. Avtgis, Ashland University
Publication Details
Vol. 30, 2013 • 4 issues per year • Print ISSN 0882-4096 • Online ISSN 1746-4099
To view an online sample, visit: www.tandfonline.com/RCRR

FREE ARTICLE
Segmenting an Audience into the Own, the Wise, and Normals: A Latent Class Analysis of Stigma-Related Categories, Rachel A. Smith (Volume 29, Issue 4, 2012)

Qualitative Research Reports in Communication
Editor: Janie Harden Fritz, Duquesne University
Publication Details
Vol. 14, 2013 • 1 issue per year • Print ISSN 1745-9435 • Online ISSN 1745-9443
To view an online sample, visit: www.tandfonline.com/RQRR

FREE ARTICLE
Buddy: Focus Group Research on the Perceived Influence of Messages in Urban Music on the Health Beliefs and Behaviors of African American Undergraduate Females, Kesha Morant Williams (Volume 13, Issue 1, 2012)

Visit the Routledge Communication Arena at:
www.communicationarena.com

“Like” us on Facebook at:
www.facebook.com/RoutledgeCommunication

Follow us on Twitter at:
www.twitter.com/Routledge_Comms
Index of Advertisers

ECA Convention Advertisers

Bedford/St. Martin’s .......................................................... 164
Cape Cod Community College ........................................... Saturday/Sunday Tab
Chapman University .......................................................... 114
The College at Brockport, SUNY .......................................... 78
Duquesne University .......................................................... 114
Florida State University ...................................................... 129
Fulbright Scholar Program .................................................. 111
Ithaca College ................................................................. 104
James Madison University .................................................. 48
Kendall Hunt Publishing ..................................................... 140
LaSalle University ........................................................... Index Tab
Maryland Communication Association ................................ 59
National Communication Association ................................. 75
Ohio University ............................................................... Wednesday/Thursday Tab
Peter Lang Publishing ....................................................... 168
Routledge/Taylor & Francis Group ........................................ 169
Texas State University - San Marcos .................................... 2
Syracuse University .......................................................... 98
University of Massachusetts - Boston .................................. 63
Villanova University ........................................................... Call For Papers/History Tab
West Chester University ..................................................... 91
West Virginia University ..................................................... Back Cover
West Virginia Wesleyan College .......................................... 26
Cook, Kirstin    105
Cook, Steffi    99
Coonfield, Gordon    44
Cooper, Erica    57
Corbo, Angie M.    137
Corp, Piper W.    45
Corr, Matthew    51
Cos, Grant    116
Cotellese, Amanda    128
Cowan, Renee L.    51
Crawley, Rex L.    46
Crawley, Shirley    17, 35
Crowley, Kelley    36
Cuellar, Vincent    33
Cummings, Melbourne    63
Cupp, Raven H.    38
Curnalia, Rebecca    18-19, 96, 105, 139
Daddario, Alicia    128
Dainton, Marianne    50, 113
Davis, Alisha    123
Davis, Laura    17, 36
Deciu Ritivoi, Andreea    65
DeFazio, Kyla    76
DeForest, Kelsey    76
Deilulis, David    28
DelGaizo, Kelly Rocca    16, 46
Dempster, Kyle    37
Denger, George    49
Depretis, Abbe S.    89, 99
Dewey, Ady    81
DiCioccio, Rachel L.    24, 130
DiRienzo, Anna J.    113
Dirth, Eric    128
Ditrinco, Elizabeth A.    113
DiTunnariello, Nancy    135
Donlan, Tom    36, 95, 119
Donovan-Kicken, Erin    39
Donovan, Moira    24, 125
Dowd, Megan M.    40, 44, 64, 139
Dowdall, Justin    86
Drucker, Susan J.    31, 49, 84, 115, 126, 143, 149, 154-155, 158, 161

Ducey, Marsha    18, 137
Dumova, Tatyana    17, 33, 87, 102, 109
Dunleavy, Katie Neary    15, 17, 133, 162
Dunn, Scott W.    36
Durbin, James M.    18, 35, 139, 147
Durocher, Amanda    123
Dusic, Shelly    83
Dussan, Katherine A.    38
Earnheardt, Adam C.    19, 57, 70, 102, 115
Earnheardt, Mary Beth    102
Edinger, Jacob    129
Edman, Rachel    37
Edwards, Janis L.    36, 103, 121, 147
Edwards, Jason A.    103, 110
Eguchi, Shinsuke    16, 18-19, 52, 100, 126, 136, 144, 147
Eicher-Catt, Deborah    90, 133
Eicholtz, Mary    18, 51
Eisenhart, Christopher    66
Elmgren, Benjamin    108
Elmouadden, Sanae    73
Engels, Jeremy    130
Engleberg, Isa    27, 56
English, Eric    65
English, Kristin    18-19, 110
Epstein, Suzanne    28
Erol, Ali E.    67
Esenwah, Onochie    129
Everett, Marcia K.    34
Falkowski, Cheryl    24, 125
Farley-Lucas, Bonnie    64
Farrell, Laura C.    118, 135
Farris, Kristen LeBlanc    110
Fatah, Abdi    128
Feaster, John    17, 19
Feather, Andrew    38
Fellerman, Daniel    78
Fennie, Alana    81
Ferrara, Heather    44, 139
Ferris, Amber    102
Fidyk, Jeana    113
Fiedler, Kristian    76
Fielder, Sheralee    113
Fife, Eric    18-19, 50, 68, 113
Files-Thompson, Nicole    19, 35, 132, 136
Fine, Hunter H.    44
Fiore, Angela    78
Fishman, Donald A.    29, 31, 84, 115, 126, 149, 155, 161
Fleming, Hailey    38

Flemnoy, Khristen    39, 63
Flinko, Sarah    69
Flynn, Thomas    29-31, 53, 85, 115, 134, 143, 155
Foeman, Anita    35, 151
Folio, Alexander    38
Foster, Hillary D.    38
Foster, S. Catherine    122
Francis, Jessica    100, 137
Fransen, Rosalie    123
Fraustino, Julia Daisy    62
Frelly, Daniel    129
Fremeau, Lucie    121
Frymier, Ann Bainbridge    59, 87, 149, 157-158, 161
Fudge, Julie    118
Fuss, Matt    24, 54
Gabel, Rodney M.    123
Gajjala, Radhika    18, 67, 136
Gallagher, Dananmarey Every    15, 27, 29, 50, 56, 68, 147
Gallagher, Meaghan    75
Gao, Huirui    81
Gardiner, Andrew    38
Gardner, Tanya    119
Garmon, Margaret    82
Garrett, Erik    16, 18, 58, 94, 123, 147, 157
Gary, Kevin    82
Gatison, Annette Madlock    16-17, 63, 126, 162
Gayetksy, Matthew    112
Geib, Ashlee    133
Gencarelli, Thom    16, 49, 70
George, Brandi    105
Geraths, Cory    90
Gerber, Denise Murphy    24, 54
Gerber, Joel    99
Gerdin, Ashton    139
Gholz, Carleton    141
Gibbons, Kaitlyn E.    83
Gibbons, Michelle    45
Gibson, Erica    99
Gigliotti, Natalie Nardelli    118
Gigliotti, Ralph    120
Gilchrist-Petty, Eletra    131
Gilchrist, Brian    123
Gillen, Hailey G.    72, 127
Gilly, Kathrin S.    64
Glaser, Hollis F.    28
Goetz, Andrea    123
Goins, Regina May    76
Index

Goldman, Zachary W. 19, 33, 81, 122, 124
Goldstein, Sara 120
Gonzalez, Alberto 116, 136
Goodall, Hannah 120
Goodboy, Alan K. 96, 110, 113
Goodman, Sheryl 90
Gorfine, Jennifer L. 105
Gozanski, Timothy 136
Graham, Dawn 118
Graham, Nicole 122
Granelli, Steven 18, 89
Graves, Cynthia 93
Gray, Keri 101
Green, Melanie 76
Green, Robert J. 80
Griffith, Alexander 129
Gring-Pemble, Lisa M. 31, 110, 117, 121
Grouzes, Chris 34
Grzelso, Jenna 120
Gulotta, Michael 102
Gumpert, Gary 49, 84, 115, 154, 158, 160
Guthrie, Meredith 101
Guy, Cheryl 24, 42
Hackley, Dana C. 55
Hahn, Taylor 33
Hall, Ashley 89
Hall, Maurice 132, 151
Haller, Jason 71
Hamel-Lambert, Jane 118
Hammett, Kimmy 123
Harden Fritz, Janie M. 17-18, 29-31, 52, 62, 70, 89, 102, 126, 143, 150
Harmon, Belinda 35
Harrigan, Meredith Marko 46, 144
Harris, Jenna 92
Harrison, Dominique 132
Harter, Elizabeth 129
Hartman, Rosanne L. 32
Harvaszinski, Alexandra 92
Haskie, Miranda 71
Haspel, Kathleen 70
Hawkes, Heather 79
Heath, Tyler 38
Heidemann, Kai 41
Heiss, Sarah N. 48, 117, 139
Heller, Jennifer 92
Henderson, Joy 68, 77
Henning, Craig 100
Henning, Patrick C. 86
Henry, Philip 38
Hestes, Luis 121
Hickerson, Corey 133
Hill, Joshua 66
Hirsch, Christine Courtade 19, 89
Hirschbeck, Zac 50
Hobeika, Odile 86
Hoffman, David C. 16, 45
Holba, Annette 18
Holden, Tracey Quigley 19, 103, 117
Holding, Luke A. 38
Hollenbaugh, Erin E. 34
Holmes, Kayla I. 113
Hopeck, Paula 110
Hopkins, Alexander E. 99, 129
Hopson, Mark 67
Horan, Sean M. 31, 40, 51, 77, 135, 143
Hottle, Andrew 109
House, Christopher A. 73
Houser, Marian L. 17, 133, 155, 161
Howard, Kyndall 101
Howard, Sheena 100, 136
Hu, Xiao 45
Hungerford, Kristen Ann 35
Hutson, Erin 115
Iannarino, Nicholas T. 39
Inabinet, Brandon 45
Inukonda, Sumanth 45, 100, 141
Ivic, Rebecca 125
Iwinski, Teresa 79
Jackson, Perry 61
Jasko, Susan 31, 39, 84, 143
Jefferson, Bonnie S. 57
Jenkins, Alexander 32
Jenkins, Keith 116
Jewett, Alyssa 124
Jimmy, Larissa 71
Johnson, Danette Ifert 15, 29-31, 47, 137, 143, 153, 155, 158-159, 162
Johnson, Jeremiah M. 124
Johnson, Karole 99
Johnson, Nicole 136
Johnson, Paul Elliott 41, 130
Johnson, Rebecca 128
Johnson, Zachary D. 18, 38, 72, 96
Jones, Michael 129
Jones, Norma 102
Jones, Nzinga A. 52
Jones, Roy Brandon 55
Jorgenson, Derek 118
Kahl, Mary L. 95, 99, 126, 149, 155, 159, 161-162
Kaminski, Melissa 35
Kanak, Robin 43, 82
Kane, Tera 107
Kappel, David 107
Karter, Justin 120
Katt, James A. 64, 87
Kearney, Colin 123
Kearney, Patricia 59
Kelly, John 84
Kelly, Stephanie 50
Kelson, Todd S. 32, 51, 109
Kelsie, Amber 61
Kendall, Kathleen 95, 158-159
Kennedy, Leah 37
Kennedy, Mary Catherine 44
Kennerly, Michele 118
Kenney, Allison 134
Keppler, Christopher 90
Kerr, Aaron 132, 138
Keshishian, Flora 68, 80, 85
Keys, Truman R. 17-19, 51, 63, 126, 136
Kidd, Nancy 74
Kilbane, Emily 120
Kim, Jinyoung 19, 80, 131
Kisner, Kayla A. 38
Klumpp, James F. 24, 33, 58, 125, 160-161
Knapp, Jennifer L. 18-19, 81, 86
Knapp, Jessica 94
Knight, Jennifer 93, 107
Koch, John 32, 42
Koch, Sharon 28
Korsmaros, Kimberly 43
Kosberg, Roberta 57, 95
Koskenko, Kama A. 39
Kostolansky, Amanda 77
Kowalewski, Cailin 76
Kowitski, Kaitlin 76
Kropp, Evan L. 34, 55
Kulik, Jennifer L. 38
Kurdelchuk, Vita P. 38
Kurtin, Kate 81, 139
Kurylo, Anastacia 57, 80
LaBelle, Sara 17, 96, 133
Laboy, Johanne L. 39
Lace, Nyia 47
Lachlan, Kenneth A. 19, 62, 124
Lacroix, Celeste 19, 126
Lafata, Jennifer 108
<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>LaLiberty, Ryan</td>
<td>141</td>
</tr>
<tr>
<td>Laliker, Melanie K.</td>
<td>47</td>
</tr>
<tr>
<td>Lancaster, Alexander L.</td>
<td>106, 131, 136</td>
</tr>
<tr>
<td>Landes, David</td>
<td>101</td>
</tr>
<tr>
<td>Lane, Gabriela</td>
<td>101</td>
</tr>
<tr>
<td>Langstedt, Eric</td>
<td>33</td>
</tr>
<tr>
<td>Lanigan, Richard L.</td>
<td>90</td>
</tr>
<tr>
<td>Lannuti, Pamela</td>
<td>135</td>
</tr>
<tr>
<td>Latzoo, Cyril</td>
<td>37, 45, 121</td>
</tr>
<tr>
<td>Law, Carrie</td>
<td>92</td>
</tr>
<tr>
<td>Lawson, William H.</td>
<td>138</td>
</tr>
<tr>
<td>Lawton, Bessie Lee</td>
<td>35</td>
</tr>
<tr>
<td>Leach, Janet</td>
<td>82</td>
</tr>
<tr>
<td>Lederman, Linda C.</td>
<td>87, 122, 149, 153-154, 156, 158-160, 162</td>
</tr>
<tr>
<td>Lee, Eun Young</td>
<td>45, 65</td>
</tr>
<tr>
<td>LeFebvre, Leah</td>
<td>39</td>
</tr>
<tr>
<td>Leidman, Mary Beth</td>
<td>55</td>
</tr>
<tr>
<td>Leigh, Sean</td>
<td>113</td>
</tr>
<tr>
<td>Lemesianou, Christine A.</td>
<td>109</td>
</tr>
<tr>
<td>Lemley, Lauren</td>
<td>101, 118</td>
</tr>
<tr>
<td>Lengel, Lara</td>
<td>55, 67, 141</td>
</tr>
<tr>
<td>Lentz, Chris</td>
<td>64</td>
</tr>
<tr>
<td>Lepine, Brian</td>
<td>18, 96</td>
</tr>
<tr>
<td>Levasseur, David G.</td>
<td>18, 66, 79, 92, 110</td>
</tr>
<tr>
<td>Levy, Alexis</td>
<td>141</td>
</tr>
<tr>
<td>Lewis, Maria Kuntz</td>
<td>116</td>
</tr>
<tr>
<td>Liberman, Corey</td>
<td>18, 64</td>
</tr>
<tr>
<td>Liebling, Heather</td>
<td>101</td>
</tr>
<tr>
<td>Lin, Hsin</td>
<td>107</td>
</tr>
<tr>
<td>Lin, Yang</td>
<td>35, 54, 81</td>
</tr>
<tr>
<td>Linden, Daniel</td>
<td>133</td>
</tr>
<tr>
<td>Liu, Tina</td>
<td>105</td>
</tr>
<tr>
<td>Liu, Ying Ling</td>
<td>35</td>
</tr>
<tr>
<td>Lohr, Jeff</td>
<td>66</td>
</tr>
<tr>
<td>Lombard, Emmett</td>
<td>68</td>
</tr>
<tr>
<td>Long, Kathleen M.</td>
<td>16-18, 64, 83, 87, 127, 137, 153-154, 159</td>
</tr>
<tr>
<td>Lont, Cindy</td>
<td>30-31, 69, 162</td>
</tr>
<tr>
<td>Lopes, Katherine</td>
<td>128</td>
</tr>
<tr>
<td>Lu, Jessica</td>
<td>42, 100</td>
</tr>
<tr>
<td>Lucas, Paul A.</td>
<td>52, 92</td>
</tr>
<tr>
<td>Luechtelfeld, Sean</td>
<td>16-18, 33, 42, 79</td>
</tr>
<tr>
<td>Lukito, Josephine</td>
<td>86, 134, 137</td>
</tr>
<tr>
<td>Macke, Frank J.</td>
<td>90</td>
</tr>
<tr>
<td>Mackler, Tobi</td>
<td>17, 31, 143-144, 151</td>
</tr>
<tr>
<td>Maddison, Jonathan</td>
<td>34</td>
</tr>
<tr>
<td>Madlock, Paul E.</td>
<td>83, 162</td>
</tr>
<tr>
<td>Mahoney, L. Meghan</td>
<td>19, 34, 109, 125</td>
</tr>
<tr>
<td>Maier, Craig T.</td>
<td>118</td>
</tr>
<tr>
<td>Maisano, Toni</td>
<td>78</td>
</tr>
<tr>
<td>Majocha, Kristen</td>
<td>18, 37, 144</td>
</tr>
<tr>
<td>Malcolm, Susan B.</td>
<td>70</td>
</tr>
<tr>
<td>Malin, Brenton</td>
<td>44</td>
</tr>
<tr>
<td>Mancino, Matt</td>
<td>43</td>
</tr>
<tr>
<td>Mandragna, Jason</td>
<td>76</td>
</tr>
<tr>
<td>Mansson, Daniel H.</td>
<td>17, 40, 71</td>
</tr>
<tr>
<td>Maradyn, Nicholas R.</td>
<td>34</td>
</tr>
<tr>
<td>Marinchak, Christina L.</td>
<td>69</td>
</tr>
<tr>
<td>Marinos, Martin</td>
<td>65, 100</td>
</tr>
<tr>
<td>Markelz, Carolyn</td>
<td>123</td>
</tr>
<tr>
<td>Markiewicz, Tessa</td>
<td>105</td>
</tr>
<tr>
<td>Markline, Caitlin</td>
<td>133</td>
</tr>
<tr>
<td>Marshall, Douglas J.</td>
<td>89</td>
</tr>
<tr>
<td>Martin, Kelly Norris</td>
<td>116</td>
</tr>
<tr>
<td>Martin, Matthew M.</td>
<td>72, 83, 96, 110, 124, 136, 155</td>
</tr>
<tr>
<td>Martinez, Amanda</td>
<td>80</td>
</tr>
<tr>
<td>Massachi, Shelly</td>
<td>113</td>
</tr>
<tr>
<td>Mathers, Holly</td>
<td>105</td>
</tr>
<tr>
<td>Matsumoto, Takaki</td>
<td>75</td>
</tr>
<tr>
<td>Matten, Amy</td>
<td>19, 68, 81</td>
</tr>
<tr>
<td>Mattina, Anne F.</td>
<td>138</td>
</tr>
<tr>
<td>Matuszak, Andrea</td>
<td>102</td>
</tr>
<tr>
<td>McClelland, Ashleigh L.</td>
<td>77</td>
</tr>
<tr>
<td>McCloskey, Thomas</td>
<td>50, 131</td>
</tr>
<tr>
<td>McCroskey, Lynda L.</td>
<td>19, 121</td>
</tr>
<tr>
<td>McDermott, Virginia M.</td>
<td>93, 99</td>
</tr>
<tr>
<td>McGarry, Tara</td>
<td>97</td>
</tr>
<tr>
<td>McGinty, Dacey L.</td>
<td>34, 51</td>
</tr>
<tr>
<td>McKendree, Amanda G.</td>
<td>18-19, 52, 70</td>
</tr>
<tr>
<td>McMahan, David T.</td>
<td>19, 33, 94, 97, 122</td>
</tr>
<tr>
<td>Meier, Matthew R.</td>
<td>66, 106</td>
</tr>
<tr>
<td>Mejia, Kevin</td>
<td>77</td>
</tr>
<tr>
<td>Meldrum, Helen</td>
<td>134</td>
</tr>
<tr>
<td>Mello, Brad</td>
<td>74</td>
</tr>
<tr>
<td>Meluch, Andrea</td>
<td>107, 131</td>
</tr>
<tr>
<td>Menegatos, Lisa</td>
<td>122</td>
</tr>
<tr>
<td>Mermer, Dorian L.</td>
<td>96</td>
</tr>
<tr>
<td>Miadich, Christina A.</td>
<td>93</td>
</tr>
<tr>
<td>Miller-Ott, Aimee E.</td>
<td>46</td>
</tr>
<tr>
<td>Miller, Bonnie</td>
<td>139</td>
</tr>
<tr>
<td>Miller, Eric</td>
<td>138</td>
</tr>
<tr>
<td>Miller, Jean</td>
<td>19, 58, 78</td>
</tr>
<tr>
<td>Miller, Melinda</td>
<td>89</td>
</tr>
<tr>
<td>Miller, Michael</td>
<td>19, 81, 144</td>
</tr>
<tr>
<td>Miner, Skye</td>
<td>117</td>
</tr>
<tr>
<td>Minielli, Maureen C.</td>
<td>57</td>
</tr>
<tr>
<td>Mino, Mary</td>
<td>19, 44, 75, 119, 156, 159, 161-162</td>
</tr>
<tr>
<td>Moats, Courtney</td>
<td>37</td>
</tr>
<tr>
<td>Moffitt, Kimberly R.</td>
<td>67</td>
</tr>
<tr>
<td>Mohomad, Aumnoo</td>
<td>123</td>
</tr>
<tr>
<td>Moore, Ivan</td>
<td>120</td>
</tr>
<tr>
<td>Moore, Margaret</td>
<td>101</td>
</tr>
<tr>
<td>Morelli, Dante</td>
<td>139</td>
</tr>
<tr>
<td>Mottet, Timothy P.</td>
<td>47, 59, 72, 124, 147, 158, 162</td>
</tr>
<tr>
<td>Moyer, Erin</td>
<td>121</td>
</tr>
<tr>
<td>Moyneaux, Gerard</td>
<td>42</td>
</tr>
<tr>
<td>Muchtar, Nurhaya</td>
<td>40</td>
</tr>
<tr>
<td>Mueller, II, Alfred G.</td>
<td>124, 162</td>
</tr>
<tr>
<td>Mueller, Thomas</td>
<td>84</td>
</tr>
<tr>
<td>Muhatmya, Duhita</td>
<td>117</td>
</tr>
<tr>
<td>Mullen, Colleen</td>
<td>82</td>
</tr>
<tr>
<td>Murphy-Keith, Rebecca</td>
<td>18, 48</td>
</tr>
<tr>
<td>Myers, Michael</td>
<td>123</td>
</tr>
<tr>
<td>Myers, Scott A.</td>
<td>27-28, 56, 96, 162</td>
</tr>
<tr>
<td>Myers, Vaughn L.</td>
<td>54</td>
</tr>
<tr>
<td>Nardi, Virginia</td>
<td>136</td>
</tr>
<tr>
<td>Natividad, Beverly R.</td>
<td>52</td>
</tr>
<tr>
<td>Nelson, C. Leigh</td>
<td>16-17, 50, 68</td>
</tr>
<tr>
<td>Nelson, Chad</td>
<td>58, 141</td>
</tr>
<tr>
<td>Nelson, Jeffrey</td>
<td>100</td>
</tr>
<tr>
<td>Nelson, Paul E.</td>
<td>94</td>
</tr>
<tr>
<td>Neupauer, Nicholas</td>
<td>56</td>
</tr>
<tr>
<td>Newsom, Victoria Ann</td>
<td>67</td>
</tr>
<tr>
<td>Nichols, Annie Laurie</td>
<td>43</td>
</tr>
<tr>
<td>Novak, Alison</td>
<td>62</td>
</tr>
<tr>
<td>Nunez, Marianela</td>
<td>82</td>
</tr>
<tr>
<td>Odenweller, Kelly B.</td>
<td>113</td>
</tr>
<tr>
<td>Ofori, Dominic M.</td>
<td>55</td>
</tr>
<tr>
<td>Olson, Jade</td>
<td>17, 19, 89, 131</td>
</tr>
<tr>
<td>Onuzulike, Uchenna</td>
<td>52</td>
</tr>
<tr>
<td>Opt, Susan</td>
<td>18, 34</td>
</tr>
<tr>
<td>Owlett, Jennifer S.</td>
<td>50</td>
</tr>
<tr>
<td>Pabis, Marianne R.</td>
<td>37</td>
</tr>
<tr>
<td>Palka, Katelyn</td>
<td>46</td>
</tr>
<tr>
<td>Papajcik, Jessica</td>
<td>36, 95</td>
</tr>
<tr>
<td>Park, SangHee</td>
<td>51</td>
</tr>
<tr>
<td>Park, Sun-A</td>
<td>34</td>
</tr>
<tr>
<td>Paroske, Marcus</td>
<td>41</td>
</tr>
<tr>
<td>Parrish-Sprawl, John</td>
<td>107</td>
</tr>
<tr>
<td>Parry-Giles, Trevor S.</td>
<td>18-19, 29, 31, 47, 79, 97, 138, 143, 153, 158, 162</td>
</tr>
<tr>
<td>Paskin, Danny</td>
<td>106</td>
</tr>
<tr>
<td>Pasquinelli, Sydney</td>
<td>48</td>
</tr>
<tr>
<td>Pastor, Alexandra</td>
<td>85</td>
</tr>
<tr>
<td>Patterson, Spencer</td>
<td>118</td>
</tr>
<tr>
<td>Pattie, Brian</td>
<td>82</td>
</tr>
<tr>
<td>Payne, J. Gregory</td>
<td>116</td>
</tr>
<tr>
<td>Payne, Matthew R.</td>
<td>38</td>
</tr>
<tr>
<td>Pearson, Judy</td>
<td>135</td>
</tr>
<tr>
<td>Pekarik, Molly</td>
<td>79</td>
</tr>
<tr>
<td>Pelliccio, Lukas</td>
<td>45</td>
</tr>
</tbody>
</table>
Index

104th Annual Convention: Confluence

Taschereau, Daniel P.  38
Tenzek, Kelly E.  34
Teven, Jason S.  59
Thames, Richard  18, 58, 66
Thoma, Jenny R.  72
Thomas-Maddock, Candice E.  57, 69, 93, 102, 110, 137, 150
Thomas, Melody  50
Thompson, Philip  35
Thompson, Charlee Mooney  94
Thorpe, M. Elizabeth  42
Thweatt, Katherine S.  15-18, 31, 59, 94, 113, 143-144
Tipton, Anthony  35
Toale, Mary C.  56, 59, 135, 163
Toorans, Kathleen  19, 66
Townsend, Rebecca  36, 119
Trask, Sara  139
Trent, Judith  18, 95, 158
Troester, Rod  69
Trout, Calvin L.  65
Tumolo, Michael Warren  58, 106
Twenty, Rebecca  89
Tyler, Jordan  136
Udeorji, Chizoba  19, 80, 105, 126, 147
Upchurch, William R.  61, 73
Vallade, Jessalyn L.  16-18, 35, 46, 81, 110
Vatz, Richard E.  57, 95, 117, 134, 138
Vela, Lori  40
Vento, Brianna  128
Verneuille, Anna  121
Verni, Stephanie L.  102
Vicaro, Michael  58, 80
Vogl-Bauer, Sally  31, 69, 77, 163
Volker, Christopher  123

Vorndran, Patti  17, 47
Wade, Alysen L.  61, 121
Wagenhouser, Anna  83
Waggenspack, Beth M.  105
Wagner, Emily C.  46, 97
Wagner, Suzanne  61
Waisanen, Don  17, 65
Wallenstein, Martin  62, 115, 134
Walsh, Alexander  136
Waltman, Angelica  128
Wandell, Katie  128
Wang, Fang  55
Wanzer, Melissa Bekelja  50, 59, 93, 117, 122
Ward, Joel S.  37
Ward, Susan M.  17, 27, 56, 95
Warshay, Nathaniel J.  93
Watts, Richard  34
Weber, Jill M.  18-19, 110
Weber, Keith D.  54, 59, 72, 107, 113, 161
Wecht, Cary  18, 54, 161
Weddle, Sarah  90
Weintraub, Sara  17, 57, 96, 161
Wertheimer, Molly  69, 124, 155
Wertz, Tristen  133
West, Richard  74, 150-151, 158, 160-161, 163
Westerman, David K.  33, 38, 55, 124
Wheeler, Ashley  68, 73
Whiteman, Aira  38
Wieczorek, Susan M.  135
Wiencek, Nancy A.  16, 32, 62, 118, 144
Willets, Nancy J.  29-31, 126, 142-143, 150, 154
Williams, Julie  85
Williams, Kesha Morant  35, 39, 63, 126
Willingham, Christine M.  32
Wilson, Alison  107
Wilson, Laura  40
Wise, Megan  74
Wolf, Maggie  123
Wolf, Rachel  133
Wolfe, Kristen Roeschenthaler  29, 74, 161
Wood, Jennifer  102
Wrench, Jason S.  15, 17-18, 28-29, 46, 69, 83, 87, 121, 133, 144, 162-163
Wright, Catherine  17, 30, 55, 73, 113, 143-144, 161
Wright, Courtney  49, 108
Yamoah, Esi Efissima  92
Yilmaz, Gamze  73, 101, 106, 124, 131
Young, Laura  62
Youra, Paula  95
Zaitchik, Sarah  39, 48, 94, 101, 131
Zane, Daniel  79
Zeigler, Rachel  129
Zenor, Jason  62
Zeytinoglu, Cem  127, 132, 144
Zhang, Qin  17, 46, 51, 116
Zhu, Lin  124
Zwiefel, Kristen L.  137
Zwier, Steven  43
TEXAS STATE UNIVERSITY
SAN MARCOS
The rising STAR of Texas™

Texas State University-San Marcos is a member of the Texas State University System

THE DEPARTMENT OF COMMUNICATION STUDIES

WE OFFER AN OUTSTANDING COMMUNICATION STUDIES M.A. DEGREE

GRADUATE PROGRAM AREAS:
- Communication Training & Development
- Interpersonal Communication
- Instructional Communication
- Organizational Communication
- Rhetorical Studies
- Graduate Certificate Program in Corporate Communication & Training

COMPETITIVE GRADUATE ASSISTANTSHIPS:
- Teaching Fundamentals of Human Communication
- Working in the Communication Lab
- Assisting the Basic Course Director
- Assisting the Director of Forensics

OUTSTANDING COMMUNICATION STUDIES PROFESSORS & INSTRUCTION

Steven A. Beebe, Ph.D.
Department Chair
Associate Dean
Small Group Communication
Communication Training
Instructional Communication

Ann E. Burnette, Ph.D.
Rhetorical Criticism
Political Communication

T. Richard Cheatham, Ph.D.
Organizational Communication
Communication Training

Cathy Fleuriet, Ph.D.
Instructional Communication
Leadership

Rebekah L. Fox, Ph.D.
Rhetorical Methods
Rhetorical Theory
Organizational Rhetoric

Marian L. Houser, Ph.D.
Instructional Communication
Interpersonal Communication
Research Methods

Maureen P. Keeley, Ph.D.
Interpersonal Communication
Nonverbal Communication
Gender & Family Communication

Roseann M. Mandziuk, Ph.D.
Rhetorical & Media Criticism
Rhetorical Theory
Feminist Studies

Dr. Timothy P. Mottet, Ed.D.
Dean, College of Fine Arts & Communication
Instructional Communication
Communication & Personality

Philip J. Salem, Ph.D.
Organizational Communication
Interpersonal Communication
Communication & Technology

Melinda Villagran, Ph.D.
Organizational Communication
Research Methods
Health Communication

M. Lee Williams, Ph.D.
Organizational Communication
Persuasion Theory

FOR MORE INFORMATION CONTACT THE DEPARTMENT OF COMMUNICATION STUDIES:
Dr. Steven A. Beebe, Chair: sbeebe@txstate.edu or Dr. Philip Salem, Director of Graduate Studies: commgraduate@txstate.edu
Texas State University - San Marcos 601 University Drive, San Marcos, TX 78666-4616 ■ 512-245-2165
http://www.commstudies.txstate.edu/academic-programs/graduate.html

Danielle Dolin-Bane  
Organizational, Training and Development

Nicholas D. Bowman  
New Media Technology, Media Psychology

Melanie Booth-Butterfield  
Health, Interpersonal/Relational, Instructional

Maria Brann  
Health, Qualitative Research Methods, Interpersonal

Elizabeth Cohen  
Media & Technology, Entertainment, Strategic Communication

Rebecca M. Chory  
Mass Media, Organizational, Research Methods

John G. Cole  
Instructional, Organizational, and Communibiology

Megan R. Dillow  
Relational, Dark Side, Communication Theory

Alan Goodboy  
Instructional, Interpersonal, Research Methods

Joan S. Gorham  
Instructional, Nonverbal, Mass Communication

Nikki Loy  
Small Group, Presentational Speaking, Assessment

Matthew M. Martin  
Instructional, Interpersonal, Personality

Scott A. Myers  
Instructional, Family, Educational Leadership

Brian R. Patterson  
Developmental, Communication Theory

Christine E. Rittenour  
Family, Intergroup, Aging

John Shibley  
Film Appreciation, Peace Studies, Rhetorical Communication

Andrea Weber  
Capstone Coordinator, Assessment, Educational Leadership

Keith Weber  
Health Campaigns, Persuasion, Research Methods

David Westerman  
CMC, Mass Media, Social Influence

http://communicationstudies.wvu.edu