

WEDNESDAY, APRIL 23

Wednesday, April 23, 3:00 PM-7:00 PM

Waterplace Ballroom Foyer

CONVENTION REGISTRATION OPEN

Wednesday 4:00 PM-7:00 PM

ECA Publications Committee

Presiding: Danette Ifert Johnson, President
Nancy Willets (as Immediate Past President)
Thomas R. Flynn
Ronald C. Arnett
J. Kanan Sawyer
Trevor Parry-Giles
Theodore Avtgis
Mark Hickson
Donald Fishman
Benjamin Bates
Don Stacks
Janie Harden Fritz

Wednesday 5:00 PM-6:00 PM

ECA Finance Committee Meeting I

Presiding: Danette Ifert Johnson, President
Nancy Willets
Thomas R. Flynn
Ronald C. Arnett
J. Kanan Sawyer
Catherine Wright
Benjamin Bates (ex officio)
Don Stacks (ex officio)
Janie Harden Fritz (ex officio)

Wednesday 6:00 PM-7:00 PM

ECA Site Selection Committee

Presiding: Danette Ifert Johnson, President
Nancy Willets
Thomas R. Flynn
J. Kanan Sawyer
Cindy Lont
Ronald C. Arnett

THURSDAY, APRIL 24

Thursday, April 24 7:30 AM-5:00 PM

Waterplace Ballroom Foyer

CONVENTION REGISTRATION OPEN

Thursday, April 24 9:30-10:45 AM

Providence I & IV

Executive Council I

Danette Ifert Johnson – President
Thomas R. Flynn – Vice President
J. Kanan Sawyer – First Vice President
Nancy J. Willets – Immediate Past President
Ronald C. Arnett – Executive Director
Don W. Stacks – *Communication Research Reports*, Editor
Benjamin R. Bates – *Communication Quarterly*, Editor
Janie Harden Fritz – *Qualitative Research Reports in Communication*, Editor
Trevor Parry-Giles – Archivist
Susan Drucker – Legal Counsel
Katherine Thweatt – ECA Representative to NCA 2014 Nominating Committee
Brandi Frisby – ECA College/University Representative to NCA Legislative Council
Jean Ann Streiff – ECA High School Representative to NCA Legislative Council
Tobi Mackler – ECA Community College Representative to NCA Legislative Council
Annette Holba – Director of Marketing & Exhibits – 2014 Convention
Nancy A. Wienczek – Applied Communication
Theodore Sheckels – Argumentation and Forensics
Vacant – Communication Administration
Donald Fishman – Communication Law and Ethics
Catherine Wright – Communication and Technology
Virginia P. Richmond – Communication Traits
– Community College
Jay Baglia – Health Communication

Katherine Thweatt – Instructional Communication
Shinsuke Eguchi – Intercultural Communication
Term Ends Mid-point 2014
Meredith Marko Harrigan – Interpersonal Communication
Cem Zeytinoglu – Interpretation and Performance Studies
Elvera Berry – Kenneth Burke
Matthew J. Smith – Media Communication
Kristen Campbell Eichorn – Nonverbal Communication
Jason Wrench – Organizational Communication
Kristen Lynn Majocho – Philosophy of Communication
Lisa Gring-Pemble – Political Communication
Valerie Lynn Schrader – Rhetoric and Public Address
Michael Miller – Theory and Methodology
Andrew Spieldenner – Voices of Diversity

Thursday, April 24 9:30-10:45 AM

Providence II

Pedagogy - How do we Teach it? Designing a Communication Pedagogy Practicum for Graduate Teaching Assistants

Sponsor: Short Course
Presenter: **Rachel L. DiCioccio**, The University of Rhode Island

The goal of this short course is to help participants think about how to design and implement a graduate communication pedagogy practicum. Graduate teaching assistants are integral to the delivery of most M.A. and Ph.D. programs. Providing pedagogical training to equip new teachers with the necessary tools to develop effective instruction not only benefits the student, it enhances the strength and validity of a program. We will discuss the rationale for developing a pedagogy practicum and examine the different aspects of design and delivery. Participants will receive sample materials including a syllabus, assignments, and a list of recommended texts.

Thursday, April 24 9:30-10:45 AM

Providence III

When Gender and Beauty Come into 'Play'

Sponsor: Media Communication
Chair: **Shawn Starcher**, Stark State University
Respondent: **Maria Simone**, Rowan University

“The Limited Role of Women in Campus Sports Media: An Analysis of Perspectives on Female Sports and Sports Reporters in University Student Newspapers”
Hans C. Schmidt, Pennsylvania State University, Brandywine

“Depictions of Beauty: Problematic Images of Women”
Sean Gilmore, Baldwin-Wallace University

“Life’s Too Short To Be A Tall Stranger: An Examination of Height as a Metaphor in Media and Society”
Colin Kearney, University of Delaware

Thursday, April 24 9:30-10:45 AM

Washington

Lyndon B. Johnson's War on Poverty: Where We Stand 50 Years Later

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

Panelists:

David Zarefsky, Northwestern University
Jade Olson, University of Maryland
Whitney Gent, University of Wisconsin

Sean Luechtefeld, University of Maryland

March marked the 50th anniversary of Lyndon Johnson's Proposal for a Nationwide War on the Sources of Poverty. Yet, data show that poverty remains a persistent, pervasive problem in the United States. Participants in this session will discuss the rhetorical significance of the Economic Opportunity Act of 1964 and the appeals made in its accompanying address, what efforts to curb poverty are reflected in present-day American public address, and the state of anti-poverty discourse today.

Thursday, April 24 9:30-10:45 AM

Newport

Communication in an UnCivil Age: The Lively Art of Civil Discourse

Sponsor: Instructional Communication
Chair: **Tracey Holden**, University of Delaware
Panelists: **Julie Morgan**, Eastern University
Tyana Anglin, Eastern University
Lance Bennett, Eastern University
Alexander Bernhardt, Eastern University
Alyssa Cronauer, Eastern University
Hannah MacLean, Eastern University
Michaela Simonds, Eastern University
Jill Weber, Hollins University
Tracey Holden, University of Delaware
Nick Gadino, University of Delaware
Chris Volker, University of Delaware
Kristen Maggio, University of Delaware
Elizabeth Saldan, University of Delaware
Colin Kearney, University of Delaware
Jessica McKnight, University of Delaware
Michele Myers, University of Delaware
Jennifer Cichocki, University of Delaware

Civility in contemporary society extends beyond the expectations of good manners and proper etiquette into the areas of appropriate professional communication, disagreeing without being disagreeable, and the appropriate exercise of assertiveness. Faculty and student panelists will discuss different areas of "civil communication" including teaching professionalism skills, how we currently define what is rude, and raising the bar for our public and private role models. The session will conclude with a discussion with the audience.

Thursday, April 24 9:30-10:45 AM

Kent

Reflections on the 2012 Presidential Campaign

Sponsor: Political Communication

Chair: **Bonnie Jefferson**, Boston College

Respondent: **Kathleen E. Kendall**, University of Maryland

“Framing and Sensegiving in Online Politics: An Evaluation of the 2012 Presidential Campaign Facebook Messages”

Stephanie G. Shertel, University of Oklahoma

Gwendelyn S. Nisbett, University of North Texas

“Media Predictors During the 2012 Presidential Election: Political Understanding, Discussion, and Candidate Likability”

Thomas P. Boyle, Millersville University

“Music in the 2012 Presidential Campaign”

David Dewberry, Rider University

These papers take a variety of perspectives in evaluating the 2012 Presidential campaign.

Thursday, April 24 9:30-10:45 AM

Bristol

Research and Reflections on the Dynamism of Race in Society

Sponsor: Voices of Diversity

Chair: **Jessica Lu**, University of Maryland

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

“Untangling Discourses of 'Race' and 'Culture' in a Post-racial Era: A Theoretical Analysis with Implications for Social Justice”

Yea-Wen Chen, Ohio University

“Questioning Race: Quantitative Data on New Ancestry DNA and Dialogue on Race”

Anita Foeman, West Chester University

Bessie Lee Lawton, West Chester University

Randy Reiger, West Chester University

“Relections on Whiteness”

Melvin Leaman, Lincoln University

"The Struggle is Eternal: the Leadership and Legacy of Ella Baker"

Linda Schifino, Carlow University

This panel pushes the boundaries of contemporary racial discourse. The first presentation interrogates existing conceptualizations of race and culture. The author seeks to explain how “race” and “culture” converge and/or diverge to (re)produce relations of power and domination. The second presentation takes a quantitative approach to understanding how individuals react to ancestry DNA findings. The last presentation is an autoethnographic account of the author's experience interviewing a prominent social justice figure, and reflects on his experience as a White male working in an African American institutional context.

Thursday, April 24 9:30-10:45AM

Blackstone

Communication Technologies and Interpersonal Issues

Sponsor: Communication and Technology
Chair: **Cathy Wright**, George Mason University
Respondent: **David T McMahan**, Missouri Western State University

“The Role of New Media in Military Marriages: Mobility, Utility, Monitoring and Surveillance”
Margaret C. Stewart, Neumann University

“A Pilot Investigation of Goffman’s Self-Presentation Theory as Applied to LinkedIn”
Caroline Fitzpatrick, Alvernia University
Ryan Lange, Alvernia University
Jodi Radosh, Alvernia University

“Relationship Threatening Interpretations of an Ambiguous Facebook Message as a Function of Message
Exclusivity and Dimensions of Jealousy”
Katherine Borchert, West Virginia University
Elizabeth L. Cohen, West Virginia University
Nicholas D. Bowman, West Virginia University

The competitively selected papers in this panel present work examining how technology is utilized in some classic interpersonal processes, including relationship maintenance, jealousy issues, and self-presentation.
*Debut Paper

Thursday, April 24 9:00 AM until 5:00 PM

Waterplace I

PUBLISHER’S EXHIBITION HALL

Thursday, April 24 9:30-10:45AM

Waterplace II

*Inviting Dialogue: Continuing the Quest for Core Competencies in Introductory
Communication Courses*

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

Isa N. Engleberg, Prince George Community College
James Katt, University of Central Florida
Patricia O’Keefe, College of Marin

This panel will continue a dialogue about the core competencies, if any, that form the basis of introductory communications courses, a discussion which began at the 2012 NCA convention using an interactive process of consensus seeking.

Thursday, April 24 9:30-10:45AM

Waterplace III

A Risky Experiment: Moving Beyond Realism Toward Social Constructionist Approaches to Theorizing About Risk Communication

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

Nearly constant risk discourse ensnares us into living lives of fear and anxiety. The construction of risk is consequential. However, entrenchment in realist paradigms ensures risk's construction is taken-for-granted. This panel focuses on the development and application of social constructionist perspectives of risk communication. Panelists present risk research in contexts of energy supplementation, infidelity, and end-of-life communication, and discuss risk orders theory, which interrogates risk discourse's consequences on our relationships, identities, moralities, and imaginations

"Socially Constructed Remedies or Risks? An Analysis of Energy Supplement Discourse"
Laura D. Russell, Denison University

"Discovering the Silver Lining in Risk: Disclosure of Romantic Infidelities"
Megan M. Dowd, Hamilton College

"Risk Orders Theory: Advancement of a New Communication Theory Through Dialogue"
Katie M. Striley, Ohio University
Kimberly Field-Springer, Ashland University

"Too Risky To Discuss: Social Constructions of Risk Associated With Communicating About End-Of-Life"
Kelly Tenzek, Bloomsburg University

Thursday, April 24 9:30-10:45AM

South County

Communication about Criminal Justice: Shaping the Debate about Law and Justice

Sponsor: Communication Law and Ethics
Chair: **Cheryl A. Casey**, Champlain College
"Serial Killers: Hollywood Myths and Social Science Realities"
Jennifer Farr, John Jay College of Criminal Justice CUNY

"Crime Control, Due Process, and Evidentiary Exclusion: When Exceptions Become the Rule CRIME CONTROL"
Elizabeth Kaylor, John Jay College of Criminal Justice CUNY
Debut

"Plea Bargaining: A Broken System Viewed through Inadequate Lenses"
Aryeh Halevy, John Jay College of Criminal Justice CUNY

"Terrorism and the Redefinition of Crime Control"
Martin Wallenstein, John Jay College of Criminal Justice CUNY

This panel explores debates within the criminal justice community on subjects with deep emotional impact and practical implications for the public at large and communication scholars. It examines how what this community knows about actual serial killers and their victims differs in startling ways from the fictional portrayals of serial

killers and victims in film. It considers the way this community argues about civil liberties in relation to the exclusion of relevant evidence, plea bargaining, and how the war on terror has changed the nature of the debate over crime control and civil liberties in the United States.

Thursday, April 24 9:30-10:45AM

Exec Boardroom

Crisis Communication in Global Context

Sponsor: Organizational Communication
Chair: **Lin Zhu**, University of Massachusetts Boston
Respondent: **Jessie M. Quintero Johnson**, University of Massachusetts Boston

“Examining the Crisis Cluster Classification and its Implications: An Exploratory Study”
Deepa Anagondahalli, University of Maryland, College Park
Jarim Kim, University of Maryland, College Park

“Emergency Response in International Contexts: Examining What We Don’t Know, What We Should Expect, and Directions for Further Research”
Ken Lachlan, University of Massachusetts Boston

“Social Media in Crisis Communication: A Case Study of Multinational Companies in China”
Lin Zhu, University of Massachusetts Boston

“A Comparison of Two Chinese Dairy Manufactures’ Crisis Response”
Minghui Fan, Emerson College

Globalization has posed new challenges to crisis communication. Increasing cultural heterogeneity within a country and internationalization of corporations have made culture a prominent factor in constructing emergency messages and evaluating the effectiveness of crisis communication. Authors in this panel discuss crisis communication in this age of globalization from both theoretical and practical perspectives.

Thursday, April 24 9:30-10:45AM

Narragansett A

Teaching Persuasion: A Revolt

Sponsor: Short Course
Presenter: **Richard E. Vatz**, Towson University
D. L. Stephenson, Western Connecticut State University

This short course will present a new paradigm for Persuasion and Rhetoric. Attendees will be able to explain how persuasion is effected – why some persuasion succeeds and some fails; why some is sustainable and some is not; and what persuasive goals are possible and what persuasive goals are impossible. The course will explicate the Persuasion and Rhetoric Salience- Agenda/Meaning-Spin theory and a new Persuasion course’s “Article Rewrite Assignment.” This new approach has implications that with some elaboration, according to University of Pittsburgh Emeritus Professor of Rhetoric Trevor Melia, “could well replace much that passes for rhetorical theory today.”

Thursday, April 24 11:30-12:45PM

Providence I

Discourses of Dissent: Negotiating Permanence and Change in Administrative Rhetoric

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

“Navigating the Administrative Rhetoric of University Teaching Centers”
Amanda G. McKendree, University of Notre Dame

“The Rhetorical Challenge of Diocesan Administration”
Craig T. Maier, Duquesne University

“Framing Dissent as Communicative Praxis: An Administrative Marketplace Perspective”
Kristen Campbell, Bechtel Marine Propulsion Corporation

This panel explores the discourses of dissent that shape administrative rhetoric in a pivotal time in American institutional life. Through papers examining administrative rhetoric in several institutional settings, including collegiate academic administration, American Catholicism, and the nuclear energy industry, participants address the following questions: What mission or sense of identity gives rise to a sense of institutional permanence? What challenges or current issues contribute to a sense of institutional change?

Thursday, April 24 11:30-12:45PM

Providence IV

Top Competitive Papers in Organizational Communication

Sponsor: Organizational Communication
Chair: **Jason S. Wrench**, SUNY New Paltz
Respondent: **Corey Liberman**, Marymount Manhattan College

“Sports Teams as Organizations: A Leader-Member Exchange Perspective of Player Communication with Coaches and Teammates”
Gregory A. Cranmer, West Virginia University
Scott A. Myers, West Virginia University

“Peer Coworker Relationships: Influences on Use of Latent Dissent Messages”
Michael Sollitto, West Virginia University
Scott A. Myers, West Virginia University

“Organizational Assimilation as a Predictor of Employee Dissent”
Zachary W. Goldman, West Virginia University
Scott A. Myers, West Virginia University

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

Thursday, April 24 11:30-12:45PM

Providence II

Thursday, April 24 11:30-12:45PM

Providence III

Family and Friends in Media Communication

Sponsor: Media Communication
Chair: **Guy Wade**, Wayne State University
Respondent: **Matthew Smith**, Wittenberg University

“Betty (Draper) Francis and Snapping Motherhood”
Andree E.C. Betancourt, Northern Virginia Community College

“Not Your Typical American Family: How the Horror Genre Transforms Familial Dissent”
Nancy Bressler, Bowling Green

“The Millennial Generation, Citizenship, and *How I Met Your Mother*”
Alison N. Novak, Drexel University

Thursday, April 24 11:30-12:45PM

Washington

Top Competitive Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address
Chair: **Christine Courtade Hirsch**, SUNY Oswego
Respondent: **Trevor S. Parry-Giles**, National Communication Association

“Overcoming Global Dissent: Diplomatic Cosmopolitanism at the United Nations General Assembly”
Andrew D. Barnes, James Madison University

“Exile, Preservation, and Qualification: The Role of Beauty in Plato’s Symposium”
Taylor Hahn, University of Pittsburgh

“A Losing Battle: Jimmy Carter as a ‘War-Time’ President in ‘Energy and the Crisis of Confidence’”
Whitney Gent, University of Wisconsin - Madison

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

*Top Competitive Paper

**Top Student Paper

***Top Student Debut Paper

Thursday, April 24 11:30-12:45PM

Newport

Dialogue, Diversity and Discourse for the Uninitiated: Engaging Students in Academic Research

Sponsor: Instructional Communication
Chair: **Tracey Holden**, University of Delaware
Panelists: **Lauren Lemley**, Abilene Christian University
Wes Fondren, Coastal Carolina University
Brad Mello, The National Communication Association
M. Elizabeth Thorpe, The College at Brockport

This panel is devoted to discussing the process and progress of those students who choose to engage in the intellectual dialogue that occurs at academic conferences. Students are not required to partake in the challengingly diverse discourse, and yet there are inevitably those who actively seek mentorship and guidance in their efforts to join in the intellectual discourse that guides and grows our field. Our discussion highlights the professor's role in helping students engage in the process of research and writing, and mentoring the exceptional students who make it to academic conferences.

Thursday, April 24 11:30-12:45PM

Kent

Dissent, Debate, and Hot-Button Issues

Sponsor: Political Communication
Chair: **Lisa M. Gring-Pemle**, George Mason University
Respondent: **Thomas P. Boyle**, Millersville University

“Redefining Nature in the Fatherland: Kurt Hiller’s 1923 Call for Compassion Towards Gays and Lesbians”
Dan Meadows, University of Maryland*
Thomas McClosky, University of Maryland

“The Content of Moral Debate Online: The Discussion of the Abu Ghraib Revelations in Weblogs”
Julia May Hagemann, Drexel University
Alexander Nikolaev, Drexel University
Douglas Porpora, Drexel University

“Tank Man: A Critical Insight Into the Tiananmen Square Protest Text.”
Ivan Gan, Western Kentucky University*

Each paper on this panel interrogates a controversial issue of dissent and its rhetorical response.

*Debut paper

Thursday, April 24 11:30-12:45PM

Bristol

A Dissent, Distance, and Dissonance: Historical Inspirations for Solo Performance Work

Sponsors: Interpretation and Performance Studies and Voices of Diversity
Chair: **Claire E. Van Ens**, Kutztown University of PA
Respondent: **Brianne Waychoff**, Borough of Manhattan Community College, The City University of New York
Jamel Bell, Saint Louis University

“Playing With Performance Conventions in a Solo Adaptation of Frederick Busch's Novel *The Mutual Friend*”
John Anderson, Emerson College

“Empress Jose I, The Widow Norton: The Last Song of the Nightingale of Montgomery Street”
Deryl B. Johnson, Kutztown University of PA

“Solo Performer, Time Traveler”
Shauna M. MacDonald, Villanova University

“Queer Longings, Queer Failures: A Performative Lecture on Anna Elizabeth Dickinson”
Elizabeth Whitney, Borough of Manhattan Community College, The City University of New York

Five artist/scholars present papers and performances that share the commonality of being inspired by historical circumstance. Reaching across time and aesthetics, we explore our connections to individuals who have inspired our own productive dissent. Considering the play of tensions, gaps, and intersections present within and around the embodiment of real and imagined historical others, we interrogate the form and function of solo performance within performance studies practice.

Thursday, April 24 11:30-12:45PM

Blackstone

Communication of Privacy in Family Relationships: How the Management of Privacy Enables and Constrains Family Communication

Sponsor: Interpersonal Communication
Chair: **Carmen Hernández-Ojeda**, University of Hartford

“Managing Privacy about Mental Health Illness in Families”
Aimee E. Miller-Ott, University of Hartford

“Privacy, Same-sex Marriage, and Families: A Communication Privacy Management Perspective”
Pamela J. Lannutti, La Salle University

“Parental Privacy Invasions: A Closer Look at Boundary Turbulence”
Carrie D. Kennedy-Lightsey, Stephen F. Austin State University
Brandi N. Frisby, University of Kentucky

“We Just Don’t Go There:” Parent-Adolescent Perceptions of Privacy Management, Substance Use Prevention, and Relational Quality”
Diana S. Ebersole, Kutztown University of Pennsylvania

“There’s Something We Need to Talk About...”: Men’s Narratives of Testicular Cancer, Masculinity, and Privacy Management within Family Relationships”
Daniel S. Strasser, Rowan University

“Privacy Issues in Investigations of Sperm Donor Communication”
Meredith Marko Harrigan, State University of New York at Geneseo

Papers on this panel reflect a wide range of family contexts in which the management of privacy is vitally important and challenging. Topics focus on family members’ negotiation of privacy related to mental health illnesses, same-sex marriages, substance abuse, sperm donation, and parental invasion of children’s privacy.

Thursday, April 24 11:30-12:45PM

Waterplace II

Is it the Same As in the Classroom: Can Public Speaking Be Taught Effectively Online?

Sponsor: Community College
Chair: **Mary Mino**, Penn State DuBois
Respondent: **Michelle Simpson**, College of Southern Maryland

“It’s Not the Same Thing: Exploring Hesitancy about Teaching Public Speaking Online”
Susan Ward, Delaware County Community College

“Getting It As Close to the Same Thing As Possible: Exploring Options for Maintaining the Quality of Online Public Speaking Courses”
Tom Donlan, Montgomery County Community College

“It Can Be Close to the Same Thing: Exploring a Learning System to Teach Public Speaking Online”
Meredith Frank, Montgomery County Community College
Ralph Gigliotti, Montgomery County Community College

This panel will focus on the dialogue, discourse, and dissent within our community of communication educators over whether public speaking should be taught online.

Thursday, April 24 11:30-12:45PM

Waterplace I

Publisher’s Exhibition Hall

Thursday, April 24 11:30-12:45PM

Waterplace III

On the Marathon Bombings’ Home Front: Dialogue/Discourse with Boston Area Communication Professors

Sponsor: 1st Vice President
Chair: **Anne F. Mattina**, Stonehill College

Roberta L. Kosberg, Curry College
Rita Rosenthal, Boston College
Nancy J. Willets, Cape Cod Community College
Sara Chudnovsky Weintraub, Regis College
Bonnie S. Jefferson, Boston College
Sherry R. Shepler, Saint Anselm College
Anne F. Mattina, Stonehill College
Maureen Boyle, Stonehill College
Jim Armstrong, WBZ television & Regis College

Using tenets of Narrative Theory, this roundtable will focus on stories generated by the terrorist acts in Boston during the week of April 16, 2013. Each participant will provide a perspective on a separate aspect of the events contributing to the overall narrative of “Boston Strong.” Topics range from dealing with the bombing in the

Journalism classroom as it unfolded live; the role of both social and mainstream media in creating the narrative; the heroism of first responders, volunteers and spectators on the scene; professional sports as a source of consubstantiality; dealing with students at the scene and in the classroom; the experience of “sheltering in place”; and live reporting during the manhunt and capture. Dialogue will center on the substance – what is the basis for the story the community has created regarding the bombings? What does this story tell us about ourselves and the larger community? How do narratives help us to heal? Finally, what insights can we, as communication scholars, offer to public discourse surrounding events such as these?

Thursday, April 24 11:30-12:45PM

South County

Thursday, April 24 11:30-12:45PM

Exec Boardroom

Issue Debates and Arguments in U.S. Health Care

Sponsor: Argumentation and Forensics
Chair: **John Parrish-Sprowl**, Indiana University Purdue University Indianapolis
Co-Respondents: **John Chetro-Szivos**, Fitchburg State University

“An Analysis of the Discourse Surrounding the ‘R’ Word”
Erin McAloon, Indiana University Purdue University Indianapolis

“Debate to Create Policy on Teen Sexual Assault in Indiana”
Lindsay Quant, Indiana University Purdue University Indianapolis

“Is There Benefit in Calorie Labeling of Restaurant Menus?”
Kim Bechtel, Indiana University Purdue University Indianapolis

With the passage of the Affordable Care Act, we have witnessed a growth in debate about issues related to health and health care in the U.S. Aside from issues surrounding insurance, we have engaged in legislative and public debate regarding food content, restaurant meal caloric labeling and more. This panel focuses on arguments about significant issues in public health; each paper examining arguments about a particular health topic salient in the current environment. The panel will then invite discussion.

Thursday, April 24 11:30-12:45PM

Narragansett A

ECA Research Fellows Meeting

Thursday, April 24 1:00-2:15PM

Providence I

Community College Business Meeting

Thursday, April 24 1:00-2:15PM

Providence IV

Across curricula, students apply their learning through written reports, oral presentations, and various in-class activities (e.g., simulations, discussions, debates). A disconnect exists, however, between learning and applying research methods skills. Presentations on this panel focus on developing students' research methods skills through exposure, consumption, and practice. Panelists will discuss integrating teaching and research, garnering applied research opportunities, and designing research methods and capstone courses.

Thursday, April 24 1:00-2:15PM

Kent

Hanna Arendt and Lively Dissent: An Exploration through the Lens of Ronald C. Arnett's Communication Ethics in Dark Times: Hanna Arendt's Rhetoric of Warning and Hope

Sponsor: Philosophy of Communication
Chair: **Janie Harden Fritz**, Duquesne University
Respondent: **Ronald C. Arnett**, Duquesne University

Panel Participants:

Annette Holba, Plymouth State University
Kristen Lynn Majocho, University of Pittsburgh at Johnstown
Brent Sleasman, Gannon University

This discussion panel responds to Ronald C. Arnett's recently published *Communication Ethics in Dark Times: Hannah Arendt's Rhetoric of Warning and Hope* (2013, Southern Illinois University Press) by exploring how Arendt's work, through the lens of Arnett's connections to rhetoric and communication ethics, can inform our theorizing in philosophy of communication. Arnett engages the philosophically rich work of a political and philosophical scholar who witnessed the atrocities of Nazi Germany and offered a competing voice of dissent rich with warning and hope. Arnett's engagement of Arendt's work encourages us to consider when and how our own existential circumstances may call for dissent and modalities by which such dissent can be enacted.

Thursday, April 24 1:00-2:15PM

Bristol

Revitalizing ECA's Performance Studies Community: A Roundtable Discussion

Sponsor: Interpretation and Performance Studies
Chair: **Heidi Rose**, Villanova University

John Anderson, Emerson College
Andrée E. C. Betancourt, Northern Virginia Community College
Timothy Gura, Brooklyn College
Bruce Henderson, Ithaca College
Deryl B. Johnson, Kutztown University of Pennsylvania
Shauna M. MacDonald, Villanova University
Benjamin D. Powell, The City University of New York
Valerie Lynn Schrader, Penn State Schuylkill
Deanna Shoemaker, Monmouth University
Claire E. Van Ens, Kutztown University of Pennsylvania
Brianne Waychoff, Borough of Manhattan Community College, The City University of New York
Lisa Weckerle, Kutztown University of Pennsylvania
Elizabeth Whitney, Borough of Manhattan Community College, The City University of New York
Cem Zeytinoglu, East Stroudsburg University of Pennsylvania
Naida Zukic, Borough of Manhattan Community College, The City University of New York

Responding to a new generation of performance studies artist-scholars teaching in the East, this roundtable provides a space to re-envision, re-invent, and re-new the performance studies presence in ECA as well as forge new relationships between and among individuals and departments. Junior and senior faculty gather in an open forum to address key questions, set an agenda, and craft a vision that will begin to carry the ECA performance studies community into a new era.

Thursday, April 24 1:00-2:15PM

Blackstone

Not Your Typical American Family: Familial Relationships, Interactions, and Discourse about Family as Portrayed on Television and in Advertising

Sponsor: Interpersonal Communication
Chair: **Jack Banks**, University of Hartford
Respondent: **Lori Bindig**, Sacred Heart University

“Devoted Dads and Evil Stepmothers: Analyzing Gender Roles in Nuclear, Single-Parent and Stepparent Families”
Nancy Bressler, Bowling Green State University

“Cooking Up Controversy: Responses and Ramifications of Barilla Brand’s Anti-LGBTQ Discourse”
Kristin Comeforo, University of Hartford

“Representations of Family, Gender, and Sexual Identity on Primetime Television: How ‘New’ is the *New Normal*?”
Jenna Grzeslo, Westfield State University

“Visibility with a Catch: The Domestication of Gay Men in Relationships on U.S. Broadcast Network Shows in 2012-2013”
Jack Banks, University of Hartford

These studies examine media representation of these alternative family arrangements such as gay and lesbian married couples and parents, and families with step parents and a single parent, and the patterns of interaction of these various families. These analyses address what ideas are communicated to audiences about these alternative families combining interpersonal communication and media studies theoretical approaches.

Thursday, April 24 1:00-2:15PM

Waterplace II

Top Competitive Papers in Intercultural Communication

Sponsor: Intercultural Communication
Chair: **Nicole Files-Thompson**, The Lincoln University of Pennsylvania
Respondent: **Timothy J. Brown**, West Chester University

“Linking Emotion to Conflict Face Negotiation Theory: A U.S.-China Investigation of the Mediation of Anger, Compassion, and Guilt in Interpersonal Conflict”
Qin Zhang, Fairfield University
Stella Ting-Toomey, California State University- Fullerton
John Oetzel, University of Waikato

“So Much for ‘Give us Your Masses’: Opposition to Refugees in ‘America’ in a Local Newspaper’s Online Forum”
Sarah Bishop, University of Pittsburgh

“American and South Korean Engineering Students’ Communication Motives and Their Student-Instructor Communication Satisfaction”

Daniel H. Mansson, The Pennsylvania State University- Hazleton

Han Bin Lee, The Pennsylvania State University- Erie

“Social Enterprising by, of, and for Women? Race, Gender, and Identity-Based Organizing in the Southwestern United States”

Yea-Wen Chen, Ohio University

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

Thursday, April 24 1:00-2:15PM

Waterplace III

Health Communication Business Meeting

Thursday, April 24 1:00-2:15PM

South County

Wacky Law, Big Impact: Seemingly Insignificant Regulations Affecting Freedom of Expression

Sponsor: Communication Law and Ethics

Chair: **Martin Wallenstein**, John Jay College, CUNY

Respondent: **Warren Sandmann**; William Paterson University

"Front Yards and Free Speech"

Susan Drucker, Hofstra University

Gary Gumpert, Communication Landscapers

"Privatetopias" and Freedom of Speech during Election Campaigns"

Donald Fishman, Boston College

"Physicians' Right to Discuss Gun Safety"

Juliet Dee, University of Delaware

"A Bad Sign"

Harvey Jassem; University of Hartford

Silly, minor changes in local ordinances, or a neglected clause written into a larger piece of legislation can result in peculiar restrictions. Some ordinances become antiquated but remain on the books. From the federal to the most local level, laws are a product of a changing society. This panel will explore the significant impact that even seemingly insignificant or silly laws can have on free speech rights.

Thursday, April 24 1:00-2:15PM

Exec Boardroom

Media Communication Business Meeting

Thursday, April 24 1:00-2:15PM

Narragansett A

ECA Teaching Fellows Meeting

Thursday, April 24 2:30-3:45 PM

Providence I

Communication Administration Business Meeting

Thursday, April 24 2:30-3:45PM

Providence IV

Philosophy of Communication Business Meeting

Thursday, April 24 2:30-3:45PM

Providence II

Applying Communication Concepts and Techniques in Social Media Contexts

Sponsor: Applied Communication

Chair: **Craig Maier**, Duquesne University

Respondent: **Linda Sampson**, Southern Connecticut State University

“Social Media Use During Disasters: A Research Synthesis and Roadmap”

Julia Daisy Fraustino, University of Maryland

Brooke Fisher Liu, University of Maryland

Yan Jin, Virginia Commonwealth University

“A Study of Participatory Storytelling in a Local Tumblr Blogging Community”

Ligaya Scaff, Point Park University*

“Since That Got Here Fast I’ll Give it Some Thought: Health Message Tweets and Trust in Public Health Organizations”

Kenneth A. Lachlan, University of Massachusetts Boston

Patric R. Spence, University of Kentucky

Autumn Edwards, Western Michigan University

Katie M. Reno, University of Tennessee

Chad Edwards, Western Michigan University

*Debut Paper

These papers explore various ways in which social media participants manage information, identities, and relationships. Specific considerations are given to communication in contexts of natural disasters, community-building, and public health crises.

Thursday, April 24 2:30-3:45PM

Providence III

Unleashing Her "Inner Goddess:" Social Conversations and Controversies Surrounding the Fifty Shades of Grey Phenomenon

Sponsor: Media Communication
Chair: **Kyndall Howard**, Abilene Christian University
Respondent: **M. Elizabeth Thorpe**, SUNY Brockport

"Mommy Porn and Other Reactions to *Fifty Shades of Grey*: How Erotic Fiction Infiltrated Society with Masculine and Feminine Ideals"

Meghan Nyeste, Oakland University

"Postfeminism, Technology, and the Cultural Politics of the *Fifty Shades* Trilogy"

Emanuelle Wessels, Missouri State University

"Sex in Society: A Force for Transformational Banter on the Freedom of Sexual Conversations"

Sarah Beardsley, Abilene Christian University

E. L. James' popular series *Fifty Shades of Grey* renewed public debate about men's and women's perspectives on sexual activity. The significant media attention surrounding the series created a cultural fervor, sparking heated conversations about its reception. This panel will address questions such as: Why are erotic conversations more socially acceptable now, how do they elevate or diminish society's view of women, and how does the media amplify and influence societal views of sexuality?

Thursday, April 24 2:30-3:45PM

Washington

Individual Conscience and Corporate Dissent: Obamacare, Reproductive Health, and Conscientious Objections to the Contraceptive Mandate

Sponsor: Rhetoric and Public Address
Chair: **Jeremiah Hickey**, St. John's University

Panelists:

Eric M. Gander, Baruch College, CUNY
David Grassmick, Kirkland & Ellis LLP
Catherine Langford, Texas Tech University

Two recent federal court decisions examine the extent to which the Affordable Care Act violates the Free Exercise Clause and the Religious Freedom Restoration Act. This panel examines the legal argumentation within these decisions, analyzing the role of capitalism and faith; corporate rights and religious conviction; the disparity in treatment between large and small religious sects, big and small businesses, and the sacred and secular; and, explicit and implicit meaning of the nature of rights.

Thursday, April 24 2:30-3:45PM

Newport

Coping on Campus: A Dialogue on Supporting Students in and through Crisis

Sponsor: Instructional Communication
Chair: **Kelly R. Rossetto**, Boston College
Panelists: **Angela M. Hosek**, Emerson College
Celeste Wells, Boston College
Matthew G. Isbell, Merrimack College
Don Fishman, Boston College
Greg Payne, Emerson College
John Tedesco, Virginia Tech
Isra Ali, Rutgers University

This open panel discussion explores how involved professors are compelled (or desired) to be in the emotional experiences of their students, strategies for dealing with coping on campus, and the extent to which the classroom should maintain business as usual when social crises occur. The panelists will respond to the statement, "I'm not a counselor," when deciding how to support students, and will ask, "What are we?" and "What should (or can) we be?"

Thursday, April 24 2:30-3:45PM

Kent

Top Competitive Papers in Nonverbal Communication

Sponsor: Nonverbal Communication
Chair: **Steve Granelli**, Ohio University
Respondent: **Marissa A. Pytlak**, SUNY Oswego

"Propping Up Face Needs with Humor Artifact: An Investigation of Humor Enactment Using Props"

Colleen C. Malachowski, Regis College
Christopher J. Claus, Towson University
Melanie Booth-Butterfield, West Virginia University

"Using Formative Research to Assess Nonverbal Communicative Recommendations for Improving Pedestrian Safety"

Zachary W. Goldman, West Virginia University
Maria Brann, West Virginia University

"Instructor Misbehavior and Forgiveness: An Examination of Student Communicative Outcomes in the Aftermath of Instructor Misbehavior"

Jessalyn I. Vallade, West Virginia University
Colleen C. Malachowski, Regis College

"Smiling at Me: How Does Supervisor's Nonverbal Immediacy Influence Subordinates?"

Moyi Jia, Monmouth University

"Priest as Teacher III: Parishioners' Responsiveness and Priests' Vocational Qualities"

Sean M. Horan, DePaul University
Peter J. C. Raposo, Ohio University

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

Thursday, April 24 2:30-3:45PM

Bristol

Top Competitive Papers in Voices of Diversity

Sponsor: Voices of Diversity
Chair: **Truman Keys**, Western Connecticut State University
Respondent: **Joy Cypher**, Rowan University

“Nobody in Their Right Mind is Gonna Go Down There: The 'Mole People' in Popular Culture” *Debut Paper
Kimberly Perrella, SUNY Geneseo

“Being a Low-Skilled Guest Worker in the US: Creating Space for Voices of Dissent”
Thomas J. Yannuzzi, Penn State University Brandywine
Zanya Stephenson, Penn State University Brandywine

“Counterpublic Confluence: Pageants and the Rhetorical Potential of Feminist Citizenship”
Mia E. Briceño, Wilkes University

“Making Sense of Ourselves: Performing Queer Femme through Narratives of Trauma and Healing”
Katherine Hobson, Bloomsburg University of Pennsylvania

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

Thursday, April 24 2:30-3:45PM

Blackstone

Interpersonal Business Meeting

Thursday, April 24 2:30-3:45PM

Waterplace II

Pedagogical Applications of Social Media

Sponsor: Communication and Technology & Instructional Communication
Chair: **Kelli Jean Smith**, William Patterson University
Respondent: **Maureen C. Minielli**, Kingsborough Community College

“Wikis for Learning and Collaboration”
Rod Carveth, Morgan State University

“Learning and Knowledge in YouTube: Pedagogical Observations and Directions”
Matthew Crick, William Patterson University

“Social Media in the Classroom: Putting Pedagogy First”
Sharmila Pixy Ferris, William Patterson University

“Teaching College Students to Leverage LinkedIn as a Social Media Tool to Elevate Visibility and Viability to Potential Employers”
Loretta McLaughlin-Vignier, William Paterson University

“Social Media and Student Engagement and Learning: Case Studies”
Kyung-Hyan Angie Yoo, William Paterson University

The increasing use of social media in the higher education classroom necessitates increased attention by educators. The papers in this session will present pedagogical perspectives on social media. The first paper demonstrates the need for learning outcomes to guide the use of social media. The next three papers present practical, outcome-based ways for educators to utilize Wikis, YouTube and Twitter.

Thursday, April 24 2:30-3:45PM

Waterplace III

Individual and Cultural Factors in Health Communication

Sponsor: Health Communication
Chair: **Matt Ritter**, High Point University

“Medical staff Sociality Communication: Its Effect on Patient Satisfaction and Loyalty”
Chas D. Koermer, West Virginia University

“The Inner Demon: Effects of Psychological Factors and BMI on Intentions to Join a Gym”
Deya Roy, University of Connecticut
Melanie Savelli, University of Connecticut
Joshua Fishlock, University of Connecticut

“Fear of Physicians and Patient Perceptions of Physicians’ Cultural Competence In Health Care”
Rukhsana Ahmed, University of Ottawa
Benjamin R. Bates, Ohio University

“Source and Receiver Characteristics Related to Patient Deception”
Sarah Burke, Canisius College
Melissa B. Wanzer, Canisius College
David Aragona, Canisius College

* Student paper

Thursday, April 24th 2:30-3:45PM

South County

Internatural Communication: Dissenting from Anthropocentric Cultures

Sponsor: Intercultural Communication and Communication Law & Ethics
Moderators: **Emily Plec**, Western Oregon University
Susan Hafen, Weber State University
Joe Abisaid, Monmouth College

This open forum will address the emerging discourse of internatural communication, which challenges Mead’s orthodoxy that only humans, in their use of symbolic language, can truly communicate. The implications of legitimizing human-animal relationships as a kind of intercultural communication are addressed in a series of questions directed to interests of philosophy of communication, intercultural communication, communication law and ethics, interpersonal communication, and theory and methodology. The open forum includes a semi-structured public discussion on the ramifications of including human-animal relationships and internatural communication as part of our discipline.

Thursday, April 24 2:30-3:45PM

Exec Boardroom

Organizational Communication in Applied Contexts

Sponsor: Organizational Communication
Chair: **Michael Sollitto**, West Virginia University
Respondent: **Jerry L. Allen**, University of New Haven

“Trustworthy? Kind? Reverent?: A Case Study of the Boy Scout Sex Scandal”
Mark J. Shipley, The College at Brockport: State University of New York

“Teaching Well, Unprofessionally: Aesthetics and Dissent in Teaching Work”
Jessica Speed, Northeastern University

“Comparisons, Contrasts and Intersections of Themes in the Literature about Organizational Change in Industry & Higher Education”
Stacy Smulowitz, School University of Scranton

The papers on this panel explore organizational communication in different applied communication contexts from the Boy Scouts of America to higher education.

Thursday, April 24 2:30-3:45PM

Narragansett A

2015 ECA Convention Program Planners (session 1)

Thursday April 24 4:00-5:15PM

Narragansett A

ECA 2014 PLENARY SESSION

The Integrity of Dissent: A “Lively Experiment” on the State of Dissent in Our Discipline

Chair: **Richard West**, Emerson College

Respondents:
Don Fishman, Boston College
Ronald Jackson, University of Cincinnati
Kay Long, West Virginia Wesleyan College
Candice Thomas Maddox, Ohio University, Lancaster
Richard Vatz, Towson University

This year’s conference theme moves ECA to reflect on the state of dissent within our own discipline and how the ability to dissent affects the integrity of our research, our teaching, and the academy at large. We are not always a civil academy. At times, we faculty can be highly manipulative and deceitful, undermining opportunities for open dialogue and input from a diversity of viewpoints.

To explore the state of dissent in our discipline, this panel embarks on a “lively experiment” of its own. Each participant will set forth a position statement on how they have observed and experienced the expression and suppression of dissent in the academy. An open discussion will follow, with participants responding to and engaging the various positions. Audience members are welcome to add variables to the “experiment.”

The goal of this plenary session is to open lines of discussion about how to honor all voices in our discipline, voices of colleagues and students alike. Our integrity as professionals, researchers, and educators depends on our willingness to pursue high quality discourse marked by disagreement, sensitivity, dialogue, and tolerance.

The Eastern Communication Association Welcome Reception will follow immediately after.

Thursday April 24th 5:00-7:30 PM

THE EASTERN COMMUNICATION ASSOCIATION

WELCOME RECEPTION

Sponsored by

Kendall Hunt Publishing & Duquesne University

Thursday April 24 8:00-9:30PM

Ri Ra's

In Memorium: Dr. James Carey 1934-2006

Sponsor: First Vice President & Media Ecology Association
Chair: **Brian Cogan**, Molloy College

ECA and the Media Ecology Association honor Dr. James Carey as we near the eighth anniversary of his passing. A cultural historian, communication theorist, and professor of journalism, Dr. Carey was a dissenter at heart, transforming media studies with his ritual view of communication in his book, *Communication as Culture* (1989). This model articulated a bold dissent in the face of behaviorist approaches to media and audiences, represented by the long-standing transmission model of communication. Rather than tow the line in the transmission model's quantitative theoretical pursuits, Dr. Carey proposed a “lively experiment” in thinking about the cultural dimensions of communication and its underlying values—specifically, communication as collaboration, dialogue, and ritualized sharing. He then went one step further and put the two views in dialogue with each other, elaborating on his groundbreaking exploration of communication as symbolic culture.

Dr. Carey earned his doctorate at the University of Illinois' School of Communication, joining the faculty ranks and eventually rising to the post of Dean of the School of Communications. In 1992, he accepted the position of CBS Professor of International Journalism at Columbia University's School of Journalism, preferring to begin as a member of the faculty rather than jump right into the deanship that had originally been offered. This move was consistent with his skepticism and suspicion of professional elites and academic jargon. Dr. Carey continued to prove the exception to the rule at Columbia; he stood out as the rare journalism professor that had never worked in a news organization, notably establishing M.A. and Ph.D. programs that brought theoretical rigor to the study of journalism. He held his faculty position at Columbia University until his death on May 23, 2006.

Please join us in celebrating the great contributions, great professional and intellectual courage, and great spirit of Dr. James Carey. Ri Ra's is a five minute walk from the hotel down West Exchange Street.

Thursday April 24 8:00-9:00PM

South County

12 Step Group Meeting

FRIDAY, APRIL 25

Friday, April 25, 7:30AM-5:00 PM

Waterplace Ballroom Foyer

CONVENTION REGISTRATION OPEN

Friday, April 25 8:00-9:15AM

Providence I

Spotlight on Scholarship Series

Translational Research: Sharing Our Research with People Beyond Academia.

Sponsor; First Vice President & Research Fellows

Moderator/Discussant: **Linda Lederman**, Arizona State University

Mark Hickson, University of Southern Alabama

Trevor Parry-Giles, University of Maryland

Don Stacks, University of Miami

Judith Trent, University of Cincinnati

ECA's Research Fellows discuss how they have added 'public scholarship' to their research agenda by writing about research for popular consumption. White papers, blogs and websites, books, newspaper and magazine articles and opinion pieces are just some of the ways that communication researchers today can get their findings out into the public domain. The panel will highlight outstanding recent scholarship in the discipline and open the floor to discussion. A "Must Attend" for young scholars seeking to influence public knowledge and opinion.

Friday, April 25 8:00-9:15AM

Providence IV

Sexual Assault in the Military: The Women of the Senate Respond

Sponsor: Argumentation and Forensics

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

Panelists: **Mary Kahl**, Indiana State University

Anne Mattina, Stonehill College

Janette K. Muir, George Mason University
Theodore F. Sheckels, Randolph-Macon College

Sexual harassment and assault in the military have evoked cries of outrage and calls for action by the women in the U.S. Senate. These culminated in a November 2013 debate on the floor of the Senate, which united the women in the body, who tried to create solidarity on the issue while expressing differing viewpoints on specific policy issues. The panel will examine how the women of the Senate have responded rhetorically to this pressing problem.

Friday, April 25 8:00-9:15AM

Providence II

Dialogue and Discourse: Applying Burkean Theories of Identity

Sponsor: Kenneth Burke Society
Chair: **Richard Thames**, Duquesne University
Respondent: **Brian Gilchrist**, Eastern University

“I am *not* a Mac: Burke, Identity, and Severance in Branding”
Jeff Lohr, Duquesne University

“The Power of Discourse: Exploring Identity through Kenneth Burke's Dramatism”
Qing Jin, Eastern University*

“Misty's Price for Security: A Cluster Analysis of Guilt in Chuck Palahniuk's *Diary*”
Joelle Tomkins, Eastern University*

These three presentations all take up Kenneth Burke's notion of identity in different ways. One applies it to branding and the Mac/PC wars, another to a character in Chuck Palahniuk's *Diary*, while the final presenter takes up a theoretical approach to identity.

*Debut Paper

Friday, April 25 8:00-9:15AM

Providence III

Exploring Social Issues Through Comicbooks

Sponsor: Media Communication
Chair: **David Westerman**, North Dakota State University

“The Dark Knight Returns Again”
Guy Wade, Wayne State University

“The Watchmen Cometh”
Nicholas Scott Smith, Wayne State University

“Snowbirds Don't Fly/ They Say It'll Kill Me, But They Won't Say When”
Joseph Lybarger, The University of Akron

“The New 52”
Shawn Starcher, The University of Akron

This panel features the examination of recent research on comic books and comicbook based films.

Friday, April 25 8:00-9:15AM

Washington

Rhetoric of Dissent & Philosophy of Activism: The Pariah, the Deviant, the Dissident, & the Comic

Sponsor: Rhetoric and Public Address & Philosophy of Communication
Chair: **Kristen Lynn Majocho**, University of Pittsburgh at Johnstown
Respondent: **Janie Harden Fritz**, Duquesne University

“The Dissent of Lizzie Borden: Rhetorical Trickster or Conscious Pariah?”
Annette M. Holba, Plymouth State University

“Orality-Literacy Interfaces in the French Revolutionary Period: Some Novel Media Practices and the Emergence of Modernity”
Paul Lippert, East Stroudsburg University

“Judgment and *Civis Dissensus* in Paul Ricoeur’s Philosophy: A Condition for a Just Society?”
Fadoua Loudiy, Robert Morris University

“*Chapulling* as Comic Corrective to Political Activism: A Burkean Approach to the Riots of Summer 2013 in Turkey”
Cem Zeytinoglu, East Stroudsburg University

Panelists investigate the historical, cultural and philosophical foundations behind the theory and practice of dissent in multiple different periods and four separate cases. Papers address the communicative and rhetorical issues represented in each case by applying the ideas of major American and continental thinkers from the past century: Hannah Arendt, Walter Ong, Paul Ricoeur, and Kenneth Burke.

Friday, April 25 8:00-9:15AM

Newport

The Re-Emergence of the Literary as Embodied/Dialogic Criticism in Performance Studies: Spotlighting Alice Munro and ...”

Sponsor: Interpretation and Performance Studies
Chair: **Heidi Rose**, Villanova University
Respondents: **Benjamin D. Powell**, The City University of New York
Carol Simpson Stern, Northwestern University

“Performing the Female Protagonist in the Fiction of Alice Munro and Margaret Atwood”
Lisa Weckerle, Kutztown University

“Southern/Ontario Gothic: Performing Alice Munro and William Faulkner”
John Anderson, Emerson College

“The Unknowable: Performing the Phenomenology of Mental Disability/Difference in the Fiction of Alice Munro and Willa Cather”
Bruce Henderson, Ithaca College

This panel features presentations about the intersections between the writings of the 2013 Nobel laureate in literature, Alice Munro, whose work in the short story has been heralded as the finest since Chekhov, and whose work calls for a kind of performative genealogical approach, putting her writings in dialog with those of earlier writers, as well as her contemporaries.

Friday, April 25 8:00-9:15AM

Kent

Political Communication Business Meeting

Friday, April 25 8:00-9:15AM

Bristol

Shaping Relationships: The Impact of Individual Level Characteristics in Interpersonal Relationships

Sponsor: Interpersonal Communication

Chair: **Mary Nagy**, Bloomsburg University

Respondent: **Linda Sampson**, Southern Connecticut State University

“Examining the Effect of Convergence Communication on Adult Romantic Attachment Anxiety and Avoidance”
Ryan Chesnut, Pennsylvania State University

“Individual Characteristics and Fundamental Experiences in Romantic Relationships: An Examination of Associations among Attachment, Disclosure, and Uncertainty”

Rudy C. Pett, Temple College

René M. Dailey, University of Texas at Austin

“Laughter is the Best Medicine: Humor Intervention in Rumination Processes”

Shannon T. Carton, West Virginia University

Melanie Booth-Butterfield, West Virginia University

Presented papers examine communicative processes involved in psychological and relational wellness

Friday, April 25 8:00-9:15AM

Blackstone

Power to the People: Intentional Media Use (and Non-Use)

Sponsor: Media Ecology Association

Chair: **Lance Strate**, Fordham University

“Not ‘The Way It Is’”: Crowdsourcing the News”

Joshua Meyrowitz, University of New Hampshire

“An Experiment in ‘Media Blackout’”

Susan Maushart, Independent scholar

“Popular resistance to Mediatization through Constructive Rituals”

Jennifer Rauch, Long Island University

“On the Home Front: Strategies by and for Households with Young Children”

Mary Rothschild, Healthy Media Choices

The impact of media and technology is felt from the way news is shaped and exchanged in the larger society to the way time is spent and relationships are formed in the microcosm of the home. This panel shares various theories about, and attempts to bring intentionality into, what McLuhan would call “the maelstrom” of media influence.

Friday, April 25 8:00-9:15AM

Waterplace I

PUBLISHER’S EXHIBITION HALL OPEN 9AM – 5PM

Friday, April 25 8:00-9:15AM

Waterplace II

Voices of Diversity Business Meeting

Friday, April 25 8:00-9:15AM

Waterplace III

Don’t be Afraid of the Dark: A Dialogue of Overcoming Methodological Challenges in Dark Side Research

Sponsor: Theory and Method Interest Group
Chair: **Heather Ferrara**, Cazenovia College

“Advancing traditional methods: Examining ostracism from the dyadic level”
Mary E. Braz, West Chester University

“Stories of the canceled wedding: Considerations for dark side data collection.”
Megan M. Dowd, Hamilton College

“Communiobiological examination of dark side experiences”
Jen Eden, Marist College

“Dear diary, I have a secret...: Using electronic journals to explore social exclusion among adolescents”
Katie M. Striley, Ohio University

Friday, April 25 8:00-9:15AM

South County

Communication Law & Ethics Business Meeting

Friday, April 25 8:00-9:15AM

Exec Boardroom

Communication Traits and the Classroom

Sponsor: Communication Traits
Chair: **James Durbin**, University of Akron

“Do Student Personality Traits Moderate the Effects of Teacher Nonverbal Immediacy on Student Motivation?” *

James A. Katt, University of Central Florida

Steven A. Sivo, University of Central Florida

“Student Traits and Out-of-Class Communication with Instructors: A Reexamination of the Relationships From an Interpersonal Perspective”

Daniel H. Mansson, The Pennsylvania State University at Hazleton

“Students’ Communication Traits, Ethnocentrism, Evaluation of U.S. and International Instructors and Learning:

Jerry L. Allen, University of New Haven

Joan O’Mara, University of Hartford

“The Combined Effects of Instructor Communicative Behaviors, Instructor Credibility, and Student Personality Traits on Incivility in the College Classroom”

Joanna Goldonowicz, University of Central Florida**

Elisa Mendes, University of Central Florida**

Brian Klebig, University of Central Florida**

James Katt, University of Central Florida

Ann Neville Miller, University of Central Florida

*Top Competitive Paper

**Debut Paper

These studies investigated relationships among students and instructors’ trait verbal and nonverbal predispositions toward communication and classroom behaviors and learning.

Friday, April 25 8:00-9:15AM

Narragansett A

Sport Communication: A Shift Back to Theory

Sponsor: Short Course

Presenter: **Dariela Rodriguez**, Ashland University

Gwen Nisbett, University of North Texas

Jennifer Hartsfield, Bridgewater State University

Stephanie Schartel Dunn, University of Oklahoma

The participants in this short course will be exposed to the creation of courses combining sport studies, communication theory, and communication research used to help predict and explain a variety of sport related phenomena. A growing number of communication studies departments are including sport communication courses as part of the curriculum, either via course offerings or fully developed programs. The growth of sport communication as a discipline has included a shift away from media and rhetoric as a sole basis for investigation and back to a social science analysis of sport from a theoretical and practical perspective.

Friday, April 25 8:00-9:15AM

Narragansett B

Friday, April 25 8:00-9:15AM

Narragansett C

Friday, April 25 9:30-10:45AM

Providence I

Spotlight on Scholarship Series

It Never Stops! Newest ECA Research Fellows Discuss Their Recent Research Directions

Sponsor: 1st Vice President & ECA Research Fellows:

Moderator: **Melanie Booth-Butterfield**

“Teacher Behaviors and Relational Teaching”

Ann Bainbridge Frymier, Miami University

“Abigail Adams and Romantic Rituals”

Judy Pearson, Professor Emerita

"Rhetoricians aren't supposed to do numbers! What's a health rhetorician anyway?"

Benjamin Bates, Ohio University

“Communicating about difficult health-related topics: Opportunities for additional research.”

Melissa Wanzer, Canisius College

"Intervening in Instruction: Communication Campaigns to the IBM".

Keith A. Weber, West Virginia University

ECA’s Research Fellows are scholars who have been recognized for their outstanding research accomplishments in the field of communication. ECA Fellows conduct and publish research using diverse methodologies, varying communication perspectives and addressing a wide array of content areas. These, most recent, inductees will discuss their work, current directions, synthesis of programs, and even offer advice about conducting substantive research in our field. It promises to be a lively interaction. Again, an outstanding opportunity for young scholars to hear and interact with ECA’s emerging top scholars.

Friday, April 25 9:30-10:45AM

Providence IV

Top Competitive Papers in the Kenneth Burke Division: Hegemony, Scapegoating, and Communities of Dissent

Sponsor: Kenneth Burke Society

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

“The ‘Heroic’ Vessel: Extending Scapegoating Theory through the Malala Yousufzai Case”

Lamiyah Bahrainwala, The University of Texas at Austin**

“Narrative and Power Relationships”

Annie Laurie Nichols, University of Maryland

“Directorial Portrayals of the ‘Scapegoat Devices of the Ignorant.’ Connections in the Selection of Means in *Darkon*”

David Stern, Frostburg State University
Brent Kice, Frostburg State University

“Analyzing a Performative Text through Cluster Criticism: Hegemony in the Musical *Wicked* as a Case Study”
Valerie Lynn Schrader, Penn State Schuylkill

This panel features the top competitively selected papers from the Kenneth Burke Interest Group from this year. There is an interesting synergy around the conference theme of communities of dissent utilizing Burke’s notion of scapegoating, victimization, and hegemony.

** Debut & Top Overall Paper

Friday, April 25 9:30-10:45AM

Providence II

Dissent from Within: Mindfulness, Daoism, and the Daily Practice of Mercy

Sponsor: Philosophy of Communication
Chair: **Brian Gilchrist**, Eastern University

“Dissent in the Inner Landscape: Rediscovering the Mindfulness Tradition as Philosophy of Communication”
Annette Holba, Plymouth State University

“A Transcendental Rhetoric: The Daoist Rhetorical Framework, Kenneth Burke, and Perceived Transubstantiation of Form” *
Christopher Adameczyk, Texas Tech University

“‘We Work for God’: Mother Teresa and Mercy through the Philosophical Lens of Seneca”
Kristen Lynn Majocho, University of Pittsburgh at Johnstown

These papers, including the top paper* in Philosophy and Communication, explore new approaches to the phenomenology of communication. Holba considers how embodied mindfulness practices and the emerging evidences in neuroscience are embodied philosophies of communication and have significant influences upon human communication. Adameczyk explores the synthetic relationship between Western philosophical approaches to rhetorical theory and approaches to rhetorical theory developed in the Eastern philosophical context. And Majocho grounds the internal motivation for mercy within Seneca’s writings, which emphasizes the therapeutic, practical side of philosophy.

Friday, April 25 9:30-10:45AM

Providence III

Marshall McLuhan!

Sponsors: Media Ecology Association & Interpretation and Performance Studies
Chair: **Lance Strate**, Fordham University

“McLuhan Kaleidoscope”
Mary Ann Allison, Hofstra University

“Prose”
Lance Strate, Fordham University

“Messy Necessity”

Adeena Karasick, Fordham University

“Flash in the Pan”

John McDaid, HardDealines.com

This session features readings and performances from the poetry and creative writing anthology recently published by NeoPoiesis Press, *DEW Lines, Loans, and Lineages: Poetry and Poetics After Marshall McLuhan*. Inspired by McLuhan’s media ecology approach, literary criticism, and poetic style, the participants probe and play with and off of McLuhan’s ideas and insights with words, music, and images. The final piece, by John McDaid, will be a musical performance (sung with guitar accompaniment).

Friday, April 25 9:30-10:45AM

Washington

1938, A Hurricane, A Junior Forecaster and Public Understanding

Sponsor: 1st Vice President

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

Member, Rhode Island Historical Society
Representative, National Weather Service
Representative, local Emergency Management Office
Susan A. Jasko, California University of PA

This unique panel brings together both ECA members with interests and expertise related to weather forecasting and broadcasting with local experts in history, weather, and emergency management to talk about the historic hurricane of 1938 that swept New England, caused much destruction, and helped to initiate modern weather forecasting methods and highlighted the need to improve the public communication of hazards.

Friday, April 25 9:30-10:45AM

Newport

Making Connections in a Digital World: Using Technology to Engage Students in and Outside of the Classroom

Sponsor: Instructional Communication & Communication and Technology

Chair: **Kristen LeBlanc Farris**, Texas State University

Kristen LeBlanc Farris, Texas State University
Marian L. Houser, Texas State University
Chad Edwards, Western Michigan University
Autumn Edwards, Western Michigan University
Jennifer H. Waldeck, Chapman University

This panel discussion will focus on various means of implementing new technology in the instructional context. Each panelist will discuss issues concerning the integration of technology with the learning objectives of their course. Specifically, the panelists will discuss the benefits of utilizing various technologies to create interactive classroom sessions and to increase learning engagement.

Friday, April 25 9:30-10:45AM

Kent

“The Rhetoric of Issues and Personalities from the White House to the Public Square”

Sponsor: Political Communication
Chair: **Wilber C. Rich**, Wellesley University
Respondent: **Trevor S. Parry-Giles**, University of Maryland

“Let Them Eat Kale: Echoes of Marie Antoinette’s Hamearr de la Reine in Media Coverage of Michelle Obama’s White House Garden”

Terri Toles Patkin, Eastern Connecticut University

“Women as Homemakers and Men as Breadwinners: A Feminist Rhetorical Analysis of Equal Pay Discussions, 2007-20012”

Lisa M. Gring-Pemle, George Mason University
Cher Weixia Chen, George Mason University

“The Western Maryland Initiative: A Case Study of the Constitutive Rhetoric of a Secessionist Social Movement”

Theodore F. Sheckels, Randolph Macon College

This panel examines different aspects of rhetoric present in media and discussions relating to special settings, policy issues, and political movements.

Friday, April 25 9:30-10:45AM

Bristol

Body Talk: Discourse and Dialogue on Embodied Feminine Experiences

Sponsor: Voices of Diversity & Intercultural Communication
Chair: **Gina Castle Bell**, West Chester University

“Sweat Equity: A Comparative Content Analysis of Fitspo and Thinspo Visual Rhetoric”

Chizoba Udeorji, Kingsborough Community College

“The Politics of Appearance for Black Female Candidates”

Nadia Brown, Purdue University

“Simultaneous Empowerment and Disempowerment of the Body: The Case of Jamaican Tourists”

Nicole Files-Thompson, Lincoln University

“West Indian Immigrant Women and Embodied Cultural Citizenship”

Kamille Gentles Peart, Roger Williams University

“Sex and Sensibility: A Conversation with Women Over Forty about Their Bodies, Intimacy and Sexuality”

Vida Samuel, Consultant

This panel takes an interdisciplinary approach to examine the embodied feminine experience. Using a variety of research methods and theoretical frameworks, this panel re-articulates and re-imagines the feminine body as political, social and cultural sites of dissent, empowerment, conformity and confrontation

Friday, April 25 9:30-10:45AM

Blackstone

Adjunct Faculty in the 21st Century: The “New Majority” in Communication Departments

Sponsor: Communication Administration

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

As the number of non-tenure track faculty positions reaches an all-time high, many universities have been introduced to a “new majority” among their faculty ranks. A 2012 report in the *Chronicle of Higher Education* reported that nearly 70% of all faculty are in non-tenure track positions. This growing trend has significant implications for both adjuncts (e.g., heavy teaching loads, perceived disconnect from departments, lack of “voice”) and tenure-track faculty (e.g., increased service and advising loads). Panelists will discuss how departments can provide much-needed advocacy and support for part-time faculty while identifying ways to effectively manage the increased workload for tenure-track faculty. Topics of debate will include: improving communication among full- and part-time faculty; designing effective evaluation programs; and ensuring consistency in program structure.

Panelists:

Don Boileau, George Mason University

Elizabeth Graham, University of Akron

Don Stacks, University of Miami

Candice Thomas-Maddox, Ohio University-Lancaster

Friday, April 25 9:30-10:45AM

Waterplace I

Competitive Undergraduate Poster Session I

Sponsor: Undergraduate Scholars Conference

An Analysis of Nissan’s *What if Everything Ran on Gas?* Advertisement Through the Lens of Cognitive Dissonance
Andrew Kaiser, West Chester University

Malcolm X The Speeches of Malcolm X and their Effect on People
Justin Willis, Stonehill College

Transgender Representation in Mainstream Film
Zachary North, Ramapo College of New Jersey

Student Involvement and Motivation to Participate in Undergraduate Organizations
Abbie Lahmers, Slippery Rock University
Darlene Dietrich, Slippery Rock University
Harmony Kasper, Slippery Rock University

Matching or Mismatching Values: An Analysis of ARAMARK
Sarah Porterfield, East Stroudsburg University
Erika Dominguez, East Stroudsburg University
Breanne Scharpnick, East Stroudsburg University
Konrad Mims, East Stroudsburg University
Kenric Carter, East Stroudsburg University
Erika Erdmann, East Stroudsburg University
Bailey Harman, East Stroudsburg University

The Bechdel Test: Finding Meaningful Women’s Representation in Modern Cinema

Caleigh E. Flynn, Drexel University

After 140 Characters, Did Anybody Notice? Non-Profit Organizations' Use of Twitter
Lauren Pszonak, State University of New York at Geneseo

Coverage of the Occupy Wall Street Movement in Light of
the Propaganda Model
Jake Steen, Gannon University

Challenging the representation of women in rap/hip-hop
Marina Consalvo, Ramapo College of New Jersey

Uses and Gratification of Different Media Outlets Among College Students
Alexa Dalbis, Marist College

The Other Side of Gendered Violence: Sexual and Domestic Abuse of Males
Anne Continetti, Canisius College

Mobile Communication and Relationship Satisfaction
Allison Fingado, University of Hartford
Haley Brooks, University of Hartford
Lauren Cote, University of Hartford
Jenny Henriquez, University of Hartford
Allie Shafi, University of Hartford

A Communication Analysis of Image Events in the American Environmental Movement: Redefining and Expanding
Activism
Kevin Pregent, University of Delaware

Terror in the Social Era: An Analysis of the Twitter Response to the Boston Marathon Manhunt through Fisher's
Narrative Framework
Emily C. Harrold, Stonehill College

The Revenge of Men: The Return of Kings Or a Cry for Help?
Sean Borger, Stonehill College

The Spiral of Silence Theory and Fear of Isolation: Selective Posting on Facebook
Rachel Connelly, California University of Pennsylvania

Differences in Perceptions of Women's Makeup Between the Sexes
Allie Lehaf, Ramapo College of New Jersey

Finding the Words Anyway: An analysis of Lily Allen's "Hard Out Here" through the lens of Kramarae's Muted
Group Theory
Daniel Row, Messiah College

Sluts and Studs: *The Media's Double Standard Agenda*
Emmalene G. Carberry, Canisius College

The Relationship Between Social Media and How Campus Crisis Alerts are Communicated to Students
Natalie Niccolai, Slippery Rock University
Lyssa Cunningham, Slippery Rock University

Success and Completion: A Roundtable Discussion of Dissension and Dilemma

Sponsor: Community College
Chair: **Timothy Mottet**, Texas State University

Nancy Willets, Cape Cod Community College
Tobi Mackler, Montgomery County Community College
Jessica Papajcik, Stark State College
Nadine Cichy, Sinclair Community College

This roundtable will elicit dialogue on how institutions are addressing student success and completion and the challenges facing community colleges and four-year institutions on this issue.

Friday, April 25 9:30-10:45AM

Waterplace III

It's All about Change: Health Communication as a "Lively" Experiment

Sponsor: Health Communication
Chair: **Tanisha Harris**, High Point University

"Telling Others Makes it More Real:" Exploring HIV Disclosure Amongst Black Men"
Andrew R. Speildenner, Hofstra University

"Perceived Behavioral Control and Intention to Get Vaccinated and Subsequent Skill in Retrieving, Understanding, and Using Online Information About the HPV Vaccine"
Rebecca K. Britt, The University of Akron
Kristen Hatten, Purdue University

"Comparison of Healthcare Advertising Before and After the Internet revolution and In Popular Women's and Men's Magazines"
Nathaniel J. Warshay*, Wayne State University

* Student paper

Friday, April 25 9:30-10:45AM

South County

Plagiarism: Norms, Rules, Ethics, and Communities of Dissent

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

"Gaps in Plagiarism Protection for the Community of Professional Writers"
Greg Donaldson, John Jay College of Criminal Justice

"Digital Bandits, Plagiarism, and Media Generations"
Susan Drucker, Hofstra University
Gary Gumpert, Communication Landscapers

"Plagiarism and the Culture of Copying"
Donald Fishman, Boston College

"Plagiarism and the Law"

Martin Wallenstein, John Jay College of Criminal Justice

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 changing views on 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? What is the impact of plagiarism on those who make their living crafting words? What will the impact be of the communities of dissent who refuse to accept traditional notions of crediting the work of others.

Friday, April 25 9:30-10:45AM

Exec Boardroom

The Maryland Business Meeting

Friday, April 25 9:30-10:45AM

Narragansett A

Course Redesign for Online: Interaction isn't Optional

Sponsor: Short Course

Presenter: **Robyn E. Parker**, Plymouth State University

Looking to bring a course online? Online, but not satisfied with learner engagement? Looking to really know your online students? This session will help you rethink courses to maximize the advantages of online environments. Too often we simply digitize the content and processes we use in our face-to-face courses—or abandon those processes we believe don't translate well. Using metaphor, we tap into inherent views about content and the nature of the instructor/student relationship. We use the results to explore online course design and effective utilization of online technologies. Come with a course in mind; this is a hands-on session.

Friday, April 25 9:30-10:45AM

Narragansett B

Sponsor: Undergraduate Scholars Conference

Chair: **Marshall Prisbell**, University of Nebraska, Omaha

Respondent: **Kristin English**, Georgia College

Perceived Attractiveness and Effectiveness of Digital and Face-to-Face Communication in Social Support Situations
Katherine Dodson, Wilkes University

Gender Differences in the Expression of Forgiveness in Married Couples
Courtney Lenn, University of Southern Indiana

Flirtation on Social Networking Sites

Stefanie Leshner, James Madison University

Elissa Smith, James Madison University

Kara Stucklen, James Madison University

Neal Sweeney, James Madison University

Friday, April 25 9:30-10:45AM

Narragansett C

Dissent in the Family

Sponsor: Undergraduate Scholars Conference
Chair: **Cindy Lont**, George Mason
Respondent: **Daniel Manson**, Penn State Hazleton

Marriage and an American Family: A Critical Look at *The Kids are All Right*
Danielle Marchese, Ramapo College of New Jersey

The Kids Are Not Alright: Articulations of Gender Across Networks in Children's Television Programming
Melissa Bodnar, Muhlenberg College

The Kids Really Are *All Right*: A Change In Family Dynamic
Leeann Cerbone, Ramapo College of New Jersey

Friday, April 25 11:00-12:15PM

Narragansett A

ECA Awards Recognition and Coffee Café

Friday, April 25 12:30-1:45PM

Providence I

Top Competitive Papers in Applied Communication

Sponsor: Applied Communication
Chair: **Linda Sampson**, Southern Connecticut State University
Respondent: **Nancy Wienczek**, Rider University

“Perceptions of Justice in Community-University Partnerships: Implications for Knowledge Co-Production”
Karen Hutchins, University of Maine
Linda Silka, University of Maine
Laura A. Lindenfeld, University of Maine
Jessica Leahy, University of Maine
Kathleen P. Bell, University of Maine

“Communicating about Gender Roles: The Similar yet Divergent Experiences of Married and Single Women in Evangelical Churches”
Kathryn Anthony, Columbia College

“Parishioners’ and Non-Parishioners’ Perceptions of Priests: Homilies Informed by an Intergroup Perspective are Linked to More Positive Perceptions”
Alexander L. Lancaster, West Virginia University
Christine E. Rittenour, West Virginia University

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

Friday, April 25 12:30-1:45PM

Providence IV

Viewing, Reading and Critiquing the Major Ads of 2013-2014

Sponsor: Argumentation and Forensics
Chair: **Kathleen J. Turner**, Davidson College

Panelists: **David Barney**, Morgan State University
Carl T. Hyden, Morgan State University
Mary Kahl, Indiana State University
Janette K. Muir, George Mason University
Jade Olson, University of Maryland
Theodore F. Sheckels, Randolph-Macon College

Using a highly interactive format, this session will focus on a collection of commercials from 2013-2014. The ads will be played for the audience and two or three of the panelists will share their most cogent observations about the rhetorical and persuasive dimensions of the commercial after which the floor will be opened for audience comments and questions. The ad will be re-played for a brief follow up that leads to the next commercial.

Friday, April 25 12:30-1:45PM

Providence II

Towards a New Enlightenment?: Connecting Being, Interbeing, and Philosophy of Communication

Sponsor: Philosophy of Communication
Chair: **Janie Harden Fritz**, Duquesne University
Respondent: **Ronald C. Arnett**, Duquesne University

“Interbeing and the ‘Ethical Echo’ of Levinas “
Ozum Ucok-Sayrak, Duquesne University

“East Meets West: Philosophical Perspectives on Inter-Being and Interspacing”
Chelsea R. Binnie, Duquesne University

“To Be is to Inter-be: The Interbeing of Thich Nhat Hanh and Franz Kafka”
David M. DeFullis, Duquesne University

“Turning Toward Wisdom Traditions in Higher Education: Wellness and Contemplative Practice in the Academy”
Annette M. Holba, Plymouth State University

Gergen's (2009) work on *Relational Being: Beyond Self and Community* articulates a relationship-centered alternative to the Western Enlightenment view of independent selves and the tradition of bounded being. Building on Gergen's work and broadening the Euro-US-centric conceptualizations of relationality and being, this panel offers an exploration of the concept of “Interbeing.” Each panelist will explore connections between the philosophy of Thich Nhat Hanh's Interbeing and communication through the lens of a different existentialist philosopher.

Friday, April 25 12:30-1:45PM

Providence III

Beginning, Maintaining, and Terminating Computer Mediated Communication

Sponsor: Media Communication
Chair: **Joe Lybarger**, The University of Akron

Respondent: **Jason Zenor**, SUNY Oswego

“Refugees Encounter U.S. Media: Negotiating Expectation, Self and Nation During Relocation”
Sarah Bishop, University of Pittsburgh

“Use of Facebook: A Comparative Study of US American and Ghanaian College Students”
Yang Lin, The University of Akron
Esther Sackey, The University of Akron

“Digital Suicide: When Pulling The Trigger Is As Simple As A Click”
Nicholas Scott Smith, Wayne State University
James M Durbin, The University of Akron

Friday, April 25 12:30-1:45PM

Washington

The Intersection of Policy and Rhetoric: Education, Marriage, Health, & Environmental Reform

Sponsor: Rhetoric and Public Address
Chair: **Valerie Lynn Schrader**, Penn State Schuylkill
Respondent: **Benjamin R. Bates**, Ohio University

“Studying Persuasion through an Australian Anti-Smoking Campaign”
Ivan Gan, Western Kentucky University

“On DOMA: Critical Rhetoric and Marriage Equality”
Giuliana Sorce, Indiana University-Purdue University Fort Wayne

“Constructing Platonic Environmentalism: Preservation and Conservation in the Phaedrus”
Jade Olson, University of Maryland

“The Guardian Genius of Democracy: The Myth of the Heroic Teacher in Lyndon B. Johnson’s Education Policy Rhetoric, 1964-1966”
Michael J. Steudeman, University of Maryland

Rhetoric both shapes and is subsequently influenced by public policy. This panel explores the intersection of policy, legislation, approaches to cultural issues, and public discourse. The four papers uncover the ways in which public policy simultaneously influences public discourse while also being framed by rhetoric. Through examination of anti-smoking campaigns and legislation, the recent ruling against DOMA, approaches to ecological crises, and educational reform during the Johnson administration, the papers illustrate the inextricable links between policy formation and rhetoric.

Friday, April 25 12:30-1:45PM

Newport

Student Behaviors and Expectations

Sponsor: Instructional Communication
Chair: **Candice Thomas-Maddox**, Ohio University, Lancaster
Respondent: **Ann Bainbridge Frymier**, Miami University

“Classroom Communities of Dissent: Exploring Students’ Imagined Interactions and Complaints with Low Affect Instructors”

Alan K. Goodboy, West Virginia University
San Bolkan, California State University, Long Beach
Zachary W. Goldman, West Virginia University

“The Relationship between Student Behavior Alteration Techniques on Student Learning”

Christopher J. Claus, Towson University
Scott A. Myers, West Virginia University

“Convergence Communication and Actively Open-Minded Thinking: Examining the Connection between Parent-Child Patterned Interactions and Cognitive Flexibility”

Ryan Chesnut, The Pennsylvania State University

“Just Give Us What We Need: Considering Millennials’ Expectations for Student-Faculty Relationships”

Bonnie Farley-Lucas, Southern Connecticut State University
Margaret M. Sargent, Southern Connecticut State University

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

Friday, April 25 12:30-1:45PM

Kent

Interpretation & Performance Business Meeting

Friday, April 25 12:30-1:45PM

Bristol

Seeking Representation and Challenging Dichotomies: The Portrayal of Sexual Orientation and Gender in Media

Sponsor: Voices of Diversity
Chair: **Jack Banks**, University of Hartford
Respondent: **Lori Bindig**, Sacred Heart University

“‘Tea (*Skins*), Don’t Mess with Hegemony!’ No Room for Deviant, Working-Class Teen Lesbians on U.S. Television.”

Carmen Hernandez-Ojeda, University of Hartford

“Cross-gender Acting in Contemporary Cinema: A Threat to Masculinity.”

Erika M. Behrmann, Bowling Green State University

“The Choke-Hold of the Heteronorm: Invisibility, and Mis(sed) Opportunities for Representation of the LGBTQ Community in Mainstream Advertising.”

Kristin Comeforo, University of Hartford

“Giving Face, Shade and Realness: A Queer Analysis of Gender Performance and Sexuality in *RuPaul’s Drag Race*”

John Hernandez, University of Hartford

This panel is a compilation of research that analyzes the representation of sexual orientation and gender in a range

of media, including reality and scripted television shows, film and advertising using various critical theories as a foundation. These studies address to what extent these media reinforce or challenge conventional binary dichotomies for these aspects of identity, represent sexual minorities, and contest or reinforce prevalent ideological values in U.S. popular culture such as heterosexism, consumerism, individualism and the ideal of physical attractiveness.

Friday, April 25 12:30-1:45PM

Blackstone

Communication Media: Everything Old is New Again?

Sponsor: Communication and Technology
Chair: **Kenneth A. Lachlan**, University of Massachusetts Boston
Respondent: **Nicholas D. Bowman**, West Virginia University

“Entertainer Memorial Websites: A Way to Keep Parasocial Relationships Alive”*
Jaietta Jackson, Youngstown State University

“Connecting Online: Internet Pornography”
David T. McMahan, Missouri Western State University
James W. Chesboro, Ball State University

“Does Availability of Media throughout Development Affect Ability to Delay Gratification?”
Thomas Meade, Fitchburg State University
Shuhua Zhou, University of Alabama

The three papers in this panel all examine new technology in an area traditionally examined in media communication: parasocial relationships, pornography, and gratifications.

*Student Paper

Friday, April 25 12:30-1:45PM

Waterplace I

Competitive Graduate Poster Session I

“Strengthening Maine’s Winter Maintenance Practices: Identification of Relational Ties Through Social Network Analysis”

Lauren Thornbrough, University of Maine- Department of Communication

“Effects of Media Exposure, Ethnic Interpersonal Contact and Need for Cognition on Online Stereotyping and Individuation”

Amna Al Abri, University of Connecticut

Anne Borsai, University of Connecticut

“The Voice of Foster Youth: Is Media Literacy Empowering or Oppressing Foster Youth?”

Jonathan Friesem, University of Rhode Island

“The Calm Before the Storm: The Impact of Organization-Public Relationships During Crises”

Stephanie Lee, University of Hartford

“Relative Mortality in the Online News Media: A Quantification of Representation in the Era of the Internet”

Nathaniel Warshay, Wayne State University

“An Analysis of Organizational Disclosure’s Effect on Customer Satisfaction and Retention Within the Communication Privacy Management Framework”
Monique Clark, La Salle University

“When More is Less: Message Attributes in Computer Mediated Support Groups”
Madeleine H. Redlick, University of Texas at Austin

“Examining the Application of the SAFECOMM Scale: What Factors Are Related to Which Emotions?”
Joshua Fishlock, University of Connecticut
Amanda Holesinger, University of Connecticut

“Communicating Success: Towards Coaching Efficacy and Notions of Success Among Youth Recreational Baseball Coaches”
Mark Murray, George Mason University
Ellen B. Drogin Rodgers, George Mason University
R. Pierre Rodgers, George Mason University

“Hampton Inn Communication Audit”
Sarah Chill, Youngstown State University
Keri DeJulio, Youngstown State University
Margaret Gratz-Reynolds, Youngstown State University

“Mental Health Online Forums: How Forums Provide Social Support and Coping Strategies to Recently Diagnosed Patients”
Brittany Hanna, Chapman University

“Amy’s Baking Company: A conflict framing case study”
Alane Presswood, Ohio University

“A Discourse in Misunderstanding: Communication Challenges Between Student-Veterans and Their Academic Advisors”
Megan Tucker, George Mason University

“Creativity, Consciousness, Community, and Coffee: An Ethnographic Study of Donkey Coffee”
Lily Acevedo Callejas, Ohio University
Rebekah Crawford, Ohio University
Steve Granelli, Ohio University
Chris Hitchcock, Ohio University
Kristen Okamoto, Ohio University

Friday, April 25 12:30-1:45PM

Waterplace II

Theoretical Approaches to Dialogue, Diversity, and Discourse

Sponsor: Theory and Method Interest Group
Chair: **Michael Koch**, Marist College

“The Persistence of Tokenism”
Nicole Williams Barnes, Georgia State University

“Comparing Sennett and Habermas for a Fuller Conception of the Public Sphere”
Theodora Ruhs, University of Maine

“The <American Family> as an Ideograph: Exploring Discourse & Dissent in McGee’s Rhetorical Concept”
Nancy Bressler, Bowling Green State University

“‘I promise I’m a better mother than this’: The metaphor of ‘mother’ as seen through *Modern Family*”
Michaele D. Myers, University of Delaware

Friday, April 25 12:30-1:45PM

Waterplace III

Interpersonal Communication in the Workplace

Sponsor: Organizational Communication
Chair: **Cristina Gonzalez Alcala**, University of Akron
Respondent: **Todd Kelshaw**, Montclair State University

“‘It’s All About Getting the Job Done:’ Information Acquisition Among Restaurant Workers”
Scott A. Myers, West Virginia University
Michael Sollitto, West Virginia University
Gregory A. Cranmer, West Virginia University
Zachary W. Goldman, West Virginia University
Hannah Ball, West Virginia University
Hailey G. Gillen, West Virginia University

“Positive and Negative Effects of Workplace Romance: A Comparison of Participants’ and Observers’ Perceptions”
Hailey G. Gillen, West Virginia University
Rebecca M. Chory, West Virginia University

“The Influence of Supervisors’ Leadership Style on Telecommuters in the Insurance Industry”
Paul E. Madlock, Texas A&M International University
Luciana Garcia, Texas A&M International University

“Organizational Assimilation and Citizenship Behaviors as a Function of Social Support in Workplace Friendships”
Gregory A. Cranmer, West Virginia University
Melanie Booth-Butterfield, West Virginia University

All of the papers on this panel center around themes related to interpersonal communication in the workplace

Friday, April 25 12:30-1:45PM

South County

Giving Pretrial Publicity the Axe: Fair Trial and Fair Press

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

“The Tweetness of Trial Publicity”
Susan Drucker, Hofstra University and Gary Gumpert, Communication Landscapers

"Too Clever Editing: Zimmerman v. NBC"

Paul Siegel, University of Hartford

"Aaron Hernandez: Celebrity Trials and Publicity in a New Media Age"

Donald Fishman, Boston College

From the 1892 murders of Andrew Jackson Borden and Abby Durfee Gray Borden, the impact of pre-trial publicity has been debated. There has long been a tension between pretrial publicity and conducting fair trials. Defendants have important constitutional rights, but open courts are also an integral part of the American justice system. Most recently, cases of alleged movie shooter James Holmes and suspected Boston marathon bomber Dzhokhar Tsarnaev are likely to renew concerns over the balance between pretrial publicity and a defendant's right to a fair trial. The new media landscape has heightened the pervasiveness of coverage of the legal landscape. From Lizzie Borden onward, pretrial publicity has been central to the balancing of "First Amendment" vs. "Sixth Amendment" rights. This panel will explore various issues and cases associated with this classic conflict.

Friday, April 25 12:30-1:45PM

Exec Boardroom

The New York State Communication Association Business Meeting

Friday, April 25 12:30-1:45PM

Narragansett A

Historian Laureate of Speech Communication: Celebrating the Life and Legacy of Herman Cohen

Sponsor: Rhetoric and Public Address

Chair: **Maureen C. Minielli**, City University of New York

Don Boileau, George Mason University

David Dzikowski, Penn State-University Park

Sharmila Pixy Ferris, William Paterson University

Bryan Horikami, Salisbury University

Mary Mino, Penn State-DuBois

Janet Reynolds Bodenman, Bloomsburg University

R. Pierre Rodgers, George Mason University

Calvin Troup, Duquense University

Paula Youra, Lynchburg College

Jerry Zolten, Penn State-Altoona

This panel pays tribute to Penn State's Herman Cohen by assembling former colleagues and students who reflect on his contributions to the historical study of speech communication as an academic discipline as well as 18th Century British rhetoricians, his area of specialization. An ECA Life Member and former SCA President, Cohen was the author of *The History of Speech Communication: Emergence of a Discipline, 1914-1945*, which received ECA's Everett Lee Hunt Award in 1995. He was also an ECA Distinguished Research Fellow in 1998.

Friday, April 25 12:30-1:45PM

Narragansett B

Dialogue and Discourse of Health and Wellness

Sponsor: Undergraduate Scholars Conference
Chair: **Amanda McKendree**, University of Notre Dame
Respondent: **Brent Sleasman**, Gannon University

Freedom for Who? Representing Female Thinness, Public Health, and Media Regulation
Leah Freeman, State University of New York at Geneseo

Care in a Closed Community: The Ethics of Amish Healthcare
Sally Haluska, University of Pittsburgh at Johnstown

Color Me Pink: The Commodification of Public Health
Madeline M. Zebertavage, State University of New York Geneseo

Friday, April 25 12:30-1:45PM

Narragansett C

Communication within and without the Classroom

Sponsor: Undergraduate Scholars Conference
Chair: **Chip Rouse**, Stevenson University
Respondent: **Mary Mino**, Penn State DuBois

Organizational Identification Among College Commuter and Resident Students
Robert Cannella, Merrimack College
Bridget Gilroy, Merrimack College
Ashley Yenick, Merrimack College
Alex Kasper, Merrimack College

Willingness to Communicate in the Classroom: A Cultural Look at Classroom Connectedness and Group Projects
Matthew Somerville, Bryant University

Who Are You? Developing and Managing Identity in Different Contexts of Student Life
Christine Anzur, James Madison University
Caitlin Kennedy, James Madison University

Friday, April 25 2:00-3:15PM

Providence I

Communicating Campus Connections: Issues of Teaching, Interning, and Fundraising

Sponsor: Applied Communication
Chair: **Rebecca Townsend**, Manchester Community College
Respondent: **Janie Harden Fritz**, Duquesne University

“Travel Writing and the Narrative Paradigm”
Stephanie Verni, Stevenson University

“Communities of Dissent: Intern Misperception and Employer Dissatisfaction”

Chip Rouse, Stevenson University

“Analyzing the Calvin Annual Fund Campaign”

Ivan Gan, Western Kentucky University*

*Debut Paper

These papers consider communication in three contexts of higher education institutions: instruction, internships, and development campaigns. Connecting theoretical concepts and applications, presenters explore issues and consequences of effective and ineffective communication practices.

Friday, April 25 2:00-3:15PM

Providence IV

Conflict Between Persons: The Origin of Leadership

Sponsor: Short Course

Presenter: **Dr. Ronald C. Arnett**, Duquesne University
Lecanne M. Bell McManus, Stevenson University
Amanda G. McKendree, University of Notre Dame
Susan Carr, Duquesne University

This short course will identify different frameworks for teaching conflict communication and reflect on a new approach grounded in the connection between communication, conflict, ethics, and leadership. The facilitators view communication and conflict as a form of existential schooling for leadership that requires an ironic sense of moral height—a willingness to enter the fray of everyday disagreement, not in hopes of winning conflicts, but from the importance of what we can and should learn from one another. Participants will navigate the various questions that emerge when teaching conflict communication, connecting the stability of traditional perspectives with an alternative engagement grounded in leadership.

Friday, April 25 2:00-3:15PM

Providence II

Burkean Poetics as Theory and Criticism

Sponsor: Kenneth Burke

Chair: **Jeff Lohr**, Duquesne University

“Rhetoric and the End of Burke’s Poetics, Dramatistically Considered (*The Symbolic of Motives*)”

Richard Thames, Duquesne University

“Burke, Embodiment, and the Theater of Cruelty”

Brett Ingram, Boston College

“The 'Original Situation' in Contemporary Culture: Symbolic Transcendence Less Transcendent”

Ira Allen, Indiana University*

Kenneth Burke and Maurice Halbwachs: Collective Poetry and Collective Memory

Michael Warren Tumolo, Duquesne University

Consubstantial yet Irrevocably Different: The Independent Women’s Cooptation of Feminism

Jennifer Biedendorf, Penn State University

These five papers address Burke's poetics. In particular, the panel focuses on moving the poetic from the merely performative to the realm of contemporary critical/cultural critique. Together these complementary panels will move Burke's poetics from a purely theoretical position to the realm of social and cultural criticism.

*Debut Paper

Friday, April 25 2:00-3:15

Providence III

Top Competitive Papers in Media Communication

Sponsor: Media Communication

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

Respondent: **Leigh Nelson**, James Madison University

"The Unreachable Star?: A Narrative Analysis of Aaron Sorkin's Attempt To Gain Admittance to Journalism's Interpretive Community"

Ronald Bishop, Drexel University

"Characterization of Tim Tebow and the Cultural Phenomenon of Tebowmania: An Analysis of the Coverage of Tim Tebow by Three US Newspapers"

Vaughn Myers, Youngstown State University

Yang Lin, The University of Akron

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

Friday, April 25 2:00-3:15PM

Washington

Reform

Sponsor: Rhetoric and Public Address

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

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

"Studying Persuasion through an Australian Anti-Smoking Campaign"

Ivan Gan, Western Kentucky University

"On DOMA: Critical Rhetoric and Marriage Equality"

Giuliana Sorce, Indiana University-Purdue University Fort Wayne

"Constructing Platonic Environmentalism: Preservation and Conservation in the *Phaedrus*"

Jade Olson, University of Maryland

"The Guardian Genius of Democracy: The Myth of the Heroic Teacher in Lyndon B. Johnson's Education Policy Rhetoric, 1964-1966"

Michael J. Stuedeman, University of Maryland

Rhetoric both shapes and is subsequently influenced by public policy. This panel explores the intersection of policy, legislation, approaches to cultural issues, and public discourse. The four papers uncover the ways in which public policy simultaneously influences public discourse while also being framed by rhetoric. Through examination of anti-

smoking campaigns and legislation, the recent ruling against DOMA, approaches to ecological crises, and educational reform during the Johnson administration, the papers illustrate the inextricable links between policy formation and rhetoric.

Friday, April 25 2:00-3:15PM

Newport

Top Competitive Papers in Instructional Communication

Sponsor: Instructional Communication
Chair: **Daniel H. Mansson**, Penn State Hazleton
Respondent: **Sally Vogl-Bauer**, University of Wisconsin, Whitewater

“Exploring a 360⁰ Approach to Assessing Instructor-training Programs”
Kristen LeBlanc Farris, Texas State University
Marian L. House, Texas State University

“Examining the Role of Self- Disclosure and Connectedness in the Process of Instructional Dissent: A Test of the Instructional Beliefs Model”
Zac D. Johnson, Murray State University
Sara LaBelle, West Virginia University

“The Relationships between Student Self-Disclosure, Out of Class Communication and Leader-Member Exchange”
Michael Sollito, West Virginia University
Gregory A. Grammer, West Virginia University
Zachary W, Goldman, West Virginia University
Matthew M. Martin, West Virginia University
Melody L. Thomas, West Virginia University

“Revisiting the Relationship between Teacher Confirmation and Learning Outcomes: Examining Cultural Differences in Turkish, Chinese, and American Classrooms”
Zachary W, Goldman, West Virginia University
San Bolkan, California State University, Long Beach
Alan K. Goodboy, West Virginia University

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

Friday, April 25 2:00-3:15PM

Kent

Communication in the 2013 Virginia Gubernatorial Election: A Lively State-Level Experiment”

Sponsor: Political Communication
Chair: **Kristin English**, Georgia College and State University

“The 2013 Virginia Gubernatorial Election of National Interest”
Theodore F. Sheckels, Randolph-Macon College

“The Normative Democratic Attitudes in a Low-Involvement Election: Influences of Political Messages in Young Virginian’s Political Efficacy, Intention to Vote, and Political Information Efficacy”
Scott W. Dunn, Radford University
James E. Collier, Radford University

“A Content Analysis of Media Reporting of the Candidate Debates in the 2013 Gubernatorial Election”
Kristina Contreras, Radford University

“Spoon-feeding Young Voters? Analysis of Short-Term Effects of Agenda-Setting in the 2013 Gubernatorial Debates”

Sheena Palmer, Radford University

Katelyn Meeks, Radford University

This panel directs attention to an alternate campaign situation by examining the off-year gubernatorial election in Virginia

Friday, April 25 2:00-3:15PM

Bristol

Discourse and Dialogue on the Intersections of Identity and Ideology

Sponsor: Voices of Diversity

Chair: **Chizoba Udeorji**, Kingsborough Community College

Respondent: **Lorin Arnold**, Rowan University Arnold, Rowan University

“Rebellion and the Bransons: Ideology and Hegemony in Downton Abbey”

Analiese B. Piraino, Indiana University of Pennsylvania

B. Gail Wilson, Indiana University of Pennsylvania

“Shaping Self with the Doctor: The Construction of Identity for Trans Patients”

Katy Ross, Texas Tech University

Juliann Scholl, Texas Tech University

Gina Castle Bell, West Chester University

“An Update on Thai Politeness: The Current Politeness Rules Among the Middle Class Thai”

Pawena Sirimangkala, Barry University

This panel takes an interdisciplinary approach to understanding how identity, hegemony and ideology are communicated in in different context. The first presentation examines the evolution of the characters Tom and Lady Sybil Branson in the popular television series, *Downton Abbey*. The second presentation focuses on the patient-provider experiences of Trans-identified patients. The third presentation takes a quantitative approach to understanding how, when and why politeness is used in Thai culture.

Friday, April 25 2:00-3:15PM

Blackstone

Adult Perspectives on Competition and Transition

Sponsor: Interpersonal Communication

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

Respondent: **Kristin Eichhorn**, State University of New York at Oswego

“Competition Contexts in Adult Female Friendships”

Elaine D. Zelley, La Salle University

Katie Neary Dunleavy, La Salle University

“Memorable Messages from Fathers to Children through Sports: Perspectives from Sons and Daughters”
Shawn Starcher, University of Akron

“Grandparents’ Perspectives on Intergenerational Dynamics and their Relationships with their Adult Children During the Transition to Grandparenthood”
Elizabeth A. Munz, West Chester University

Papers explore messages within close relationships and their connection to relational satisfaction.

Friday, April 25 2:00-3:15PM

Waterplace II

Rants, Antics and Manic Semantics: Language at the Confluence of Meaning and Desire

Sponsors: Interpretation and Performance Studies and Rhetoric and Public Address
Chair: **Lance Strate**, Fordham University

This Poem and Recent L=A=N=G=U=A=G=E Focused Conceptual Work
Adeena Karasick, Fordham University

Adeena Karasick will perform from her latest book, *This Poem*, and recent L=A=N=G=U=A=G=E focused, Conceptual work. Karasick is a poet, cultural theorist, media artist and the critically acclaimed author of seven books of poetry and poetic theory, and Professor of Pop Culture and Media Theory. Writing at the intersection of Conceptualism and neo-Fluxus performativity, her urban, Jewish feminist mashups have been described as “electricity in language” and noted for its “cross-fertilization of punning and knowing, theatre and theory.”

Friday, April 25 2:00-3:15PM

Waterplace III

Intervening and Engaging: Technology and Health Communication

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

“The Impact of Communication Technology on Healthcare Organizations and Patient-Provider Interaction”
Theodore A. Avtgis, Ashland University
E. Phillips Polack, West Virginia University
Corey J. Liberman, Marymount Manhattan College

“Developing A New Measure of Electronic Engagement For Health Issues: Ehealth Self-Efficacy and Motivation in Social Media Use”
Rebecca K. Britt, The University of Akron
Kristen Hatten, Purdue University

“The Potential of Mobile Phones For HIV/AIDS Intervention In Sub-Saharan Africa: A Narrative Analysis”
Dinah A. Tetteh*, Bowling Green State University

*Student paper and Debut paper

Friday, April 25 2:00-3:15PM

South County

Spotlight on Teaching Series

Celebrating GIFT's Frequent Flyers

Todd Allen, Geneva College
Eric Fife, James Madison University
C. Leigh Nelson, James Madison University
Rita Rosenthal, Boston College
Nancy J. Willets, Cape Cod Community College
Michelle Simpson, College of Southern Maryland
Susan M. Ward, Delaware County Community College

Great Ideas for teaching Speech/Students (GIFTS) has been a mainstay of the ECA convention for years. In this panel, we bring together five "*Frequent Flyers*", seasoned professors who have been consistently chosen to participate in GIFTS over the past ten years. They will share a brief teaching idea and discuss what has contributed to their excellence in teaching. A great opportunity for graduate students and new faculty to learn from the masters!

Friday, April 25 2:00-3:15PM

Exec Boardroom

Communication Traits Business Meeting

Friday, April 25 2:00-3:15PM

Narragansett A

Spotlight on Scholarship Series

The Process of Scholarship

Sponsor: 1st Vice President
Chair: **Lewis Freeman**, Fordham University

Panelists: **Cindy Lont**, George Mason University
Mary L. Kahl, Indiana State University
Thom Gencarelli, Manhattan College
Katherine Fry, Brooklyn College

How do academics do their work? Scholars (including a recording of James Carey) answer questions from their unique, personal perspectives:

- What inspires your work?
 - From what types of sources do you gain insights useful in your work?
 - How do you set up the "architecture" of your academic "files?"
 - How do you structure your research?
 - In what ways do you communicate with colleagues about your work?
 - How do you go about the process of writing?
-

Friday, April 25 2:00-3:15PM

Narragansett B

Negotiating the Margins

Sponsor: Undergraduate Scholars Conference

Chair: **Brent Sleasman**, Gannon University

Respondent: **Kristen L. Majocho**, University of Pittsburgh at Johnstown

Rhetorical Strategies of "It Gets Better" Project

Vanessa Gilbert, Stonehill College

Hate or Just Hype? An analysis of *The Laramie Project*

Samantha Geyer, Ramapo College of New Jersey

Eating Disorders and Cultural Imposition: Wasting Away Because Society Says So

Christa A. Sousa, State University of New York at Geneseo

Friday, April 25 2:00-3:15PM

Narragansett C

Expression in Popular Culture

Sponsor: Undergraduate Scholars Conference

Chair: **Mary Mino**, Penn State DuBois,

Respondent: **Cem Zeytinoglu**, East Stroudsburg University of Pennsylvania

Where do you get your music? A content analysis of popular music apps

LaConteau Williams, Johnson C. Smith University

Defining Indecency and Obscenity in the Digital Age: Why Miley Cyrus' VMA's Performance is Protected Speech

Lauren A. Weisenbeck, State University of New York at Brockport

Ink Redefined: Do tattoos communicate dissent or construct normative forms of identity for the Millennial generation?

Sarah Hartwell, Roger Williams University

Friday, April 25 3:30-4:45PM

Providence I

Teaching Nonverbal Communication in the Contemporary Classroom

Sponsor: Nonverbal Communication

Chair: **Jordan T. Atkinson**, West Virginia University

Respondent: **Michael Sollitto**, West Virginia University

Panelists:

Kerry Byrnes, Collin College

Zac D. Johnson, Murray State University

Zachary W. Goldman, West Virginia University
Sara LaBelle, West Virginia University

Friday, April 25th 3:30-4:45pm

Providence IV

Scholar Spotlight Panel: The Teaching, Research and Service of Benjamin R. Bates

Sponsor: Rhetoric and Public Address
Chair: **Jason A. Edwards**, Bridgewater State University
Respondent: **Benjamin R. Bates**, Ohio University

Panelists:

Trevor S. Parry-Giles, National Communication Association
Janie M. Harden Fritz, Duquesne University
Valerie Lynn Schrader, Penn State Schuylkill
Heather Stassen-Ferrara, Cazenovia College

This panel spotlights the achievements of Benjamin R. Bates, who recently received ECA's Past President's Award and is the current editor of *Communication Quarterly*. This panel highlights his prolific research agenda including more than 50 academic articles, two books, and numerous conference presentations. His outstanding service to the discipline as an editor, editorial board service, and positions held within ECA will also be noted. Comments from former students will explore the ways in which his teaching and mentorship has enabled their academic success.

Friday, April 25 3:30-4:45PM

Providence II

Argumentation & Forensics Business Meeting

Friday, April 25 3:30-4:45PM

Providence III

A Different Lens for Seeing the Utility of Corporate Social Responsibility: Whistling Blowing as Ethical and Legal Resistance, and the Connection between CSR & Corporate Financial Performance

Sponsor: **Communication Law and Ethics**
Chair: **Chris Hirsch**, SUNY Oswego

"Evidence of CSR in Corporate Mission Statements and Its Relationship to Corporate Financial Performance"
Taejin Jung, SUNY Oswego

"Whistleblowing As An Act of Communication: What Ethical Choices Do Communicators Face?"
Cary Greenwood, Middle Tennessee State University

"Blowing the Whistle on the Whistleblower Act: An Assessment of Federal Whistleblower Protection and Employee Speech Law"
Jason Zenor, SUNY Oswego

Arguably an outcome of the late 1960s ecology movement and the waning trust in corporations in later decades following highly publicized scandals (e.g., WorldCom and Enron), corporate social responsibility (CSR) remains a popular, but contested concept. Corporations are expected to be profitable as well as ethical in their routine business operations and through their outreach to communities. This panel will look at the relationship between corporate economic success and the ethics of CSR.

Friday, April 25 3:30-4:45PM

Washington

Applied Communication Business Meeting

Friday, April 25 3:30-4:45PM

Newport

Instructional Communication Business Meeting

Friday, April 25 3:30-4:45PM

Kent

Top Papers in Political Communication

Sponsor: Political Communication
Chair: Timothy Barney, University of Richmond
Respondent: Wilber C. Rich, Wellesley University

“Expression of Dissent: The Roles of Relationship Types, Relational Communication Themes, and Communication Satisfaction in the Context of Political Disagreement”

John Christian Feaster, Rowan University
Seong-Jae Min, Pace University

“Reporting Politics in an Era of Student Political Activism: An Analysis of Bias in Student Newspaper Political Coverage”

Hans C. Schmidt, Penn State University, Brandywine

“Mitt and Mormonism: A Content Analysis of Newspaper Coverage of Mitt Romney’s Religion in the 2012 Primary Election”

Allison Haeger, George Mason University

This panel presents the three competitive papers ranked highest among those submitted to the Political Communication Division for 2014.

Friday, April 25 3:30-4:45PM

Bristol

Communication Theories and Baseball Stadia: Connecting Communication Theories to Architecture, Baseball, Community, and to Each Other

Sponsor: 1st Vice President

Chair: **Susan Drucker**, Hofstra University

“What Profiteth Baseball? Ballparks, Marketing and the Extended Self”

Thomas R. Flynn, Slippery Rock University

Pennilane Carlisle, LJR Custom Strategies

“Playing Games in a Minor League Ballpark”

Lewis Freeman, Fordham University

“You’re Going to Take Me Out to the Ballgame: Technological Determinism and the E-mediation of the Baseball Stadium”

Harvey Jassem, University of Hartford

“Koshien Stadium: Time-binding Bushido”

Mike Plugh, Fordham University

“There Used to Be a Ballpark Here: Collective Memory, Urban Renewal and Communication”

Gary Gumpert, Urban Communication Foundation

Susan J. Drucker, Hofstra University

The ballpark is a place where communication is central. It is a symbol shared by city, fans, and owners. Ballparks are more than playing fields, spectator seats, concession stands. They are places of community. They are places of interaction between fan and team, fans and fans, community and sport. They are places of memory, of identity, of athletic and architectural accomplishment.

Plan to attend as a range of scholars preview their chapters in an upcoming volume published by Peter Lang: *There Used to Be a Ballpark Here: Communication, Community and the Spaces of Baseball*.

Following the presentation, we will board the bus at 5:15 pm and take a short ride to Tom McCoy Stadium. Join friends and colleagues as the Pawtucket Red Sox take on the Rochester Red Wings at McCoy Stadium for a 6:15 gametime. Bus leaves from in front of hotel at 5:15 pm. Game Ticket & Bus Transportation to Pawtucket Red Sox: \$30. Pre-register to ensure a seat!

Friday, April 25 3:30-4:45PM

Blackstone

An Evening with Lizzie Borden

Sponsor: 1st Vice President

Chair:

“Lizzie Borden took an Axe, or Did She?”

Annette M. Holba, Plymouth State University

On August 4, 1892, Andrew and Abby Borden were brutally murdered in their home in Fall River, MA. Lizzie Borden, Andrew Borden’s 32-year-old daughter, was officially charged with the murder of her father and stepmother. Lizzie Borden was acquitted of the charges, but many still believe she got away with murder.

Plan to attend author and former homicide detective Annette Holba's presentation as she provides facts that are often left out, ignored, and unsaid by those who believe Lizzie to be guilty.

Following the presentation, we will board the bus at 5:15 pm and take a short ride and tour the scene of the crime, the Lizzie Borden House, in Fall River, MA. The home has been restored to its Victorian heritage and is now a Bed and Breakfast, which has been featured on numerous talk shows and highlighted in many documentaries in the annals of American crime and history.

Museum Ticket & Bus Transportation to the Lizzy Borden House & Museum: \$30
Bus to Falls River leaves from in front of hotel at 5:15 pm. Pre-register to ensure your seat!

Friday, April 25 3:30-4:45PM

Waterplace II

Recent Research Updates on Selected Prominent Communication Traits: Session I

Sponsor: Communication Traits
Chair: **Darrin J. Griffin**, SUNY-Buffalo

“Recent Research Involving Trait Argumentativeness 2010-2014”
Andrew S. Rancer, University of Akron

“Recent Research Involving Biological Approaches toward Understanding Trait Verbal Aggressiveness”
2010-2014”
Theodore A. Avtgis, Ashland University

“Recent Research Concerning Verbal Aggressiveness and the Malleability-Offensiveness Construct”
Charles J. Wigley III, Canisius College

“Recent Research on Communication Traits as Measured by the Big 3”
Mary C. Toale, West Virginia Wesleyan College

This is the first of two sessions describing recent developments in communication trait research. Additionally, each panelist will identify some key unanswered questions arising from current as well as long-term research trends.

Friday, April 25 3:30-4:45PM

Waterplace III

Dissent and Disconnections in Health Communication

Sponsor: Health Communication
Chair: **Sara LaBelle**, West Virginia University

“Your BMI Ain't Like Mine: The Cultural Disconnect in Black Women's Obesity Crisis”
Shanna L. Flowers*, Carilion Clinic

“Dissent among Breastfeeding Air Force Women: An Analysis of the Tensions in the Blogosphere About Breastfeeding Military Women”
Mumbo Mumba, Illinois College
Margaret Quinlan, The University of North Carolina

“Communities of Dissent: Using E-mail to Transform Patient and Physician Dialogue”

Erin Harvey, Canisius College

Rosanne L. Hartman, Canisius College

Melissa B. Wanzer, Canisius College

* Debut paper

Friday, April 25 3:30-4:45PM

South County

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

Sponsor: Community College, Great Ideas for Teaching Students (G.I.F.T.S.)

Chair: **Nyia Lacey**, Delaware County Community College

“Cultural Speed Friending!”

Alyssa Kauffman, *Suffolk County Community College*

“Conflict KSA’s: A Student Assessment And Icebreaker Activity”

Janet R. Bodenman, Bloomsburg University

“GIFTS from Word”

Laura R. Brown, University of Kentucky

“The Returning Kindergarten Sales Pitch: An In-Class Speech Creation Activity”

Emily F. Bushnell, University of Kentucky

“Once upon a Time, in the Land of the Vocal Fillers...”

Colin Kearney & Christopher Volker, University of Delaware

“Encoding and Decoding Less Intense Emotions: A ‘Lively Experiment’”

Eric M. Fife & C. Leigh Nelson, James Madison University

“Cite That Source! A Game about Context”

Jennifer L. Babcock, Bridgewater College

“SWF Looking for Someone like You: An Analysis into Interpersonal Communication Terms and Theories”

Jenny Warren, Collin College

“Don’t Judge Me by the Music I Like”

Bessie L. Lawton, West Chester University

Friday, April 25 3:30-4:45PM

Exec Boardroom

The Kenneth Burke Society Business Meeting

Friday, April 25 3:30-4:45PM

Narragansett A

2015 ECA Convention Program Planners (session 2)

Friday, April 25 3:30-4:45PM

Narragansett B

Media's Purpose: Serving Communities & Shaping Perceptions

Sponsor: Undergraduate Scholars Conference
Chair: **Kristin English**, Georgia College
Respondent: **Chip Rouse**, Stevenson University

Prestigious Photojournalism: Enabling Hegemony Instead of Presenting Reality
Courtney Dunn, State University of New York at Geneseo

Media Regulation: Protecting Children Online
Jeff Egitto, Stonehill College
Christina Mondy, Stonehill College

The Path of Iconicity: How 20th Century Photographs Achieved Iconicity
Sam Wroblewski, Roger Williams University

Friday, April 25 3:30-4:45PM

Narragansett C

Public Discourse in Contemporary Issues

Sponsor: Undergraduate Scholars Conference
Chair: **Sarah Flinko**, Duquesne University
Respondent: **Leeanne M. Bell McManus**, Stevenson University

Using Fisher's Narrative to Examine the Boston Bombing and Sunil Tripathi
Tyler Turnbull, Stonehill College

Conflicting Memories: Public Memory and the Boy Scouts of America Membership Controversy
Toni Maisano, Abilene Christian University

Penn State University Crisis Communication Plan
Kathryn Sena, Northeastern University

Friday, April 25 5:00-6:15PM

Providence I

Communities of Performance: Student Spotlight

Sponsor: Interpretation and Performance Studies
Chair: **John Anderson**, Emerson College

Respondents: **Lisa Weckerle**, Kutztown University

Heidi Rose, Villanova University

Bruce Henderson, Ithaca College

Jennifer Shamrock, Monmouth University

This program will provide an opportunity for undergraduate and masters level students from Villanova University, Emerson College, and Monmouth University to present performances and receive critical responses for their work.

Friday, April 25 5:00-6:15PM

Providence II

Being, Speaking, Teaching: Heidegger and Philosophy of Communication

Sponsor: Philosophy of Communication

Chair: **Cem Zeytinoglu**, East Stroudsburg University of Pennsylvania

Respondent: **Garnet Butchart**, Duquesne University

"A Heideggerian Approach to Caring for Others: Three Weeks at the Missionaries of Charity House in Ponce Puerto Rico"

Kristen Lynn Majocha, University of Pittsburgh at Johnstown

"Heidegger's Philosophy of Language: Connections to Public Relations Praxis"

Amanda Sevilla, Duquesne University

"Philosophizing in the Classroom: An Exploration of Heideggerian Pedagogy"

Brian Gilchrist, Eastern University

"The Anti-Technological Ontology: A Dissent against Metaphysics & Humanism"

Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

This panel examines diverse approaches to Heidegger discourse through philosophy of communication. Kristen L. Majocha frames Mother Teresa's "caring for others" through Heidegger's "practical return to being in the world." Amanda Sevilla explores Heidegger's "lived experience of being" through teaching future marketplace professionals about artistic constructions of messages. Brian Gilchrist articulates Heidegger's philosophizing to emphasizing thinking in the classroom. Cem Zeytinoglu positions Heidegger's anti-technology rhetoric as an extension of Heidegger's critique of metaphysics and humanism.

Friday, April 25 5:00-6:15PM

Newport

To Flip or Not to Flip Your Course, That is the Question

Sponsor: Instructional Communication

Chair: **Deanna Sellnow**, University of Kentucky

Respondent: **Marian Hourser**, Texas State University

Aaron Sams, Reformed Presbyterian Theological Seminary

Kristen LeBlanc-Farris, Texas State University

Laura R. Brown, University of Kentucky
Marjorie M. Buckner University of Kentucky
Renee Kaufmann, University of Kentucky

This roundtable discussion will seek to discover how other instructors have successfully flipped their classes or entire courses, provide recommendations for making the flipped model work at your school (whether hybrid or online), and how to deal with the communities of dissent: the instructors who do not want to make the switch.

Friday, April 25 5:00-6:15PM

Waterplace III

Reflections on Communication Technologies

Sponsor: Communication and Technology
Chair: **Elizabeth L. Cohen**, West Virginia University
Respondent: **Kristin Roesenthaler Wolfe**, Penn State Beaver

“Collective and Connective Phenomena of Cyberspace: Conceptualizing Spatial Practices and Intelligence in Virtual Environments”

Malwina A. Buldys, Rochester Institute of Technology

“Internet Rhetoric: The Dilemma of its Misuse”*

Lisa A. Davis, Duquesne University

“Retrospecting and Reflecting Religion on the Internet”**

Weiwen Tu, Duquesne University

*Student paper

**Student Debut paper

Friday, April 25 5:00-6:15PM

Narragansett A

Media Silence vs. Media Dissent: When NOT Covering a Story Perpetuates a Lie

Sponsor: First Vice President
Chair: **Garland Waller**, Boston University
Respondents: **Sarah Cortes** Northeastern University.
Rita Henley Jensen, WomensENews.

A screening and discussion of the award-winning documentary film, *No Way Out, But One*, the story of Holly Collins, an American woman who kidnapped her own children to save them from abuse at the hands of their father. Holly went on the run, and became an international fugitive, pursued by the FBI. She and her children are the first American family to ever be granted asylum by the government of the Netherlands, due to domestic violence. The film’s producer, Garland Waller, has won The Silver Award at the Colorado Film Festival, the Award for Film and Media Excellence from The Institute on Violence, Abuse, and Trauma, an Accolade Award, an Indie Award, and was a film festival selection for The Unspoken Film Festival on Human Rights. She is joined in this panel by Rita Henley Jensen and Sarah Cortes.

Jensen is the Founder and Editor in Chief of *Women'seNews*, an independent daily news service covering issues of particular concern to women, which has won 31 journalism awards. She was named by *New York Daily News* one of the 100 most influential women in New York. Sarah Cortes is a senior executive with extensive experience in information security and cyberstalking. She sits on the Board of Transition House, Emerge, Inc., and Employers Against Domestic Violence (EADV). Transition House is one of the first service providers to victims of domestic violence.

Friday, April 25 5:00-6:15PM

Narragansett B

Cults, Consciousness & Champion's Final Show: Controlling the Audience

Sponsor: Undergraduate Scholars Conference
Chair: **Nancy Bressler**, Bowling Green State University
Respondent: **Brian Gilchrist**, Eastern University

The rhetoric of Charles Manson
Elizabeth Stearns, Stonehill College

Memory Rooted in Disaster: Japanese Film and Animation as an Expression of Victim Consciousness and Disaster Anxieties
Brittany Lauda, State University of New York at Geneseo

Different Directions: Analyzing Champion's Final Show
Alex Whitten, Abilene Christian University

Friday, April 25 5:00-6:15PM

Narragansett C

Communicating "Beyond" Theory

Sponsor: Undergraduate Scholars Conference
Chair: **Scott Dunn**, Radford University
Respondent: **Nancy Bressler**, Bowling Green University

What are Your Paranormal Beliefs? The Link Between Religion, Storytelling, and Supernatural Ideals
Andrew Feuerstein, State University of New York at New Paltz
Elora Eigenlaub, State University of New York at New Paltz
Sierra Levy, State University of New York at New Paltz
Ilana Kantor, State University of New York at New Paltz
Indira Tavárez, State University of New York at New Paltz
Shauna Kalantri, State University of New York at New Paltz

Candie's 'Pause Before You Play' Teen Pregnancy Prevention Campaign and the Cognitive Dissonance Theory
Kimberly Bydlon, West Chester University

"Obama for America" 2012 Presidential Election Campaign Analyzed Through the Theory of Planned Behavior
Brooke Weir, West Chester University

Everything *Else* You Need to Know about Social Exchange Theory
Marnie Vaughan, Fordham University

Friday, April 25 8:00- 9:00 pm

South County

12 Step Program Meeting

SATURDAY, APRIL 26

Friday, April 25, 7:30AM-5:00 PM

Waterplace Ballroom Foyer

CONVENTION REGISTRATION OPEN

Saturday, April 26 8:00-9:15am

Providence I

Recent Research Updates on Selected Prominent Communication Traits: Session II

Sponsor: Communication Traits
Chair: **Carolyn Lagoe**, University of New Haven

“Recent Research Concerning Disclosiveness, esp., Positive Disclosiveness”
Lynda L. McCroskey, California State University, Long Beach

“Recent Research Involving Communication Trait Humor 2010-2014”
Rachel L. DiCioccio, University of Rhode Island,

“Recent Research Involving Trait Authenticity”
Mark Hickson III, University of Alabama at Birmingham

“Recent Research Concerning Anxiety-Uncertainty Management (AUM) in Intercultural Communication”
Jerry L. Allen, University of New Haven

This is the second of two sessions describing recent developments in communication trait research. Additionally, each panelist will identify some key unanswered questions arising from current as well as long-term research trends.

Saturday, April 26 8:00-9:15AM

Providence IV

Standardized Testing in Teacher Evaluations: A Public Debate

Sponsor: Argumentation and Debate
Chair: **Jade Olson**, University of Maryland

Panelists: **Thomas McCloskey**, University of Maryland
Mark Hlavacik, Pennsylvania State University
Tim Barney, University of Richmond
Michael Steudeman, University of Maryland

Standardized testing is often viewed as an effective means of evaluating educator performance. As an issue with implications for both K-12 education and, increasingly, college and university outcomes assessment, a debate over the merits of testing approaches is both timely and necessary. With their diversity of research methods, communications scholars are uniquely positioned to provide valuable commentary on public policy arguments.

The participants in this panel will engage in a debate on the following resolution: “Resolved: Standardized testing offers a sufficient representation of students’ academic progress to justify its use in evaluations of educators.” Following a 40-minute debate, audience members will be invited to engage panelists in a discussion regarding the issues raised in the debate.

Saturday, April 26 8:00-9:15AM

Providence II

Philosophy of Communication and Education: From Interplay and Multi-Perspectival Engagement to a Virtue Pedagogy for Dark Times

Sponsor: Philosophy of Communication

“Philosophy of Communication and Educational Dwellings in 18th-Century Scotland”
Ronald C. Arnett, Duquesne University

“From Dissent and Divergence to a Lively Convergence: The Event of Teaching as Embodied Scholarship”
Janie Harden Fritz, Duquesne University

“Learning in Dark Times: Hannah Arendt and Communication Pedagogy”
Craig T. Maier, Duquesne University

“Philosophy of Communication and Virtue Education: Josef Pieper’s *Vita Contemplativa* as Pedagogical Ground”
Annette M. Holba, Plymouth State University

This panel explores the question, how can philosophy of communication inform educational structures/pedagogies in a way that is meaningful to lived action and the contemporary historical moment? Panelists consider philosophy of communication and education literacy in broad contexts related to educational institutions, experiences between student and teacher, preparation for the marketplace, and a reconceptualized vision for virtue education.

Saturday, April 26 8:00-9:15AM

Providence III

Catching Technology in the Act: How Mediums Shape Behavior

Sponsor: Media Communication
Chair: **Robert I. Carr III**, Fitchburg State University
Respondent:

“Convergence and Expansion: The Role of Immersive Environments Beyond the Screen”
Jon Krasner, Fitchburg State University

“The APParatus: How Apps Structure Our Experience”
Ian Murray, Fitchburg State University

“Ethereal Intimacy: Texting as 24/7 Environment for Personal Relationships”
Robert I. Carr III, Fitchburg State University

“Lessening Faculty Assessment Dissent – A Plan to Use Social Media to Inform Department Change Initiatives”
Randy Howe, Fitchburg State University

Saturday, April 26 8:00-9:15AM

Washington

The Use of Humor and Poetry in Political Rhetoric

Sponsor: Rhetoric and Public Address
Chair: **Abbe Depretis**, Christopher Newport University
Respondent: **Michael J. Hostetler**, St. John’s University

“Comedian-in-Chief: Presidential Jokes as Enthymematic Crisis Communication”
Don Waisanen, Baruch College, CUNY

“Political Humor on the Radio, Image Repair, and Gracie Allen’s 1940 Presidential Campaign”
Josh Compton, Dartmouth College

“Poetry as a Form of Dissent: John F. Kennedy, Amiri Baraka, and the Politics of Art in Rhetorical Democracy”
Jennifer Moore, Ohio Northern University
Jeffrey St. Onge, Defiance College

Rhetorical messages are manifested in various ways in political rhetoric. This panel looks at two ways in which political rhetoric is conveyed: Through humor and through poetry. These papers look at how humor is used as a rhetorical strategy in presidential communication during White House Correspondents Dinners, how humor was used as an image repair strategy during Gracie Allen’s 1940 presidential “campaign,” and how poetry functions democratic dissent in John F. Kennedy’s eulogy of Robert Frost and in Amiri Baraka’s poem “Black Art.”

Saturday, April 26 8:00-9:15AM

Newport

Performing Difficult Conversations: Stories about Death and Sexuality

Sponsors: Interpretation and Performance Studies and Voices of Diversity
Chair: **Shauna M. MacDonald**, Villanova University
Respondents: **Andrée E. C. Betancourt**, Northern Virginia Community College

“Extending the Performative Dance: Encouraging Student Involvement in Difficult Discussion Based Classes”
Kelly E. Tenzek, Bloomsburg University

“Difficult Conversations: Coming Out Queer Femme in a Masculine-Centered Academy”
Kathryn Hobson, Bloomsburg University

“Discussing Death: Public, Private, and Personal Narrations”
Christina E. Saindon, Southern Illinois University

“Moving from Sexual Lacunae to Reclaimed Sexuality: Reflections on Difficult Conversations Regarding Sexuality”
Ruth J. Beerman University of Wisconsin-Milwaukee

While difficult conversations happen with some discomfort, we recognize that they enable us to transform the societal norm of conflict avoidance, to express our concerns, and to grow and learn within our communities. By performing our experiences with difficult conversations, we seek communitas and spaces that create the feeling of social equality, solidarity, and togetherness. Moreover, through difficult conversations, we seek healing, understanding, and connection.

Saturday, April 26 8:00-9:15AM

Bristol

Performing Difficult Conversations: Stories about Death and Sexuality

Sponsor: Voices of Diversity & Interpretation and Performance Studies
Chair: **Shauna M. MacDonald**, Villanova University

“Extending the Performative Dance: Encouraging Student Involvement in Difficult Discussion Based Classes.”
Kelly E. Tenzek, Bloomsburg University

“Difficult Conversations: Coming Out Queer Femme in a Masculine-Centered Academy”
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“Moving from Sexual Lacunae to Reclaimed Sexuality: Reflections on Difficult Conversations Regarding Sexuality”
Ruth J. Beerman, University of Wisconsin-Milwaukee

Difficult conversations happen. Difficult conversations are difficult to describe because they happen with a variety of audiences, about a variety of topics, and within a variety of contexts. Whatever the topic, we know the conversation will be difficult; difficult conversations, however, enable us to transform the societal norm of conflict avoidance, to express our concerns, and to grow and learn within our communities. This transformation doesn't occur without forethought. Before approaching difficult conversations, we often seek advice from friends and colleagues. We plan the dialogue that might occur between speaker and audience, running the script through our minds over and over. Ultimately, through these difficult conversations, we seek spaces of communitas, spaces that create the feeling of great social equality, solidarity, and togetherness. Moreover, through difficult conversations, we seek healing; our vulnerability and exploration, through confluence and a merging of ideas, invite understanding, patience, and connection with others. Performance creates many possibilities for inviting us to broach difficult conversations in a variety of contexts through autoethnography, personal narrative, storytelling, and body movement

Saturday, April 26 8:00-9:15AM

Blackstone

Communication and Technology: Where are We Going, Where Have We Been?

Sponsor: Communication and Technology
Chair: **David Westerman**, North Dakota State University
Panelists: **Nicholas D. Bowman**, West Virginia University
Cathy Wright, George Mason University
Elizabeth L. Cohen, West Virginia University
Kenneth A. Lachlan, University of Massachusetts Boston

Technology has become an important part of the communication process, for better and for worse, both in everyday life and as a part of academic scholarship. This moderated discussion panel brings together several scholars in the field who will be asked to address questions about where the discipline of communication and technology has been, where it is going, and where it needs to get to. Audience members will be asked to give their responses, and to provide questions for discussion as well, in this interactive panel.

Saturday, April 26 8:00-9:15AM

Waterplace I

PUBLISHER'S EXHIBITION HALL OPEN 9AM UNTIL 4PM

Saturday, April 26 8:00-9:15AM

Waterplace II

Voices of Diversity Business Meeting

Saturday, April 26 8:00-9:15AM

Waterplace III

A "Lively Experiment" in Methodological Approaches

Sponsor: Theory and Method Interest Group
Chair: **Jen Eden**, Marist College

"Dissent in the Evolution of Communication: Is Sign More Effortful than Speech?"
Darrin J. Griffin, University at Buffalo, The State University of New York

"A Complex Pragmatic Systems Perspective on Communication"
John C. Sherblom, University of Maine

"Measuring State Disgust: Initial Evidence for the Reliability and Validity of an English-Language Translation of the Ekel-State-Fragebogen"
Benjamin R. Bates, Ohio University

"Use of Sexually Explicit Materials in the Age of Pornucopia: A Qualitative Perspective"
Alexandru Stana, Fayetteville State University

Saturday April 26 8:00-9:15AM

South County

Ethical Dissent to Persuasion and Propaganda: Critical Responses to the U.S. Supreme Court Decision on Healthcare

Sponsor: **Communication Law and Ethics**

Chair: **Jean-Marie Higiuro**, Western New England University

"The Hidden Hyper-Coverage of Mental Health Insurance: Rhetorical Deception Beyond 'If You Like Your Health Plan, You Can Keep It'"

Richard E. Vatz, Towson University.

"Is it Vitamin P or a Placebo? Why So Many Don't Care What They Swallow..."

Helen Meldrum, Bentley University

"Rhetoric(s) of Resistance to the Affordable Care Act"

D.L. Stephenson, Western Connecticut State University

This panel examines whether political and public opposition to the Affordable Care Act was manufactured by both the two major political parties and the major media, respectively, in ways that ignored salient points of contention that could have brought members of both parties into a powerful and meaningful alignment. This panel investigates how dissenting rhetoric in the healthcare debate that focused on issues of mandatory coverage, persuasive appeals directed at the young and healthy, and the types of insurance every resident and citizen would be mandated to purchase may have been destined to fail in their task of critiquing and supplanting one of the most controversial pieces of legislation in decades

Saturday, April 26 8:00-9:15AM

Exec Boardroom

"Who Am I?": Explorations of Dissent in Cultural, Ethnic and Racial Identity"

Sponsor: Intercultural Communication

Moderator: **Denna Kowalek**, Howard University

"Neither Black nor White: Navigating an Afro-Latino Identity in the United States"

Clarissa J. Williams, College of Southern Maryland

"The Only Adult Black Child in the Family?: An Autoethnographic Exploration of Ethnic Identity"

April E. Copes, Anne Arundel Community College

"Becoming Stranger: Travels With My Mother"

Andrew Spieldenner, Hofstra University

This semi-structured discussion begins with narratives of cultural identity negotiation throughout the diaspora that reflect elements of opposition, rebellion, and difference. The accounts retell the experiences of Afro-Latino, Black/White and Asian/White individuals and serve as the impetus for the audience to explore their own cultural identity. After responding to prompts from the presenters, the audience shares how identities have been imposed on them and the paths that led to their own chosen cultural identities.

Saturday, April 26 8:00-9:15AM

Narragansett A

A Lively Experiment in the Communication Classroom: Discovering the 'Flipped Classroom' and Blending Learning Environments

Sponsor: Short Course
Presenter: **Nicole Blau**, Ohio University-Lancaster
Candice Thomas-Maddox, Ohio University-Lancaster
Jason S. Wrench, SUNY New Paltz
Melissa Broeckelman-Post, George Mason University

This Short Course is designed for instructors who are interested in learning about new pedagogy and instructional tools. The “flipped classroom” model is traditionally structured as a blended learning environment in which instructors can engage students using low-cost technologies. Specifically, this short course will address the following: strategies to “flip” the traditional communication classroom, evaluation of student work, and strategies/technology available to deliver course content. Short course participants will receive sample syllabi for various communication courses that have been flipped; as well as assignments, activities, and teaching ideas for delivering course content in a blended format.

Saturday, April 26 8:00-9:15AM

Narragansett B

Communication Concepts in Moving Picture

Sponsor: Undergraduate Scholars Conference
Chair: **David Deluliis**, Duquesne University
Respondent: **Eric Fife**, James Madison

Who does the message target? Shrek 2 and Toy Story 3:
Ashley Mallory, Johnson C. Smith University

The Sexualization of African American Women and the Iron Maiden Stereotype on the Television Drama *Scandal*
Kristen Bailey, Stonehill College

Today's superheroines?: An analysis of gender stereotypes in *The Powerpuff Girls* and *Kim Possible*
Lauren Liseth, Fairfield University

Saturday, April 26 8:00-9:15AM

Narragansett C

Interpersonal Relationships: From Friends to Lovers

Sponsor: Undergraduate Scholars Conference
Chair: **Annette Holba**, Plymouth State University
Respondent: **Stephanie Verni**, Stevenson University

Let's Just Be Friends... Without Benefits: Friendship after the Dissolution of Friends with Benefits Relationship.

Jennifer Thayer, Bryant University

Nicole Benevento, Bryant University

Claybrin McMath, Bryant University

Rebecca Meyer, Bryant University

Ryan Sullivan, Bryant University

Michelle Villa, Bryant University

Hooked on Hooking Up: The Influence of Television on College Romantic Relationships

Catherine L. Love, State University of New York at Geneseo

"I'd Rather Wear Out Than Rust": A Qualitative Study on Friendships at a Continuing Care Retirement Community

Rebekah Cartwright, McDaniel College

Saturday, April 26 9:30-10:45AM

Providence I

Hobbits, High Heels, Heroes, & Habits: Nonverbal Communication Across Contexts

Sponsor: Nonverbal Communication

Chair: **Steve Granelli**, Ohio University

"The Relationship Between Communication Motives and Nonverbal Immediacy at the Community College Level"

Kerry Byrnes, Collin College

"What Do We Do Now?: An Analysis of Nonverbal Indicators for Heroes, Villains, and Sidekicks in Post-Apocalyptic Television Programming"

Jenny Warren, Collin College

"High Heels, Posture, and Foucault: Exploring the Disciplining Nature of High Heels Through Nonverbal Means"

Andrea Iaccheri, Ohio University

"Rings, Swords, & Robes: Artifacts Functioning to Attain the Complete-ness of fandom of Lord of the Rings"

Steve Granelli, Ohio University

Saturday, April 26 9:30-10:45AM

Providence IV

Introducing "A Code of Professional Ethics for the Eastern Communication Association"

Sponsor: First Vice President

Chair: **Matthew J. Smith**, Wittenberg University

Panelists: **Cindy Lont**, George Mason University

Anjali Ram, Roger Williams University

Jean Ann Streiff, Oakland Catholic High School

Richard West, Emerson College

Task force members and past presidents who helped guide ECA's newly introduced code of ethics from its inception through to its adoption will discuss the need for and function of such a statement in our professional organization. Panelists will engage with each other in consideration of volunteer, officer, reviewer, convention, and technological ethics and seek your input as the code continues to evolve as a reflection of our members' standards and practices.

Saturday, April 26 9:30-10:45AM

Providence II

Tackling the Tough Issues: It's All in a Day's Work for Administrators

Sponsor: Communication Administration

Chair: **Kristen Eichhorn, State University of New York at Oswego**

Communication administrators are often called upon for their communication expertise to tackle university wide initiatives, such as assessment and classroom management. Additionally, their own communication administrative experience has forced them to examine their own communication literature to tackle problems, such as mentoring, faculty development, and crisis. A panel of communication administrators will discuss how they shared their expertise to drive their universities forward and how they themselves have had to draw on the communication literature to tackle tough issues in their own role.

Panelists:

"Measuring Student Learning Outcomes"

Jennifer Knapp, State University of New York at Oswego

"The Evaluation of Faculty Teaching"

Kelly Rocca DelGaizo, St. John's University

"Online Degree Program and Course Development"

Candice Thomas Maddox, Ohio University-Lancaster

"Crisis Communication"

Don W. Stacks, University of Miami

"Assessment and Accreditation"

Sally Vogl-Bauer, University of Wisconsin-Whitewater

"Graduate Degree Programs"

Ann Bainbridge Frymier, Miami University

"Faculty Development and Mentoring"

Kristen C Eichhorn, State University of New York at Oswego

"Faculty-Student Research"

Jason Wrench, State University of New York at New Paltz

Saturday, April 26 9:30-10:45AM

Providence III

Primetime Blockbusters: An Examination of Their Effects on Us As Viewers

Sponsor: Media Communication

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

Respondent: **Nicholas Scott Smith**, Wayne State University

“Media Criticism as Polyvocal Argument: Interpreting The Office’s Michael Scott”

Lisa Blebatis Perks, Nazareth College

Emily Soule, Exploration School

“Cheesecake Factory and Klingon Boggle: An Application of Nonverbal Coding and Structuration to the ‘Bath Item Gift Hypothesis’”

Margaret Constance Moore, Abilene Christian University

“The New Sexy: Deconstructing Gender Stereotypes in Sherlock”

Toni Maisano, Abilene Christian University

Krystal Fogle, Abilene Christian University

Saturday, April 26 9:30-10:45AM

Washington

Saturday, April 26 9:30-10:45AM

Newport

Black Women as a “Community of Dissent”: Negotiating Love and Challenges in Unconventional Romantic Relationships

Sponsor: Voices of Diversity

Chair: **Eletra Gilchrist-Petty**, The University of Alabama in Huntsville

“The Rhetoric of “Marriage”: A Critical Conversation about Commitment and Resistance”

D.L. Stephenson, Western Connecticut State University

“CRASH Lens: Politics of Long-term Gay/Lesbian Romantic Relationships”

Sheena C. Howard, Rider University

“Married to the Ministry?: Negotiating Being a Wife with the Role of Being a Pastor's Wife”

Shauntae Brown White, North Carolina Central University

“When the Mother-in-law Moves In: Negotiating Marriage and Caregiver Stress”

Eletra Gilchrist-Petty, The University of Alabama in Huntsville

This session addresses the unconventional marital/romantic experiences of Black women. By way of autoethnographic accounts, panelists discuss how they negotiate a wealth of unorthodox relationship dynamics including interracial marriages, long-distance marriages, live-in and debilitated in-laws, same-sex dating experiences, and church responsibilities as “first-lady”. Using a mix of theoretical perspectives, this session emphasizes how Black women represent a “community of dissent” and use communication to balance love and challenges in unconventional romantic relationships.

Saturday, April 26 9:30-10:45AM

Kent

Demands and Desires as Dissent: Zizek, Collections, and Productions

Sponsor: Philosophy of Communication
Chair: **Kristen Lynn Majocho**, University of Pittsburgh at Johnstown

“Expanding Zizek’s Analysis: Women, Beer, Men, and Frogs”
Keith Massie, Kutztown University

“Expressing a Love of Things: The Rhetoric of Collections”
Catherine E. Morrison, University of Rhode Island

“Recognition and Redistribution: Communication as Production and the Issue of Social Justice”
Maria Hegbloom, Bridgewater State University

These papers respond to desires as dissents. Massie significantly expands Zizek’s analysis of a British beer commercial by contextualizing the commercial’s plotline via comparison to other, examining how the visual arrangement and narrative structure work to construct gender, and by addressing beauty via the Lacanian “demand” and “desires” made manifest within the text. Morrison’s paper lays out a theoretical framework for interpreting human relations toward things, particularly as expressed in a wide variety of collections and collecting. And Hegbloom offers an examination of the debate between Fraser and Honneth, arguing that they both begin from a foundation that ultimately views the economic and cultural as separate spheres.

Saturday, April 26 9:30-10:45AM

Bristol

Dissenting Burkean Dialogue: Diverse Experiments with Kenneth Burke’s Discourse

Sponsor: Kenneth Burke Society
Chair: **Brian Gilchrist**, Eastern University

“A Dissent toward Death: A Burkean Analysis of Death and Immortality”
Susan Carr, Duquesne University
Matthew Mancino, Duquesne University

“Dialectical Dramatism: Burke’s Dissenting Opinion of Dialectical Materialism”
Brian Gilchrist, Eastern University

“Rethinking Economic Justice through Kenneth Burke”
Steven Zwier, Duquesne University

“Burke and *The Philosophy of Literary Form*: Perspectives on *Négritude* as a Community of Dissent”
Chelsea R. Binnie, Duquesne University

This panel engages Kenneth Burke’s writing to examine dissent. Susan Carr and Matt Mancino explore Burke’s implications of death for human motivations about legacy, love, and the self. Brian Gilchrist articulates Burke’s dissenting opinion of dialectical materialism through his emphasis on Agent rather than Scene. Chelsea R. Binnie uses Burke’s *Philosophy of Literary Form* to examine *Négritude* as a community of dissent. Steven Zwier analyzes current economic justice using the political and social reform found in Burke’s *Counter-Statement*.

Saturday, April 26 9:30-10:45AM

Blackstone

The Role of the Advisor: Enhancing the Discourse of Student Development and Degree Completion

Sponsor: Instructional Communication

Chair: **Jack Banks**, University of Hartford

Panelists: **Megan H.L. Tucker**, George Mason University
Catherine Wright, George Mason University
Kristen L. Willett, Northern Virginia Community College
Leah B. Hampton, George Mason University

This roundtable identifies a few of the challenges faced by undergraduate academic advisors on a frequent basis including proper training in communicating with a diverse student body, challenges in addressing transfer student issues, as well as those individuals with mental health concerns, and finally addressing the challenges in retention and motivating students to reach degree completion through self-efficacy as well as strong communication skills. Furthermore, the hope is to connect with other communication scholars about ways to address and transform these challenges into successful experiences leading to student retention and ultimately, degree completion.

Saturday, April 26 9:30-10:45AM

Waterplace I

Competitive Graduate Poster Session II

“The Evolution of Portraiture and the Commodification of the Body on Instagram”
Kyle Bowe, Rowan University

“Behavioral Change and Smartphone Applications: A Study on How the Relationship Between the Two Can Help You be Healthier”
Amanda King, High Point University
Sarah Horton, High Point University
Meg Stookey, High Point University

“Strategy-Oriented Communications in Employee-Customer Interface Matching Customer Typology and Rapport-Building Behaviors”
Saeed Andaji Garmaroudi, Hartford University

“A Case-Study Approach to Understanding Successful Organizational Communication in a Time of Crisis”
Ashley Kronsell, Indiana State University

“Exploring the Transmedia Storytelling and Dynamic Narrative Elements of Travel Industry Websites”
Ligaya Scaff, Point Park University

“Effects of Family Communication on Relatives of Breast Cancer Patients”
Wan-Lin Chang, George Mason University

“A Shift in the Exchange: Media’s Influence on Interpersonal Relationships”
Alexander Regina, Duquesne University

“Explaining Successful Communication in Romantic Relationship Initiations through the Lens of Uncertainty Reduction Theory and Social Penetration Theory”
Amber Hudson, Indiana State University

“Celebrities Gone Wild: Can a Celebrity’s Use of Twitter Affect Their Fan Base?”

Andreana E. Thomas, La Salle University

“Explicating Successful Mass Mediated Communication through the Lens of Diffusion of Innovation Theory and the Mere Exposure Hypothesis”

Mona Sulieman, Indiana State University

“Engaging Students in Arctic Climate Change Research Through Virtual Fieldwork”

Emily J. Rice, University of Maine

“Undergraduate Course Choice: A Search in Motion”

Maria Dwyer, Rutgers University

“From Medallions to Bling: The Destruction of Afrocentricity in Hip Hop Culture”

Christina Saunders, Morgan State University

Saturday, April 26 9:30-10:45AM

Waterplace II

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

Sponsor: Community College, Great Ideas for Teaching Students (G.I.F.T.S.)

Chair: **Laura O’Connell**, Nassau Community College

“The Sights & Sounds of Rapport-Building across Cultures: A Communication-Centered Activity”

Lauren B. Mackenzie, U.S. Air Force Culture and Language Center

“Personality Testing for Team Performance”

Meredith Marko Harrigan, State University of New York at Geneseo

“Pretty Please?: Dialogue and Discourse Among Persuasive Argument Methods”

Nancy Ellen Bressler, Bowling Green State University

“Google Docs and Collaborative Learning: A ‘Lively Experiment’ Between Leading Class Discussion, Up to Date Examples, and Interactive Study Guides”

C. Leigh Nelson & Eric M. Fife, James Madison University

“SCRUM: A ‘Lively Experiment’ in Building Student Team Collaboration”

Susan K. Opt & Christy-Dale L. Sims, James Madison University

“Digging Deeper: An Activity to Promote Critical Evaluation of Source Credibility”

Patricia Vorndran, DCCC-Chester County Operations

“Speaking with Emerging Technology”

Susan J. McManimon, Rider University

The “Ummmpossible Speech”

Thomas McCloskey, University of Maryland

Saturday, April 26 9:30-10:45AM

Waterplace III

Top Three Competitive Papers in Health Communication

Sponsor: Health Communication
Chair: **Virginia McDermott**, High Point University
Respondent: **Heather Stassen-Ferrara**, Cazenovia College

“Health Literacy and Diabetes: An Indigenous Perspective”
Terry Robertson, Missouri Science and Technology

“Maternal Mortality and the Gendered Urban Migrant Community Identity: In Our Own We Trust”
Vinita Agarwal, Salisbury University

“This Is Not A Test: Do Fear-Based Weather Warnings Really Work?”
Matt Ritter*, High Point University

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

*Student paper and Debut paper

Saturday, April 26 9:30-10:45AM

South County

Saturday, April 26 9:30-10:45AM

Exec Boardroom

Intercultural Communication Business Meeting

Saturday, April 26 11:00AM-1:00 PM

Narragansett A

**The 4th Annual James C. McCroskey & Virginia P. Richmond
Undergraduate Scholars Awards Luncheon 11-1 pm**

Saturday, April 26 11:00AM-1:00 PM

Narragansett A

The McCroskey & Richmond Undergraduate Scholars Conference Top Papers

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

Respondent: **Lynda L. McCroskey**, California State University, Long Beach

A Burkean Analysis of Stephen Sondheim's Assassins

Kristina Seiger, Wilkes University

Stories of Law and Morality: Examining Bobby Kennedy's Orations on Racial Injustice

Emily O'Connell, Stonehill College

The Russian Orthodox Church: Dissidence, State-controlled Sexuality, and resurgent Nationalism in Post-Soviet Russia

Tamas V. Mizsei, Temple University

Julie E. Seidman, Temple University

Saturday, April 26 11:30AM-12:45PM

Providence I

Nonverbal Communciation Business Meeting

Saturday, April 26 11:30AM-12:45PM

Providence IV

The Pennsylvania Communication Association Business Meeting

Saturday, April 26 11:30AM-12:45PM

Providence II

Exploring Dimensions of "Lively Dissent" in the Classroom: Reflections by ECA Distinguished Teaching Fellows

Sponsor: 1st VicePresident & ECA Distinguished Teaching Fellows

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

Janie Harden Fritz, Duquesne University

Michael Hostetler, St. John's University

Danette Ifert Johnson, Ithaca College

Candice Thomas-Maddox, Ohio University, Lancaster

Melissa Bekelja Wanzer, Canesius College

Jason Wrench, State University of New York, New Paltz

This panel, featuring a selection of ECA's Distinguished Teaching Fellows, engages the theme of teaching and "lively dissent" through reflection on the following questions, followed by audience discussion: How do we work with students who "dissent" in the classroom? How does teaching help develop critical thinking as "dissent" from unreflective practices? How can "dissent" work in a constructive way to build community?

Saturday, April 26 11:30AM-12:45PM

Providence III

Fall 2013 Prime Time Network and Cable TV Programs: Images of Diversity

Sponsor: Media Communication
Chair: **Nancy Signorielli**, University of Delaware
Respondent: **Elizabeth Perse**, University of Delaware

“Diversity in Images of Age, Race and Sex in Relation to Occupations in Network Prime Time Programs”

Nicholas Gadino, University of Delaware
Alexandria LaRose, University of Delaware
Krisgin Maggio, University of Delaware
Jessics McKnight, University of Delaware

“Diversity of Images of Age, Race, and Sex in Relation to Violence in Network Broadcast Programs”

David Karras, University of Delaware
Colin Kearney, University of Delaware
Michaele Myers, University of Delaware
Christopher Volker, University of Delaware

“Cable TV Programs 2010-2013: Diversity in the Portrayal of Violence and Guns”

James Shanahan, Boston University
Drik Ghosh, Boston University
Matthew Higgins, Boston University
Priyanka Nigam, Boston University

Undergraduate and graduate student presentations on images of diversity in relation to age, sex, and race of major characters in samples of prime time network and cable programs seen in the fall of 2013. Presentations will focus on character diversity particularly in relation to occupations and violence. These undergraduate and graduate student presentations will explore how today’s images are related to findings from past studies of primetime network broadcast and cable television.

Saturday, April 26 11:30AM-12:45PM

Washington

Rhetoric of Change and Conformity: Environmentalism, Gender Politics, and Dissent

Sponsor: Rhetoric and Public Address
Chair: **Timothy Barney**, University of Richmond
Respondent: **Jason A. Edwards**, Bridgewater State University

“Visual Images and the Rhetoric of Environmental Advocacy”

Collin Jacob Syfert, University of Washington

“Forgive and Forget the Alamo: Memory and Creative Agency in John Sayles’ *Lone Star*”

Eric C. Miller, Bloomsburg University of Pennsylvania

“Creating the Suburban Housewife: Image Genre and Silencing Dissent”

Nicole Williams Barnes, Georgia State University

“Contemporary Female Politicians’ Rhetorical Appeals to Motherhood: Breaking the Double Bind?”

Lauren Harris, University of Maryland, College Park

This panel broadly explores rhetoric of change in myriad contexts. While all papers center on the use of rhetoric as an agent of change, the wide scope of the panel illustrates the persuasive power of visual representations. Papers explore topics such as visual representations of environmental activism, the use of film to persuade audiences to forgive and forget tragic events, the use of imagery to promote conformity and neutralize cultural anxiety, and the changing role of motherhood in the political landscape.

Saturday, April 26 11:30AM-12:45PM

Newport

New Approaches to Humor and Assessment

Sponsor: Instructional Communication

Chair: **Amy Matten**, Dean College

Respondent: **Katie Neary Dunleavy**, La Salle University

“Critical Disclosure and Dialogic Engagement in the Classroom Through the Inclusion of Humor Theory”

Nancy Bressler, Bowling Green State University

“Manipulating Humor to Advance Theory: The Creation of Five Humor Conditions to Test Instructional Humor Processing Theory”

Ann Bainbridge Frymier, Miami University

Melissa Bekelja Wanzer, Canisius College

Marian L. Houser, Texas State University

“Community College Students’ Motives for Communicating and Perceptions of Instructor Humor and Self-Disclosure”

Kerry Byrnes, Collin College

Brandi N. Frisby, University of Kentucky

“Assessing Deliberation in a Public Speaking Course”

Sara A. Mehlretter Drury, Wabash College

Derek Andre, Wabash College

Seton Goddard, Wabash College

Jeremy Wentzel, Wabash College

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

Saturday, April 26 11:30AM-12:45PM

Kent

The Second Term Obama Presidency and Republican Opposition Watch: The Rhetoric and Politics of a Lame Duck Versus a Dead Duck”

Sponsor: Political Communication

Chair: **Richard E. Vatz**, Towson University

“The Doctor Won’t See You Now: Physician Groups and the Rhetorical Framing of Obamacare”

Valerie A. Endress, Rhode Island College

“The Rhetoric of the Vice President When the President is a Lame But Not a Dead Duck”

Judith Trent, University of Cincinnati

“The Rhetoric of the Obama Cabinet: Carrying the Water for the President”

Kathleen Kendall, University of Maryland

“Testing, Testing: The Emerging Anti-Obama Rhetoric”

Theodore F. Sheckels, Randolph-Macon College

“President Obama and the Issue of Gay Marriage: Political Expediency and Political Recklessness”

Paula Youra, Lynchburg College

“Anti-Intellectualism and the Obama Administration: Making the Moral Argument for Action Against Syria”

Mary L. Kahl, Indiana State University

“Iran With Nuclear Weapons: The Big Enchilada Issue”

Richard E. Vatz, Towson University

This panel examines rhetorical and political factors affecting President Obama’s “Second Term Blues” and related issues.

Saturday, April 26 11:30AM-12:45PM

Bristol

Pedagogical Experiments in Dialogue, Diversity and Discourse: Educational Practices of Self, Other and Community

Sponsor: Voices of Diversity

Chair: Maria Simone, Rowan University

“Degrees of Separation: Guided Discussion of Sticky Issues of Identity”

Lorin Basden Arnold, Rowan University

“Communication Ethics in a Diverse World: Discourse, Difference and Community”

Joy Cypher, Rowan University

“Performing “Others” in the Intercultural Communication Classroom”

Kathryn Hobson, Bloomsburg University of Pennsylvania

“The Village Autocrat Speaks: Civic Engagement and Service Learning in the Age of Assessment”

Julie D. Phillips, Temple University

“We are (are we?) Really Helping People!: The Service Learning Experiment in Political Communication and Digital Communities”

Maria A. Simone, Rowan University

“Do You Trust Me?: Negotiating Issues of Vulnerability and Co-constructing a Comfortable Space When Teaching Gender from a Critical Feminist Standpoint”

Daniel Strasser, Rowan University

This panel provides an overview and assessment of six educational “experiments” that have been employed in a variety of communication courses and the general education curriculum. The practices explored by this panel examine how educators can guide students to experiment, examine and question discourses of the self, other and community in ways that challenge existing relations of power and the ideologies that legitimize them.

Saturday, April 26 11:30AM-12:45PM

Blackstone

Top Competitive Papers in Communication and Technology

Sponsor: Communication and Technology
Chair: **Kristin Roesenthaler Wolfe**, Penn State Beaver
Respondent: **David Westerman**, North Dakota State University

“Expressions of Risk Awareness and Concern through Twitter: On the Unity of Using the Medium as an Indication of Audience Needs”*

Kenneth A. Lachlan, University of Massachusetts Boston

Patric R. Spence, University of Kentucky

Xialing Lin, University of Kentucky

“The Topology and Poststructural Analysis of L337 Speak”

Keith Massie, Kutztown University

“Models for Understanding Collective Intelligence on Wikipedia”

Randall Livingstone, Endicott College

“Thirty-One Years Later: Revisiting Ong’s ‘Orality and Literacy’”**

Lisa A. Davis, Duquesne University

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

*Top Overall Paper

**Top Student Paper

Saturday, April 26 11:30AM-12:45PM

Waterplace II

Dissent in Practice, Theory, and Pedagogy

Sponsor: Communication Law and Ethics
Chair: **David R. Dewberry**, Rider University

"Poetry and the Pedagogy of Free Speech"

David R. Dewberry, Rider University

"Six Senses: A Free Speech Paradigm"

Stephen A. Smith, University of Arkansas

"Dissenting Women: Anti-War Rhetoric as a Gendered Pursuit"

Janis L. Edwards, University of Alabama

“My client and I wholeheartedly agree, your Honor, but...”

Michael A. Cavanagh, East Carolina University

"Misrepresentative Government: The Garcetti Dilemma"

Jason Zenor, SUNY-Oswego

The First Amendment protects the idea of dissent, but there is, as Steven Shiffrin writes, a lack of clarity about “how concrete cases should be decided.” Therefore, in the spirit of the idea that a commitment to dissent in the abstract is no commitment to dissent at all, this panel examines how dissent is expressed and suppressed in various contexts so that the realities of our free society can be better understood.

Saturday, April 26 11:30AM-12:45PM

Waterplace III

Health Communication Business Meeting

Saturday, April 26 11:30-12:45pm

South County

The Past Officers Club Luncheon

Saturday, April 26 11:30AM-12:45PM

Exec Boardroom

Organizational Communication Business Meeting

Saturday, April 26 1:00-2:15PM

Providence I

Global Communities of Media Literacy: Five Local Policies Regarding the Discourse of Media and Communication

Sponsor: Applied Communication

Chair: **Renee Hobbs**, University of Rhode Island

“Russian Initiatives to Implement Media Literacy in the Classroom”

Elizaveta Friesem, Temple University

“Media Literacy Movement in Turkish National Curriculum”

Sait Tüzel, Canakkale Onsekiz Mart University

“Digital Media and Education in Brazil”

Carla Viana Coscarelli, Universidade Federal de Minas Gerais

“Media Literacy Practices in the Israeli Classroom”

Jonathan Friesem, University of Rhode Island

In this panel, five media literacy scholars from around the world describe practices in Russian, Turkish, Brazilian, Israeli, and U.S. schools. As communication and media literacy have become important for our communities, local policies regarding the dialogue, diversity, and discourse of the media is a challenge that needs to be faced. The panelists address challenges of different communities and local educational policies that shape communication studies and media literacy.

Saturday, April 26 1:00-2:15PM

Providence IV

Approaches to Teaching Argumentation: Traditional and Not

Sponsor: Argumentation and Forensics
Chair: **Theodore F. Sheckels**, Randolph-Macon College
Respondent: **David F. Zarefsky**, Northwestern University

“Developing a Voice: Learning the Practice of Dialogue and Dissent”
Laura Lemley, Abilene Christian University

“Grounding Argumentation in the Humanities”
Brent C. Sleasman, Gannon University

“Moving Toward Coalescent Argumentation through Role Play Activities”
Abbe Depretis, Temple University
Ron Von Burg, Wake Forrest University

“Much Apu About Nothing . . . and Other Pop Culture Links to Teaching Argumentation”
J. Kanan Sawyer, West Chester University

Many would argue that the argumentation course is an especially difficult one to teach. The presenters have developed several ways to address the course’s inherent problems – whether tied to the subjects one argues about, the antipathy that some presume argumentation nurtures, or the disjunct students may feel between how they experience arguments and the insistence on “logic.” The respondent will then situate these strategies within the time-honored goals and principles of the argumentation course.

Saturday, April 26 1:00-2:15PM

Providence II

Mikhail Bakhtin: Toward a Philosophy of Technology

Sponsor: Media Ecology Association
Chair: **Annette M. Holba**, Plymouth State University
Respondent: **Annette M. Holba**, Plymouth State University

“Escape from Answerability: Bakhtin and the Nobodies of the Mediated World”
Calvin L. Troup, Duquesne University

“Personal Dispersion: The Empty Promise of Mediated Personality.”
Joel S. Ward, Bethel University

“Bakhtin in the City.”
Erik Garrett, Duquesne University

“Toward a Philosophy of the Communicological Act”
David DeJuliis, Duquesne University

Mikhail M. Bakhtin presents a formative rhetoric and philosophy of communication in *Toward a Philosophy of the Act (TPA)*, an early work in which he develops basic ideas that permeate all his subsequent work. This panel explores an early, intriguing reference in *TPA* regarding the nature of technology and develops ideas through which

Bakhtin's thought resonates with, reinforces, and advances media ecology priorities on incarnation and the role of the spoken work for human vitality.

Saturday, April 26 1:00-2:15PM

Providence III

Four Respond to 228, Responding to the APA: Theoretical and Empirical-Based Dissent Within the Academy Regarding Media Violence Research (is a good thing)

Sponsor: Media Communication

Chair: **Jesse Quintero Johnson**, University of Massachusetts-Boston

“Enabled, Empowered, Enriched: Digital Games As Eudaimonic Identity Spaces”

Jaime Banks, University of Toronto

“We Are Not Zajonc's Cockroaches: Rethinking Our Focus On Stimulus □ Response”

Nicholas David Bowman, West Virginia University

“Misusing Media Research for Political Gain”

Rod Carveth, Morgan State University

“Chasing the Wrong Variance: The Contribution of Personological Variables to Both Interactive Aggression and Subsequent Responses”

Ken Lachlan, University of Massachusetts-Boston

In October 2013, 228 communication and psychology researchers forwarded an endorsed letter to the American Psychology Association expressing “specific concerns about the characterization of current research literature” on the topic of media violence, including the APA's 2005 resolution promoting a definitive association between media violence and resultant aggressive behaviors. APA is reviewing their position in the face of scholarly dissent. This panel engages ECA media scholars on the role of communication science in the debate.

Saturday, April 26 1:00-2:15PM

Washington

Public Relations: An Exercise in Public Discourse Across Diversities

Sponsor: 1st Vice President

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

Rachel Connelly, California University of PA

Kyle Dempster, Student, Slippery Rock University

Student, Stevenson College

Student, Hofstra University

This panel features discussion and dialogue among students active in their PRSSA chapters addressing how PR practice seeks to bridge diversities without squelching differences

Saturday, April 26 1:00-2:15PM

Newport

Student Behaviors and Expectations

Sponsor: Instructional Communication
Chair: **Candice Thomas-Maddox**, Ohio University, Lancaster
Respondent: **Ann Bainbridge Frymier**, Miami University

“Classroom Communities of Dissent: Exploring Students’ Imagined Interactions and Complaints with Low Affect Instructors”

Alan K. Goodboy, West Virginia University
San Bolkan, California State University, Long Beach
Zachary W. Goldman, West Virginia University

“The Effects of Student Behavior Alteration Techniques on Student Learning”

Christopher J. Claus, Towson University
Scott A. Myers, West Virginia University

“Convergence Communication and Actively Open-Minded Thinking: Examining the Connection between Parent-Child Patterned Interactions and Cognitive Flexibility”

Ryan Chesnut, The Pennsylvania State University

“Just Give Us What We Need: Considering Millennials’ Expectations for Student-Faculty Relationships”

Bonnie Farley-Lucas, Southern Connecticut State University
Margaret M. Sargent, Southern Connecticut State University

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

Saturday, April 26 1:00-2:15PM

Kent

Top Competitive Papers in Interpretation and Performance Studies

Sponsor: Interpretation and Performance Studies
Chair: **Jennifer Shamrock**, Monmouth University
Respondent: **Cem Zeytinoglu**, East Stroudsburg University

“Performances of Dissent in Tyree Guyton’s Heidelberg Project”

Lora Smith, Wake Forest University

“Sexy Stories: Negotiations of Sexiness through Narrative Performance”

Lauren Shelley Rawlins, The University of Maine

“Storying the ‘Between Moments’: A Semester in the Life of an Academic/Student/Teacher”

Christina E. Saindon, Southern Illinois University

“Performing Fandom: Development, Adornment, and Defense of Yankees Fandom”

Heather M. Ferrara, Cazenovia College
Douglas Battema, Western New England University
Thomas DeBernardis, Cazenovia College

This panel features the top four competitive papers from the Interpretation and Performance Studies Interest Group.

Saturday, April 26 11:00-2:15PM

Bristol

Dissenting Communities: Confronting “Trained Incapacities” in Race, Religion, and Gender

Sponsor: Kenneth Burke Society

Chair: **Susan Carr**, Duquesne University

“Dissent in the City: Oppression in ‘Freedom Corner’”

Erik Garrett, Duquesne University

“At the Intersection of Text and Context: Andrew Young and the Discourse of Dissent”

Elvera Berry, Roberts Wesleyan College

“Catholic Nuns and Bishops: A Wrangle in the Barnyard”

Jean Costanza Miller, George Washington University

“‘Out of My Sight’: Kenneth Burke, John Piper, and the Interposition of the Female Body”

Greg Coles, Penn State University*

The treatment of dissent within social hierarchies is an ongoing “experiment” characterized by conflicting pieties. Kenneth Burke’s insights into the “drama of human relations” and profound understanding of ever-threatening perfection serve to illuminate not only the “communities of dissent,” but also the society in which these communities reside, a society always tempted to become “too assertively, too hopelessly, itself.” Panelists examine a variety of exemplars that serve as representative anecdotes of communities engaged in dissent on issues of race, religion, or gender—and invite the audience to share in the discourse of Burkean understanding and hope.

* Top Student Paper

Saturday, April 26 1:00-2:15PM

Blackstone

Top Competitive Papers in Interpersonal Communication

Sponsor: Interpersonal Communication

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

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

“Spirituality, Religiosity, and Relationship Maintenance in African-American Marriage”

Marianne Dainton, La Salle University

“It’s Not Always What You Say: Perceptions of Social Support Conversations”

Virginia M. McDermott, High Point University

“Intergroup Socialization: The Influence of Parents’ Family Communication Patterns on Adult Children’s Racial Prejudice and Tolerance”

Kelly G. Odenweller, West Virginia University

Tina M. Harris, University of Georgia

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

Saturday, April 26 1:00-2:15PM

Waterplace I

Competitive Undergraduate Poster Session II

Sponsor: Undergraduate Scholars Conference

Gay Marriage: The Conservative Case Against Love In The Media
Miranda Southwell, Ramapo College of New Jersey

Cell Phones Usage and Relationship Satisfaction in Romantic Relationships
Davon Crawley, University of Hartford
Cameron DaSilva, University of Hartford
Ian Webb, University of Hartford

Prioritization of Pragmatism: Obama's Rhetoric of Syria
Lindsay Perry, West Chester University

An examination of mobile phone usage by caregivers of children
Hilda Santamaria, University of Massachusetts Boston

An Investigation into Factors that Influence Collegiate Division II Sports Fan Attendance
Lauren Fattlar, Ashland University
Joel Gregory, Ashland University
Brandon Eldridge, Ashland University

Flopping in the NBA
Oliver Najnigier, Marist College

The Effects of Secrecy on Father-Child Communication in *The Sopranos*
Megan Johnson, Boston College

Social Media in High School Athletics
Christian Diaz-Georgia, Marist College

BP's Deepwater Horizon Oil Spill: an Examination of BP's Crisis Communication Management and Corporate Responsibility
Gabrielle Pidal, Radford University

Relational Maintenance in On-Off Relationships In NBC's *Friends*
Ashley Francis, Boston College

Juggling more than one love: A thematic analysis of *Big Love Season One*
Jasmine Tabron, Johnson C. Smith University

Cadillac Records: The Not So Historic Biopic Film
Alyssa Mendez, Ramapo College of New Jersey

Face Management in Post-Relational Dissolution Communication
Emily C. Wagner, State University of New York at Geneseo

Hip-Hop & Its Effects on Today's Youth
Jessica Green, Cazenovia College

Uses and Gratifications of Tourism for College Undergraduate Students
Federico Ghelli, The Lincoln University

A Communication Analysis of Image Events in the American Environmental
Movement: Redefining and Expanding Activism
Kevin Pregent, University of Delaware

Texas Children's Hospital Design as Therapy
Kaitlin Pegoda, Abilene Christian University

Examining Multiraciality, Biraciality, and Light-Skinned Privilege for Women of Color Models in Mainstream
Women's Magazines
Eunice Kim, Fordham University

September 11th Memorial: To Construct and Connect
Kasey Ahern, Stonehill College

Attention Given to Visually Appealing Messages
Alexandria Clyburn, Bryant University
Katherine Keckeisen, Bryant University
Arielle Melino, Bryant University
Ryan Sullivan, Bryant University
Does Media Create Society's Negative Stigma toward the Homeless?
Samantha Young, Cazenovia College

Saturday, April 26 1:00-2:15PM

Waterplace II

Spotlight on Outstanding Teaching

Contributions to Outstanding Teaching from the Community College

Sponsor: 1st Vice President
Chair:

Alberta Arnold, LaGuardia Community College
Kerry Byrnes, Collin College
Nadine Cichy, Sinclair Community College
Isa N. Engleberg, Prince George's Community College
Tobi Mackler, Montgomery County Community College
Jessica L. Papajcik, Stark State College of Technology
Rebecca Townsend, Manchester Community College

Community Colleges are the first place where many of our students are first introduced to the discipline. The panel will highlight outstanding teachers as they discuss the past, the present, and the future of the discipline in the community college. recent scholarship in the discipline and open the floor to discussion. Highly recommended for young faculty and graduate students scholars seeking to become better classroom teachers.

Saturday April 26 1:00-2:15pm

Waterplace III

Communicative Influences on Patient and Provider Decision Making

Sponsor: Health Communication
Chair: **Rebecca K. Britt**

This panel focuses on different paradigmatic and methodological approaches to communicative influences on patient and provider decision making, including patient-provider (and patient-centered) communication and social support. These papers investigate critical sources of influence across contexts, including health behaviors of diabetic patients, the influence of peers on college students' health behaviors via face-to-face and virtual communication, health campaign effectiveness, the impact of communicated weight stigma in patient-provider interactions, and an autoethnographic exploration of a paramedic's communication.

“Social Support and Decision Making on Facebook: The Role of Ehealth Competency and Public Spaces”
Rebecca K. Britt, The University of Akron,

“Weight Stigma and Its Impact on Patient Decision Making”
Christine Spinetta, University of Texas-Pan American,

“Factors Influencing Health Campaigns' Effectiveness: Investigating the Effects of Source Credibility, Message Framing, and Regulatory Focus on Attitudes and Behaviors Toward Influenza Vaccination Decision Making.”
Zhaohui Su, University of Texas, Austin
Benjamin Wyeth, University of Texas, Austin
Michael Mackert, University of Texas, Austin

“Communicative Sources of Influence on Decision Making of Type 1 Diabetics”
Kristen Hatten, Purdue University
Shavonne Shorter, Purdue University
Elizabeth Wilson, Purdue University

“Tales of ‘Dyscommunication:’ An Autoethnographic Study of My Paramedic Communication”
Aaron Deason, University of Texas, Tyler

Saturday, April 26 1:00-2:15PM

Exec Boardroom

“The Intercultural Phoenix: Communities Damaged by Difference Rising from the Ashes to be Rebuilt on a Foundation of Disagreement”

Sponsor: Intercultural Communication
Respondent: **Janie Harden Fritz**, Duquesne University

“Rhetorical Public Diplomacy: Rebuilding Local and Religiously Diverse Communities”
Randy Cole, DeSales University

“Moving Town and Gown from Dissent to Dialogue: Sustaining Campus and Community in Frostburg, Maryland”
David Stern, Frostburg State University
Elesha Ruminski, Duquesne University

“Sharing the Road: An Examination of the Relationship Between Pittsburgh Bicyclists and Motorists”
Jenna Lo Castro, Miami University

"Fracking: A Community Divided by the Marcellus Shale Gas Debate"
Ken Bohl, Westmoreland County Community College

The panel will be a roundtable type discussion based on real communities that we live in, cultural differences, current disagreements and dissent, and communicative spaces in which the disagreement can be used to enhance communication and cohabitation with our neighbors. This panel will present four brief papers in which the participants define a community, its conflict, and the key positions of the current issue. Following the presentations the mediator/respondent will identify a philosophical or theoretical framework in order to better understand the conflict and, introduce several relevant metaphors to serve as points of discussion.

Saturday, April 26 1:00-2:15PM

Narragansett A

Discourse of Communication: Challenges & Challenging

Sponsor: Undergraduate Scholars Conference
Chair: **Susan Carr**, Duquesne University
Respondent: **Ronald C. Arnett**, Duquesne University

Navigating Foreign Text: The Challenges of Literary Translation in Global Communication
Megan Nolan, State University of New York at Geneseo

Bridging the Gap: Negotiating Communication and Perceptual Discrepancies Among International and American Students
Dena Spanos, State University of New York at Geneseo

Argument from Precedent: The Application of the Rule of Justice in their Critical Questions
Carlyle Bruemmer, Northeastern University
Alexandra Drakoulas, Northeastern University

Saturday, April 26 1:00-2:15PM

Narragansett B

Rhetoric in Advertising and Public Relations

Sponsor: Undergraduate Scholars Conference
Chair: **Stephanie Verni**, Stevenson University
Respondent: **Craig Maier**, Duquesne University

Effective Persuasion Among Young Adults in Non-Profit Advertising
Sara Foster, High Point University

Advertising and Society: The dynamic relationship between the two
Logan Turnbull, Stonehill College

Using Public Relations to Make the United States a Brighter Place:
An Analysis of the Sunshine Foundation
Sarah Porterfield, East Stroudsburg University

Public Relations Case Study: Community Relations and Ethics at Carnival Cruise Lines

Natalie Cassoni, Slippery Rock University

Saturday, April 26 1:00-2:15PM

Narragansett C

Social Media and the Power of Relationships

Sponsor: Undergraduate Scholars Conference
Chair: **Brian Gilchrist**, Eastern University
Respondent: **Janie Harden Fritz**, Duquesne University

Self-Disclosure Gender Differences in Social Media: A Study in the Social Penetration Communication Theory
Kristin Baione, Stevenson University
Morgan Buckingham, Stevenson University
Courtney Hastings, Stevenson University
Alexa Hiken, Stevenson University
Christina Kemp, Stevenson University
Michelle Larkin, Stevenson University
Marilyn Lovo, Stevenson University
Lynn Aaron Nichols, Stevenson University

The “Selfie” Trifecta: Cell-phones, Social Media, and Self
Jonathan Baek, State University of New York at Geneseo

Group Belongingness: A Look at the Relationship Between
Loneliness and the Internet and the Outcomes it Produces
Molly A. Gentilucci, Regis College

Famous on the Internet: College Students Impression Management and Self-Presentation
On Twitter and Facebook
Kristy M. Najarian, University of Massachusetts Boston

Saturday, April 26 2:30-3:45PM

Providence I

Fun and Games: Communication in Work, Vacations, and Dystopias

Sponsor: Applied Communication
Chair: **Julia Daisy Fraustino**, University of Maryland
Respondent: **Todd Kelshaw**, Montclair State University

“Dissenting Divas: Strategic Communication among the Characters of *Mad Men*”
Angela M. Corbo, Widener University
Tim Scepansky, Widener University
Kristen L. Zweifel, Temple University

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

Amanda Finley, Bloomsburg University*

Elizabeth Snell, Bloomsburg University*

Janet Reynolds Bodenman, Bloomsburg University

“The Dystopian Games and Their Effects: A Qualitative Analysis of *The Hunger Games*”

Margaret Constance Moore, Abilene Christian University

*Debut paper

These papers address communication contexts of work, family vacations, and literature. In doing so, they raise issues about such topics as emotional intelligence, interactive problem solving and decision making, and constitutive rhetoric.

Saturday, April 26 2:30-3:45PM

Providence IV

Reading Providence, Rhode Island Rhetorically

Sponsor: Argumentation and Forensics

Chair: **Sean Luechtefeld**, University of Maryland

“Cityscapes: City Transformation as Palimpsest”

Kathleen Torrens, University of Rhode Island

“Westminster Arcade: A Changing Lively Environment”

Carl T. Hyden, Morgan State University

“Rituals, Remembrances and Reenactments: Reading Providence Places”

Theodore F. Sheckels, Randolph-Macon College

In Providence, we are in a place that invites rhetorical reading. One reading looks at a layered cityscape, reading in it an urban rhetoric. Another examines the city’s historic market, Westminster Arcade, seeing in its history a reflection of Providence’s urban character. The third reads the VanWickle Gates at Brown University and the Fox Point Hurricane Barrier as signaling the city’s character as haven, but finds in the commemorated Gaspee Affair a contradictory revolutionary spark.

Saturday, April 26 2:30-3:45PM

Providence II

Amazing Ourselves to Death: A Roundtable Exchange of Views and Reviews

Sponsor: 1st Vice-President

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

Respondent: **Lance Strate**, Fordham University

Deborah Borisoff, New York University

Susan Drucker, Hofstra University

Donald Fishman, Boston College

Renee Hobbs, University of Rhode Island

Participants on the panel will discuss and review the book, *Amazing Ourselves to Death: Neil Postman's Brave New World Revisited* by Lance Strate, recently published by Peter Lang, which contextualizes the classic work of Neil

Postman, *Amusing Ourselves to Death*, within Postman's life and career, and the field of media ecology, and updates his analysis of the effects that the media environment is having on American culture, and our prospects for survival.

Saturday, April 26 2:30-3:45PM

Providence III

Sex, Power and Pumps: The Portrayal of Women on U.S. Television Shows

Sponsor: Media Communication
Chair: **Jack Banks**, University of Hartford
Respondent: **Lori Bindig**, Sacred Heart University

“Stereotypes, Gender Roles and ‘Reality’: The Representation of Women on Bravo TV’s *The Real Housewives of Beverly Hills*.”

Hannah Goodall, University of Hartford

“Unhappily Ever After? An Analysis of Fertility and Masculinity on *Once Upon a Time*”

Nancy Bressler, Bowling Green University

“Ally and Olivia – Miniskirts and Gladiators: An Analysis of Femininity, Sex and Power on T.V.”

Karen Schermerhorn, University of Hartford

“Females Stereotypes in Reality TV Shows from Two Cultures”

Fang Wang, Bowling Green State University

Saturday, April 26 2:30-3:45PM

Washington

Capitalism, Unionization, Nationalism and Protest Rhetoric

Sponsor: Rhetoric and Public Address
Chair: **Michael Stutz**, Three Rivers Community College
Respondent: **Brent C. Slesman**, Gannon University

“Recontextualization of Historical Nationalist Texts in Turkish Conservative Newspaper Editorials after Gezi Park Protests”

Ali E. Erol, American University

“The Booming Voice of ‘Silent Cal’: Dissociation of Unionization in Governor Calvin Coolidge’s Response to the 1919 Boston Police Strike”

Phillip M. Kostka, Jr., Georgia State University

“They Didn’t Build That: The Archetype of the ‘Productive Capitalist’ in *The Men Who Built America*”

Antonio Golán, Indiana University

This panel examines rhetorical messages relating to the themes of American capitalism and unionism, as well as Turkish nationalism and protest rhetoric. The papers on this panel explore messages concerning the Turkish Gezi Park Protests, the response of then-Massachusetts Governor Calvin Coolidge in regards to the 1919 Boston Police Strike, and the TV miniseries *The Men Who Built America*, which focuses on the lives and careers of American

entrepreneurs/"robber barons" Andrew Carnegie, Henry Ford, Cornelius Vanderbilt, John D. Rockefeller, and J.P. Morgan.

Saturday, April 26 2:30-3:45PM

Newport

Traditional and Contemporary Instructor Behaviors

Sponsor: Instructional Communication
Chair: **Zac D. Johnson**, Murray State University
Respondent: **Scott A. Myers**, West Virginia University

"A Survey of Usage and Efficacy of Instructional Technology in Higher Education"

James A. Katt, University of Central Florida
Stacey Pigg, University of Central Florida
Alisha Janowsky, University of Central Florida
Timothy Brown, University of Central Florida
Lindee H. Owens, University of Central Florida

"The Best Nonverbal Immediacy Practices of Professors Based on Student Opinion"

Melanie Richters Savelli, Eastern Connecticut State University
Christopher Pudlinski, Central Connecticut State University

"Validating the Instructor Strategic Ambiguity Measure: Establishing Construct Validity and Reliability"

Andrew A. Klyukovski, Truman State University
Amanda Medlock-Klyukovski, University of Missouri-Columbia

"The Effect of Face Threat Mitigation on Instructor Credibility and Student Motivation in the Absence of Instructor Nonverbal Immediacy"

Laura Trad, University of Central Florida
James A. Katt, University of Central Florida
Ann Neville Miller, University of Central Florida

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

Saturday, April 26 2:30-3:45PM

Kent

Live Life Before You Give Life: Strategies for Developing a Pregnancy Prevention Campaign Aimed at Teens

Sponsor: Health Communication
Chair: **Brad Lambert**, High Point University

"Messaging and Media: Coordinating Courses To Create a Campaign"

Brad Lambert, High Point University

"Graphic Design Considerations in Campaign Development"

Jessica Liverman, High Point University

“The Style Guide: Creating a Campaign Identity”

Melody Emerson, High Point University

“The Teen Community: Recruiting and Including High-School Students in the Campaign Process”

Tanisha Harris, High Point University

“Lights, Camera, Action: Developing Teen Pregnancy Prevention Videos That Appeal To Many Audiences”

Steven Haller, High Point University

The social, psychological, and economic consequences of unsafe sex have made STDs and teen pregnancy a public health concern. This roundtable features presenters discussing the process of designing targeted campaigns addressing teen pregnancy prevention. The final campaign includes videos, posters, and radio PSAs. 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.

Saturday, April 26 2:30-3:45PM

Bristol

Saturday, April 26 2:30-3:45PM

Blackstone

Dialogue and Dissent: A Lively Discussion of the Use of Social Media between Professors and Students Roundtable

Sponsor: Communication and Technology
Participants: **Kristin Roesenthaler Wolfe**, Penn State Beaver
Rod Carveth, Morgan State University
Jason Wrench, SUNY—New Paltz
Cathy Wright, George Mason University
David Stern, Frostburg State University

The use of social media as a communication medium between students and professors is a new opportunity that has proponents both for and against using the new media as a communication channel. This panel will examine the pros and cons of using social media to communicate with students. Join us for a lively discussion of agreement and dissent as we examine this new opportunity.

Saturday, April 26 2:30-3:45PM

Waterplace II

Technology in the Communication Classroom: A Roundtable Discussion

Sponsor: Community College
Chair: **Sean Patrick Palmer**, LaGuardia Community College

Robert Bruno, LaGuardia Community College
Eman Mosharafa, LaGuardia Community College
Joni Schwartz, LaGuardia Community College
Cheryl Wilson, Harrisburg Area Community College

This roundtable will focus on how technology has transformed both our pedagogy and our career development.

Saturday, April 26 2:30-3:45PM

Waterplace III

Re)making Social Worlds: Crisis and Change in Intercultural Communication

Sponsor: Intercultural Communication
Chair: **Annette D. Madlock Gatison**, Southern Connecticut University
Respondent: **Ali E. Erol**, American University

"Starring the Black Community: Debate and Dissent in the Black Arts Movement, ca. 1971"
Rebecca Zorach, University of Chicago

"Winning the Blessed Community: Queer Activism and Queer Media after the Triumph of Marriage Equality"
Egon Cohen, Temple University

"Chinese, Soviet, and American Use of 'Time' During the Vietnam War"
Maureen C. Minielli, The City University of New York

"Race and Public Radio: More than Snap Judgments"
Kenneth M. Nagelberg, The Lincoln University of Pennsylvania

The growth of mediated communication in the past century has not necessarily resulted in a concomitant reduction in tensions and misunderstandings between what W. Barnett Pearce referred to as "social worlds." This program draws together scholars from four disciplines (rhetoric, mass communication, religious studies, and art history) to address these conflicts that center on mediated communication produced for or about disparate cultural groups

Saturday, April 26 2:30-3:45PM

South County

Resisting the Status Quo: Conversations about Dissent in a Post-Modern Age of Cooperation and Consent

Sponsor: **Communication Law and Ethics**
Chair: **Richard E. Vatz**, Towson University

Albert Camus and the Act of Dissension: Making Sense of the Camp Hill Prison Riots
Kathleen Burk; Duquesne University

"Campus Diversity Statements"
Cheryl Casey, Champlain College

"Ethical Resistance and Moral Dissent across Disciplines"
Jennifer O'Brien, Western Connecticut State University
D.L. Stephenson, Western Connecticut State University

This panel examines how some resist and question dominant discourses that are assumed reasonable and appropriate by the organizations and institutions that uphold them and the individuals who adopt and adapt to them through the creation of laws, policies, and social rules. How do powerful members of institutions and organization use their authority to coerce, silence, and marginalize others for their own benefit, while at the same time, appearing to be

doing what many assume is appropriate, reasonable, and necessary for the common good? This panel questions the often taken-for-granted assumptions that inform the way certain members of society are treated and/or defined and their resistance to that treatment and/or those definitions.

Saturday, April 26 2:30-3:45PM

Exec Boardroom

ECA Nominating Committee Meeting

Saturday, April 26 4:00-5:45PM

Narragansett A

ECA General Business Meeting

Saturday, April 26 6:00-7:45PM

Narragansett Foyer

ECA President's Reception

Saturday, April 26 8:00-9:00PM

South County

12 Step Program Meeting
