The Faculty and our Fine Young Scholars
Congratulate our Colleague and Mentor

John Haas

on the successful completion of his Presidency and leading SSCA
to Move Forward and Envision the Future

Mike Kotowski                Associate Professor               Social Cognition, Social Influence
Virginia Kupritz             Acting Director                     Organizational Culture, Privacy Mgt.
Ken Levine                   Associate Professor                  Leadership, Socialization
Laura Miller                 Assistant Professor                  Interpersonal Health Communication
Jonathan Pettigrew           Assistant Professor                  Health Promotion, Families
Joan Rentsch                 Full Professor                      Team Communication and Cognition
Michelle Violanti            Associate Professor                  Pedagogy, Language and Culture
Courtney Wright              Associate Professor                  Relational Conflict and Well-Being

and welcomes Emily Paskewicz (organizational and group conflict, emotions in organizations) to the faculty for the 2015-2016 academic year.

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Uncovering the Processes of Human Communication
Greetings:

It is a pleasure to welcome you to the 85th Annual Southern States Communication Association (SSCA) Convention on April 8-12, 2015 at the Tampa Marriott Waterside Hotel & Marina in Tampa, Florida. The 2015 convention theme Communication as an Art and Craft signifies that artistry and skill are imbedded in each of the multitudes of roles communication plays in our lives. Tampa is honored to have been selected for this important conference.

Established in 1930, SSCA is among the oldest associations in the world for the advancement of study and instruction in communications and has a large membership across the United States and Canada. The non-profit organization’s purpose is promoting the study, criticism, research, teaching and application of the artistic, humanistic, and scientific principles of communication.

For those of you who are visiting for the first time, I hope you will have the opportunity to experience the many cultural and historical attractions our city has to offer. We have a diverse selection of restaurants, exciting nightlife, and some of the state’s best attractions. Of particular note are the Tampa Bay History Center, Tampa Museum of Art, Glazer Children’s Museum, Curtis Hixon Waterfront Park and Water Works Park. All of these facilities are located along the downtown Tampa Riverwalk, and are a reflection of our community’s rich history, heritage, and commitment to the arts.

Again, welcome, and best wishes to each of you for an enjoyable, productive and successful event.

Sincerely,

Bob Buckhorn
85th Annual Convention
Southern States Communication Association

25th Annual Theodore Clevenger Jr.
Undergraduate Honors Conference

April 8-12, 2015 • The Marriott Waterside • Tampa, Florida

COMMUNICATION AS ART AND CRAFT

PRESIDENT: John Haas, University of Tennessee
VICE PRESIDENT: Jean DeHart, Appalachian State University
VICE PRESIDENT ELECT: Roseann Mandziuk, Texas State University
EXECUTIVE DIRECTOR: Carl M. Cates, Valdosta State University

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UHC This symbol denotes Undergraduate Honors Panel

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Southern Communication Journal

*Southern Communication Journal* is the nationally and internationally read scholarly publication of the *Southern States Communication Association (SSCA)*. The journal publishes original scholarship that makes significant contributions to understanding human communication.

*Southern Communication Journal* is not limited with regard to topic, context, methodology, or theoretical perspectives on communication, yet articles published must establish the importance of the topic, soundness of the methodology, and the appropriateness of the theoretical perspective.

*Southern Communication Journal* publishes manuscripts and book reviews that will be of interest to scholars, researchers, teachers, and practitioners across the communication field.

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Southern States Communication Association  •  April 8-12, 2015  •  Tampa, Florida

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Welcome to the 85th Annual SSCA Convention

Dear SSCA Colleagues:

Welcome to Tampa! My wish is that your time here will be filled with interesting, engaging panels, great conversations with colleagues, and some fun culinary and sightseeing adventures. Tampa and the Riverside Marriott form a beautiful venue for our convention, with a variety of meeting facilities, hotel amenities, and easy access to sightseeing and dining.

The theme for the convention is Communication as Art and Craft. Some degree of artistry and skill is imbedded in each of the multitude of roles communication plays in our lives. Our time together in Tampa gives us an opportunity to explore the multifaceted elements of communication as aesthetic, process, and product.

The program is packed with interesting, thought-provoking papers and panels. Highlights include the top paper panels for each division, a Saturday morning spotlight on Dr. Sandra Harper (President of McMurry University), the convention spotlight program on crafting the story of the Emmett Till murder (with Devery Anderson—Friday morning), and the convention luncheon with guest speaker Dr. Carol Crown Ranta (folk art expert and First Tennessee Professor of Art History at the University of Memphis).

Thank you all for your participation in this year’s convention. You make Southern great! Special thanks to the division and interest group vice-chairs for their outstanding work in organizing the program submissions for their areas, to the reviewers whose feedback was central to the development of the convention program, and to Vice President-Elect Roseann Mandziuk for her work in putting together an exciting Undergraduate Honors Conference.

I am looking forward to visiting with you in Tampa and to listening to and engaging in lively discussions about Communication as Art and Craft. Please let me know if I can be of assistance to you during the convention.

Jean DeHart, Appalachian State University
Vice President and SSCA Tampa Convention Planner
Welcome to Tampa!

Dear Undergraduate Honors Conference Participants:

Welcome to the 25th annual Theodore Clevenger Jr. Undergraduate Honors Conference [UHC] and the 85th annual convention of the Southern States Communication Association [SSCA]. The members of SSCA welcome you to the conference, and we look forward to your presentations as part of our special 25th anniversary of the UHC. I was very impressed with the quality of work you submitted for presentation at this conference, and I was honored to plan the part of our conference that includes your participation.

While you are at the conference we encourage you to attend SSCA panels as well as panels that are sponsored by the UHC. We hope that you take this opportunity to meet other students interested in the field of communication, network with scholars from other universities, and explore the dynamic city of Tampa. From the beginning of my academic career, I have found conventions to be invigorating and inspiring, and I hope that you will make the most of this unique academic experience. Your program includes times and locations for all of your UHC panels, as well as all other panels, meetings, and convention events.

To welcome you as part of this convention, there are three specific events that you are invited to attend: the Welcome Reception on Thursday evening, the UHC Breakfast on Saturday morning, and the Osborn Reception on Saturday evening. I especially look forward to meeting with you at the Saturday breakfast that begins our second day of UHC research presentations. That is the foremost time for all of us to gather to recognize you and your colleagues and celebrate your selection as participants in the Undergraduate Honors Conference.

Finally, I offer heartfelt thanks to those scholars who served as reviewers for your UHC submissions this year. You will see them around as participants and some also most graciously volunteered to serve as respondents to your panels. I cannot thank them enough for their commitment and dedication:

Abby Brooks, Georgia Southern University  
Rhonda Buckley, Texas Women’s University  
Ann Burnette, Texas State University  
Amy Carwile, Texas A&M University, Texarkana  
Ken Cissna, University of South Florida  
Linda Crumley, Southern Adventist University  
Kevin Ellis, Texas A&M University, Texarkana  
Johnathan Foland, University of North Carolina, Chapel Hill  
Rebekah Fox, Texas State University  
Victoria Gallagher, North Carolina State University  
Chris Geyerman, Georgia Southern University  
Todd Goen, Christopher Newport University  
John Haas, University of Tennessee, Knoxville  
Jerry Hale, College of Charleston  
Trudy Hanson, West Texas A&M University  
Kristen Hungerford, University of Memphis  
Ryessia Jones, University of Texas, Austin  
Linda Jurczak, Valdosta State University  
Slavica Kodish, Southeast Missouri State University  
Melody Lehn, University of South Carolina  
Linda Manning, Christopher Newport University  
Mary Meares, University of Alabama  
Erin Looney, Florida State University  
Verlaine McDonald, Berea College  
Jean Costanza Miller, George Washington University  
Nina-Jo Moore, Appalachian State University  
Teresa Morales, Cameron University  
Christina Moss, University of Memphis  
Jason Munsell, Columbia College  
Sean O’Rourke, Furman University  
Elizabeth Smith, University of Southern Mississippi  
Thomas Socha, Old Dominion University  
David Sutton, Georgia State University  
Mary Stuckey, Georgia State University  
Sean Swenson, University of South Florida  
Jim Vickrey, Troy University  
Michelle Violanti, University of Tennessee, Knoxville

Thanks also to these SSCA members who kindly agreed to serve as additional panel respondents:

Wendy Atkins-Sayre, University of Southern Mississippi  
Jason Edward Black, University of Alabama  
James Darsey, Georgia State University  
Suzanne Enck, University of North Texas  
Kathleen J. Turner, Davidson College

Best wishes for your presentations and have a great conference experience!

Roseann M. Mandziuk, Texas State University  
Vice President Elect and Theodore Clevenger, Jr. Undergraduate Honors Conference Planner
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- Organizational Communication
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---

**Congratulations to our recent Ph.D. students who have accepted faculty positions:**

**Kai Kuang**  
Assistant Professor  
Bloomsburg University of Pennsylvania

**Ziyu Long**  
Assistant Professor  
Colorado State University

**Elizabeth Dorrance Hall**  
Assistant Professor  
Utah State University

---

**Courtney Lynam Scherr**  
Assistant Professor  
Northwestern University
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For information about our Ph.D. and M.A./M.S. programs, contact

Dr. John C. Meyer
The University of Southern Mississippi
Department of Communication Studies
118 College Drive #5131
Hattiesburg, MS 39406-0001
john.meyer@usm.edu
601.266.4280
www.usm.edu/communication-studies

Welcoming
Kathryn Anthony
Ph.D., University of Kentucky
Health communication, interpersonal communication

Marcus Coleman
Ph.D., University of Georgia
Political communication, interdisciplinary studies

and Thanking
Ashley Mack
Ph.D., University of Texas at Austin
Feminist rhetoric, social movement rhetoric
for her masterful guidance of our debate/forensics program

From the Faculty

Wendy Atkins-Sayre
Ph.D., University of Georgia
Rhetoric, social movements

Keith V. Erickson
Ph.D., University of Michigan
Rhetoric, political communication

Lawrence A. Hosman
Ph.D., University of Iowa
Persuasion, language and social influence

Eura Jung
Ph.D., Pennsylvania State University
Intercultural and interpersonal communication

Casey Maugh
Ph.D., Pennsylvania State University
Rhetoric, feminist criticism

John C. Meyer
Ph.D., University of Kansas
Organizational communication, humor

Charles H. Tardy
Ph.D., University of Iowa
Department Chair
Interpersonal and nonverbal communication

Steven J. Venette
Ph.D., North Dakota State University
Organizational communication, risk and crisis communication
The Marriott Waterside - Floor Plans

Level 2

Level 3
Registration Hours
Registration may be found on Level 2, Meeting Room 4.

**Wednesday, April 8** 3:00 pm – 7:00 pm

**Thursday, April 9** 7:30 am – Noon; 1:30 pm – 4:00 pm

**Friday, April 10** 7:30 am – Noon; 1:30 pm – 4:00 pm

**Saturday, April 11** 8:00 am – 11:30 am; 1:30 pm – 3:00 pm

Exhibit Schedule
Please visit our exhibitors; we value their presence and support for SSCA.

**Thursday, April 9** Noon – 5:00 pm

**Friday, April 10** 10:00 am – 5:00 pm

**Saturday, April 11** 9:00 am – Noon

Programs and Business Meetings by Sponsor
(Bold Numbers = Division or Interest Group Business Meeting)

**American Society for the History of Rhetoric Interest Group**
2209, 3509, **3811**, 4301

**Applied Communication Division**
2202, 2306, 2404, 2701, 3404, 3502, **3803**, 4108, 4307, 5301

**Association for Communication Administration Interest Group**
2708, 3608, **3807**, 4202, 4608

**Communication Theory Division**
2207, 2311, 3508, **3609**, 3707, 4107, 4206, 5105

**Community College Division**
2305, 2605, **2707**, 3507, 4109, 4205, 4506, 4604, 5306

**Ethnography Interest Group**
2302, 2510, 3406, 3613, 3711, **3809**

**Freedom of Speech Division**
2303, 2504, 3411, 3504, **3806**, 4611, 5204

**Gender Studies Division**
2208, 2608, 2710, **3805**, 4111, 4310, 4504, 5209, 5302

**GIFTS** (Great Ideas for Teaching Students)
2305, 3507, 4205, 4506
Instructional Development Division
2206, 2305, 2408, 2505, 2603, 2703, 2709, 3507, 3606, 3704, 3804, 4102, 4106, 4205, 4304, 4506, 5202, 5203

Intercultural Communication Division
2203, 2308, 3701, 4207, 4503, 4708, 510

Interpersonal Communication Division
2407, 2502, 2603, 2609, 2703, 3604, 3708, 4508

Kenneth Burke Society Interest Group
2310, 2508, 3810, 4104, 4305

Language and Social Interaction Division
2405, 2509, 2702, 3503, 3605, 4306, 4607, 4706, 5205, 5207

Mass Communication Division
2602, 2610, 3408, 3602, 3703, 4102, 4502, 4606, 4702, 5309

Performance Studies Division
2204, 2304, 2506, 2606, 2706, 3405, 3506, 3607, 3705, 4105, 4204, 4303, 4505, 4605, 4705, 5208, 5308

Philosophy and Ethics of Communication Interest Group
2210, 2501, 3603, 4602, 4710

Political Communication Division
2406, 3505, 3808, 5304

Popular Communication Division
2307, 2503, 2601, 3402, 4302, 4511, 4709, 5106, 5303

President Panel
2604

Public Relations Division
2201, 2704, 3501, 4110, 4707

Rhetoric and Public Address Division
2301, 2401, 2507, 2607, 2705, 3401, 3509, 3601, 3702, 4104, 4201, 4203, 4301, 4501, 4601, 4701, 5103, 5201, 5305

Southern Argumentation and Forensics Division
2309, 2507, 2607, 2711, 3403, 4103, 4210, 4711, 5107, 5307

Southern States Communication Association
1101 (Administrative Committee), 1201, 2101 (Executive Council), 2801 (Welcome Reception), 3101 (SSCA Business Meeting), 3301 (Past Presidents’ Luncheon), 2402 (Time and Place Committee), 4101 (UHC Breakfast), 4307 (NCA), 4401 (SSCA Annual Awards Luncheon), 4603 (Planning meeting), 4801 (Osborn Reception) 5101 (Nominating Committee), 5102 (Convention Planning Meeting), 5206 (Committee on Committees Meeting)

Theodore Clevenger, Jr.
Undergraduate Honors Conference of SSCA (Vice President Elect)
3409, 3410, 3510, 3511, 3610, 3611, 3612, 3709, 3710, 4101, 4208, 4209, 4308, 4309, 4509, 4510, 4609, 4610

Vice President
2205, 2403, 3201, 3706, 4507
Division and Interest Group Business Meetings

American Society for the History of Rhetoric Interest Group 3811
Friday • 5:45 pm – 7:00 pm

Applied Communication Division 3803
Friday • 5:45 pm – 7:00 pm

Association for Communication Administration Interest Group 3807
Friday • 5:45 pm – 7:00 pm

Communication Theory Division 3609
Friday • 2:45 pm – 4:00 pm

Community College Division 2707
Thursday • 5:00 pm – 6:15 pm

Ethnography Interest Group 3809
Friday • 5:45 pm – 7:00 pm

Freedom of Speech Division 3806
Friday • 5:45 pm – 7:00 pm

Gender Studies Division 3805
Friday • 5:45 pm – 7:00 pm

Instructional Development Division 3804
Friday • 5:45 pm – 7:00 pm

Intercultural Communication Division 4708
Saturday • 5:45 pm – 7:00 pm

Interpersonal Communication Division 3708
Friday • 4:15 pm – 5:30 pm

Kenneth Burke Society Interest Group 3810
Friday • 5:45 pm – 7:00 pm

Language and Social Interaction Division 4706
Saturday • 5:45 pm – 7:00 pm

Mass Communication Division 4702
Saturday • 5:45 pm – 7:00 pm

Performance Studies Division 4705
Saturday • 5:45 pm – 7:00 pm

Philosophy and Ethics of Communication Interest Group 4710
Saturday • 5:45 pm – 7:00 pm
Political Communication Division  
3808  
Friday • 5:45 pm – 7:00 pm

Popular Communication Division  
4709  
Saturday • 5:45 pm – 6:45 pm

Public Relations Division  
4707  
Saturday • 5:45 pm – 7:00 pm

Rhetoric and Public Address Division  
4701  
Saturday • 5:45 pm – 7:00 pm

Southern Argumentation and Forensics Division  
4711  
Saturday • 5:45 pm – 7:00 pm

Southern States Communication Association  
1101 (Administrative Committee)  
1201, 2101 (Executive Council)  
2801 (Welcome Reception)  
3101 (SSCA Business Meeting)  
3301 (Past Presidents’ Luncheon)  
2402 (Time and Place Committee)  
4101 (UHC Breakfast)  
4307 (NCA)  
4401 (SSCA Annual Awards Luncheon)  
4603 (Planning meeting)  
4801 (Osborn Reception)  
5101 (Nominating Committee)  
5102 (Convention Planning Meeting)  
5206 (Committee on Committees Meeting)

In Recognition of His Exemplary Service,  
We Thank

Dr. Carl Cates  
Associate Dean of the  
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&  
Executive Director of the  
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Joseph S. Tuman, San Francisco State University
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DAY 1
Wednesday, April 8, 2015

1101
Wednesday • 2:00 pm – 3:45 pm
Room: Meeting Room 3
Administrative Committee Meeting
Presiding: John Haas, President
Participants:
Jean DeHart, Vice President
Roseann Mandziuk, Vice President-Elect
John Meyer, Immediate Past President
Carl Cates, Executive Director
Jerry Hale, Executive Director Elect
Jennifer Mize Smith, Marketing Director
Leroy Dorsey, SCJ Editor
Jason Munsell, Finance Committee Chair

1201
Wednesday • 4:00 pm – 6:45 pm
Room: Florida V and VI
Executive Council Meeting
Part I
Presiding: John Haas, President
Participants:
Jean DeHart, Vice President
Roseann Mandziuk, Vice President-Elect
John Meyer, Immediate Past President
Carl Cates, Executive Director
Jerry Hale, Executive Director Elect
Jennifer Mize Smith, Marketing Director
Leroy Dorsey, SCJ Editor
Jason Munsell, Finance Committee Chair
Abby Brooks, Applied Communication Chair
Todd Goen, Communication Theory Chair
Ivie Ero, Community College Chair
Doug Marshall, Freedom of Speech Chair
linda jurczak, Gender Studies Chair
Lora Helvie-Mason, Instructional Development Chair
Dominique Gendrin, Intercultural Communication Chair
Carrie Oliveira, Interpersonal Communication Chair
Bryan Crow, Language and Social Interaction Chair
Dedria Givens-Carroll, Mass Communication Chair
Benjamin Powell, Performance Studies Chair
Melissa M. Smith, Political Communication Chair
Matt Ramsey, Popular Communication Chair
Marsha Matthews, Public Relations Chair
Megan Foley, Rhetoric and Public Address Chair
Gary Deaton, Southern Argumentation and Forensics Chair
Charles Howard, Association for Communication Administrators Chair
Gina Ercolini, American Society for the History of Rhetoric Chair
Linda Vangelis, Ethnography Chair
Ryan McGeough, Kenneth Burke Society Chair
Janie Harden Fritz, Philosophy & Ethics of Communication Chair
Pat Gehlke, Constitution Committee Chair
Joy Hart, Publications Committee Chair
Gyromas Newman, Resolutions Committee Chair
Sherry Ford, Resource Committee Chair
Trish Amason, Time and Place Committee Chair
Kristen Cockrell, SSCA K-12 Representative to NCA
Brad Bailey, SSCA Community College Representative to NCA
Michelle Violanti, SSCA 4 Year College/University Representative to NCA
Mary Stuckey, NCA Nominating Committee Representative
Shanshan Lou, NCA Spectra Representative

DAY 2
Thursday, April 9, 2015

2101
Thursday • 8:00 am – 9:15 am
Room: Florida V and VI
Executive Council Meeting
Part II
Presiding: John Haas, President
Participants:
Jean DeHart, Vice President
Roseann Mandziuk, Vice President-Elect
John Meyer, Immediate Past President
Carl Cates, Executive Director
Jerry Hale, Executive Director Elect
Jennifer Mize Smith, Marketing Director
Leroy Dorsey, SCJ Editor
Jason Munsell, Finance Committee Chair
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Shanshan Lou, NCA Spectra Representative
Dominique Gendrin, Intercultural Communication Chair
Carrie Oliveira, Interpersonal Communication Chair
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Dedria Givens-Carroll, Mass Communication Chair
Benjamin Powell, Performance Studies Chair
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Matt Ramsey, Popular Communication Chair
Marsha Matthews, Public Relations Chair
Megan Foley, Rhetoric and Public Address Chair
Gary Deaton, Southern Argumentation and Forensics Chair

Charles Howard, Association for Communication Administrators Chair
Gina Ercolini, American Society for the History of Rhetoric Chair

Linda Vangelis, Ethnography Chair
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Janie Harden Fritz, Philosophy & Ethics of Communication Chair

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Kristen Cockrell, SSCA K-12 Representative to NCA
Brad Bailey, SSCA Community College Representative to NCA

Michelle Violanti, SSCA 4 Year College/University Representative to NCA
Mary Stuckey, NCA Nominating Committee Representative
Shanshan Lou, NCA Spectra Representative

**2201**
Thursday • 9:30 am – 10:45 am
Room: Meeting room 6

The Art of Communicating: Public Relations in a Complex Global Environment

Sponsor: Public Relations Division

Chair: Amy Muckleroy Carwile, Texas A&M University

Globalization and Public Relations: Intersections in Definition and Practice
Ashley Deutsch, Purdue University

Hacking the System: The Decline of Target’s Image
Carrie Reif, University of Southern Mississippi

Communicating Depression on Pinterest: Portrayals of Depression and Why Public Relations Practitioners Should Care
Jeanine Guidry, Virginia Commonwealth University
Yuan Zhang, Virginia Commonwealth University

Yan Jin, Grady College of Journalism and Mass Communication, University of Georgia
Candace Parrish, Virginia Commonwealth University

STRAPS: A Model for Perfecting the Art of Public Sector Media Relations
Christopher J. McCollough, Columbus State University

Respondent: Mia Anderson, University of South Alabama

**2202**
Thursday • 9:30 am – 10:45 am
Room: Meeting room 5

Prevention, Sensemaking, and Social Support: The Art and Craft of Applied Health Communication

Sponsor: Applied Communication Division

Chair: Ambar Basu, University of South Florida

A Hands-on Approach to Breast Cancer Prevention
Anna-Carrie Back, University of Kentucky
Alexander L. Lancaster, West Virginia University
Maria Brann, Indiana University-Purdue University Indianapolis

[Fat]homing Funny: Humor as a Stigma-Management Tool
Mary Beth Asbury, Middle Tennessee State University
Phillip Wagner, University of Kansas
Adrianne Kunkel, University of Kansas

Hystersisters: A Content Analysis of Social Support and Self-Disclosure in an Online Health Forum
Caroline S. Parsons, University of Alabama

Who is in Charge of Life and Death? How Parents of Hospitalized Children Use Organizational Sensemaking
Lindy Davidson, University of South Florida

Respondent: Patrick J. Dillon, University of Memphis

**2203**
Thursday • 9:30 am – 10:45 am
Room: Meeting room 1

Using Performance Art to Promote Cross-cultural Consciousness and Interracial Dialogue

Sponsor: Intercultural Communication Division

Moderator: John LeBret, Louisiana State University

“Telling our Stories:” Using Interpretive Readings to Capture Students Motivations for Engaging in Intercultural Relationships
Gerald W. C. Driskill, University of Arkansas at Little Rock
The Cross-Cultural Poetics of Revolution and Understanding

Melinda Yeomans, Southern Illinois University Carbondale

Mining Meaning: Understanding “Strip(ped) Seams” as a Critique of the Coal Mining Industry

Savannah Ganster, Louisiana State University

Refocusing the Cultural Chasm Invoked by Chronic Illness and Dialogic Stigma

Steve Ryder, University of South Florida – Tampa

“Where is Asia America?” Using Poetry to Promote Cross-cultural Consciousness and Interracial Dialogue

Marquese McFerguson, Pulaski Technical College

Respondent: John LeBret, Louisiana State University

Research has shown interracial dialogue is an effective strategy to cultivate cross-cultural consciousness raising (Drew, 2012); but racial issues are often uncomfortable to discuss (Williams, 2011). This panel will review and discuss theory, research, and practice pertaining to using performance art to promote cross-cultural consciousness and interracial dialogue.

Activism and Art in the Classroom: Performance Pedagogy as Craft

Thursday • 9:30 am – 10:45 am
Room: Meeting room 7

Sponsor: Performance Studies Division

Chair: Danielle Dick McGeough, University of Northern Iowa

Glue Sticks, Glitter, and Safety Scissors: Crafting Performance Pedagogy

Chris McRae, University of South Florida
Aubrey A. Huber, University of South Florida
Integrating Performance into Environmental Health Education Programs Danielle Dick McGeough, University of Northern Iowa
Catherine Zeman, University of Northern Iowa

Voicing Stories: Whose Stories Should Be Told?

Jennifer L. Erdely, Prairie View A&M University

Rehearsal for Real Life: Understanding Empathy through Performance Pedagogy

Alyse Keller, University of South Florida

Respondent: Jade C. Huell, Columbia College

This panel theorizes, integrates, and argues for the significance of art and performance in education and our communities. In an effort to extend and develop performance pedagogy and arts based education, this panel considers the classroom a site of performance research wherein students are engaged in embodied learning experiences. Through performance and performative writing, panelists explore how they incorporate activist models of performance (e.g. Boal) into the classroom, ultimately engaging the creative, generative, and activist possibilities of performance pedagogy as a craft.

The Art and Craft of Communicating Civility

Thursday • 9:30 am – 10:45 am
Room: Salon I

Sponsor: Vice President

Moderator: Camesha Manzueta, Ph.D., Seminole State College

Panelists:
Constance Hudspeth, Ph.D., Seminole State College
Camesha Manzueta, Ph.D., Seminole State College

Recurring acts of violence, harassment, and suicide on college and university campuses have spurred a discussion about how best to communicate civility to various constituent groups. While some academic institutions are debating whether civility and academic freedom can coexist, other institutions are simply trying to develop policies to address disorderly conduct, campus violence, bullying, and a general culture of incivility that is threatening their ability to maintain safe and productive learning environments. Drawing from prominent case studies and years of communication expertise, this engaging workshop will offer practical strategies scholars and practitioners can use to advance the value of civility from the position they hold.

Crafting Visual Messages to Reach Audiences

Thursday • 9:30 am – 10:45 am
Room: Salon II

Sponsor: Instructional Development Division

Chair: Michelle Violanti, University of Tennessee
Scott Christen, Tennessee Technological University
Michelle Garland, University of Tennessee
Nikki Christen, Tennessee Technological University
Stephanie Kelly, North Carolina A&T State University
Greg Dowell, Staff Assistant for Congressman Diane Black
Jacob Metz, Tennessee Technological University

In today’s society visual messages are everywhere, but the correct methods to create and use them are not always intuitive. Crafting visual messages can be difficult, but through the use of examples, discussions of proper techniques, and target audiences instructors can help students develop critical thinking skills to develop effective visual messages.

Communication as Art and Craft: Expanding Our Understandings of Communication Theory

Thursday • 9:30 am – 10:45 am
Room: Salon III

2206

Crafting Visual Messages to Reach Audiences

Sponsor: Instructional Development Division

Chair: Michelle Violanti, University of Tennessee
Scott Christen, Tennessee Technological University
Michelle Garland, University of Tennessee
Nikki Christen, Tennessee Technological University
Stephanie Kelly, North Carolina A&T State University
Greg Dowell, Staff Assistant for Congressman Diane Black
Jacob Metz, Tennessee Technological University

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2207

Communication as Art and Craft: Expanding Our Understandings of Communication Theory

Thursday • 9:30 am – 10:45 am
Room: Salon III

2204

Activism and Art in the Classroom: Performance Pedagogy as Craft

Thursday • 9:30 am – 10:45 am
Room: Meeting room 7

Sponsor: Performance Studies Division

Chair: Danielle Dick McGeough, University of Northern Iowa

Glue Sticks, Glitter, and Safety Scissors: Crafting Performance Pedagogy

Chris McRae, University of South Florida
Aubrey A. Huber, University of South Florida
Integrating Performance into Environmental Health Education Programs Danielle Dick McGeough, University of Northern Iowa
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Voicing Stories: Whose Stories Should Be Told?

Jennifer L. Erdely, Prairie View A&M University

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**Thursday**

**2208**
Thursday • 9:30 am – 10:45 am  
Room: Meeting room 2

#OITNB: Exploring Gender on the Netflix Sensation, *Orange is the New Black*  
**Sponsor:** Gender Studies Division  
**Chair:** Nicole B. Cox, Valdosta State University

From Crazy Eyes to Compassionate Release: Women, Mental Illness, & the Prison Industrial Complex on *Orange is the New Black*  
Emily Ryalls, Mississippi State University  
Rachel E. Silverman, Embry Riddle Aeronautical University

What is a Sister: Taystee and Poussey’s Revolutionary Black Feminist Friendship  
Evette D. Brown, Southern Illinois University Carbondale

Meth Teeth, Piroshkis, and Shit that Smells like Shalimar: Visible Whiteness in *Orange is the New Black*  
Holly Willson Holladay, University of Missouri  
Queerness (Un)Shackled: Theorizing *Orange is the New Black*  
Lauren DeCarvalho, University of Arkansas  
Nicole B. Cox, Valdosta State University

**2209**
Thursday • 9:30 am – 10:45 am  
Room: Meeting room 3

**Bringing the Historical into the Present: A New Analysis of Rhetorical Theory and Rhetorical Moments**

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**Sponsor:** American Society for the History of Rhetoric Interest Group  
**Chair:** Gina Ercolini, University of South Carolina

Redeeming the Critical: Cultivating a Civic Function of Critical Rhetoric  
Adam J. Sharples, University of Alabama

Crafting the Home Frontier: The Rhetorical Creation of the Indian Stream Republic, 1832-1835  
Matthew Perreault, Louisiana State University

Rhetorica Rustica: Recovering Richard Weaver’s Theory of Agrarian Rhetoric  
Evan Layne Johnson, Georgia State University

Prophets and Pests: A Survey of Transgressive Rhetoric Scholarship in America  
Cliff Lorick, Georgia State University

**Respondent:** Sean Patrick O’Rourke, Furman University
Thursday

2301
Thursday • 11:00 am – 12:15 pm
Room: Florida IV

The Crafting of a Presidency: Barack and Michelle Obama and the Rhetorical Situation

Sponsor: Rhetoric and Public Address Division

Chair: Trevor Parry-Giles, National Communication Association

Recalibrating the State of the Union: Visual Rhetoric and Temporality in the 2011 Enhanced State of the Union Address
Alex McVey, University of North Carolina at Chapel Hill
Depicting Race: America’s Racial Crisis in Barack Obama’s First Inaugural
Scott Matthew Lynn Anderson, University of Memphis
Connecting Continents: Michelle Obama’s 2013 Visit to Africa
Trudy Hanson, West Texas A&M
Enyonam Osei-Hwere, West Texas A&M

President Barack Obama and the Hecklers: Challenges to Authority Shaping Media Depiction of Presidential Responses to Incivility
Milene Ortega, Georgia State University

Purposefully Ignoring Congress: Barack Obama, Bowe Bergdahl, and the Sources of Presidential Power
Stephen Heidt, Florida Atlantic University

2302
Thursday • 11:00 am – 12:15 pm
Room: Meeting room 6

Outstanding Papers in Ethnography

Sponsor: Ethnography Interest Group

Chair: Linda Vangelis, Christopher Newport University

African Americans and Hospice: Narratives of Terminal Illness and End-of-Life Care
Patrick J. Dillon, University of Memphis
Lori A. Roscoe, University of South Florida

Silent Suffering: The Shame and Stigmatization of Poverty as Social Identity
Nancie Hudson, University of South Florida

We Are All Angels: Acting, Reclaiming and Moving Beyond Survivorship
Ariane B. Anderson, University of South Florida

Performing family photographs: Photo elicitation as relational practice
Krystal Bresnahan, University of South Florida
Alyse Keller, University of South Florida

Respondent: Jillian Tullis, University of North Carolina at Charlotte

2303
Thursday • 11:00 am – 12:15 pm
Room: Meeting room 1

School Speech: Challenges Facing Universities

Sponsor: Freedom of Speech Division

Chair: Susan Balter-Reitz, Montana State University

A Loophole you could drive a Truck through: Strategies for Universities to avoid Open Records Compliance
Charles Howard, Tarleton State University

Freedom of Expression in the Online Classroom: Threats and Promises
Susan Balter-Reitz, Montana State University

Teaching the importance of the First Amendment to students
Joan Conners, Randolph-Macon College

Good Father or Big Brother: Navigating Hate Speech and First Amendment Rights on Campus
Peter Zellmer, Esq.
Elizabeth Jeter, University of South Florida

2304
Thursday • 11:00 am – 12:15 pm
Room: Meeting room 7

Art Guilt

Sponsor: Performance Studies Division

Chair: Craig Gingrich-Philbrook, Southern Illinois University

Flashy Knowledge: What I Learn about Performance Studies by Making a GIF (Nearly) Every Day
Craig Gingrich-Philbrook, Southern Illinois University

To Write on Burning Paper
Lindsay Greer, Southern Illinois University

Give Me all the Art!: Mixed Media as a Way to Deal Benjamin Haas, CUNY, Borough of Manhattan Community College

“I Can’t Draw”: The Protest and The Prescription
Jonathan Gray, Southern Illinois University

Creative Culpability in the Classroom
A.B., Southern Illinois University

Performance studies takes the power of metaphor seriously, epistemically. When we say that one way we proceed is to use the metaphor of performance to look at various phenomena, many of us believe that it helps us use the metaphor more generatively if we have actual performance experience. This panel deploys that same belief as an operation upon the conference theme of “arts and crafts.” Through a series of investigations into “arts and crafts” we have practiced and integrated into our scholarship, performance work, and teaching, we hope to demonstrate that reducing everyday aesthetic activity that does not seek professional status to
something one should outgrow limits our potential. In essence, we argue that the phrase “Oh, you’re so artsy-craftsy” has the same dismissive, uncomprehending violence of reducing performances to “skits.”

2305
Thursday • 11:00 am – 12:15 pm
Room: Salon I

**Great Ideas For Teaching Students**

**Sponsors:** Community College and Instructional Development Divisions

**Chair:** Bill Maze, *Northwest Mississippi Community College*

A Chapter Review Presentation: Using Communication Across the Curriculum

**Alvaro Arvizo,** *El Paso Community College*

#ParticipatoryViewership: Live-tweeting in the media criticism course

**Holly W. Holladay,** *University of Missouri:

Reviews that stick with you: Using group work and presentations for exam review

**Allyn Lueders,** *East Texas Baptist University*

Teaching Students to Think More like Theorists in an Introductory Communication Theory Class

**Gyromas W. Newman,** *University of Mobile*

The Art of Writing Blogs

**Shirley Serini,** *Valdosta State University*

Liked & Shared: An Informative Speech From Your Newsfeed

**Nakia Welch,** *College of the Mainland*

The Handicrafter Marketplace: The Art and Craft of Academically Empowering Students: The Handicrafter Marketplace GIFTS session examines the ways that we as educators can help make students better equipped to succeed with exams, speeches, and theories; or to better equip students through taking advantage of social media and technology.

2306
Thursday • 11:00 am – 12:15 pm
Room: Salon II

**Smokin’ Hot: E-cigs and Digital Media Art and Craft**

**Sponsor:** Applied Communication Division

**Chair:** Ryessia Jones, *The University of Texas at Austin*

Old Wine in New Bottles?: Comparing Promotion of Traditional Cigarettes and E-cigs

**Kandi L. Walker,** *University of Louisville*

The History of E-cigs: A Walk Down Memory Lane

**Courtney Smith,** *University of Louisville*

The Craft of YouTube Videos: An Analysis of Promoting Vaping

**Clara G. Sears,** *University of Louisville*

Artful Representations on Instagram and Pinterest: A Content Analysis of Electronic Cigarette Posts

**Alexander S. Lee,** *University of Louisville*

Digital Media Promotion of E-cigs: Examining Facebook and VAPE

**Allison Siu,** *University of Louisville*

Health and Health Communication: New Products, New Messages, New Lines of Inquiry

**Joy L. Hart,** *University of Louisville*

Discussant: Ryessia Jones, *The University of Texas at Austin*

This panel explores communication surrounding a burgeoning new product—electronic cigarettes. Despite unclear health consequences, organizations frequently promote e-cigs. Panelists report on several studies of digital e-cig promotion, including Facebook, Instagram, Pinterest, VAPE, and YouTube. The panel begins with historical background and concludes with links to the applied communication literature.

2307
Thursday • 11:00 am – 12:15 pm
Room: Salon III

**Visual and Auditory Examinations of Gender in Popular Culture**

**Sponsor:** Popular Communication

**Chair:** Matthew C. Ramsey, *Shippensburg University*

Crafting Exquisite Adaptations and Conditions of Life through Clones: Discussions of Feminism and Feminine Identity in *Orphan Black*

**Leah Sutherland,** *College of Charleston*

**Merissa Ferrara,** *College of Charleston*

Cartoons and Stereotypes: Ethnicity and Gender Identity of Cartoon Characters

**Michael J. Gervais,** *University of Louisiana at Lafayette*

**William R. Davie,** *University of Louisiana at Lafayette*

Vampires and the Visual Feminine

**Liz Sills,** *Louisiana State University*

The Sonorous Archive of Nine-Eleven: Female Screams and the Rhetorical Production of Helplessness in *Man of Steel*

**Marnie Ritchie,** *University of Texas at Austin*

Respondent: Matthew C. Ramsey, *Shippensburg University*
**2308**
Thursday • 11:00 am – 12:15 pm
Room: Meeting room 2

**Intercultural Education as Art: Teaching Intercultural Communication Creatively to Adapt to Geographical Contexts**

**Sponsor:** Intercultural Communication Division

**Chair:** Yanrong Yvonne Chang

From “Melting Pot” to “Mosaic”: How to incorporate geographical ethnic features into Intercultural Communication pedagogy

*Hsiu-Jung “Mindy” Chang, Western New England University*

When Majority Becomes Minority and Vice Versa: Teaching Intercultural Communication on the US-Mexico Borderland

*Yanrong Yvonne Chang, University of Texas-Pan American*

Teaching Intercultural Communication in the Deep South

*May Hongmei Gao, Kennesaw State University*

Teaching Intercultural Communication in a Coastal City in China

*Jing Liu, China Ocean University*

Lesson Learned: Teaching Intercultural Communication in China and the U.S.

*Ping Yang, Denison University*

This panel showcases a number of intercultural educators who have been teaching at universities in various regions of the U.S. and China. They are going to share their experiences of adapting teaching intercultural communication to specific geographical contexts as a response to the particular needs of specific geographical regions.

**2309**
Thursday • 11:00 am – 12:15 pm
Room: Meeting room 3

**Town Hall Debate: The Persuasive Art and Craft of Public Speaking and Forensics**

**Sponsor:** Southern Argumentation and Forensics Division

**Chair/Moderator:** Patrick G. Wheaton, Georgia Southern University

**Affirmative Contestants:**

*Adam Key, Tennessee State University*

*Cole Franklin, East Texas Baptist University*

**Negative Contestants:**

*Kevin Bryant, University of Southern Mississippi*

*Gary Deaton, Transylvania University*

**Critic/Respondents:**

*William G. Thomas, Fayetteville State University*

*Patrick G. Wheaton, Georgia Southern University*

**Resolution:** Public Speaking and Forensics ought to teach students to persuade the general public.

Because the theme of this year’s convention is communication as art and craft, we conceptualize art as being able to be produced and appreciated by many and craft as being the creation of specific skills. When one hears about critical thinking and argumentativeness, debate generally commands the spotlight of that thought. However, forensic debate seems to trend toward specialized knowledge, techniques and nomenclature. This performance will explicate the pros and cons of these trends and their implications for the eschewal/proliferation of persuasion for the masses.

**2310**
Thursday • 11:00 am – 12:15 pm
Room: Meeting room 13 (third level)

**Mediating Moments of Drama: Burkean Analyses of Guilt and Redemption**

**Sponsor:** Kenneth Burke Society

**Chair:** David Cratis Williams, Florida Atlantic University

**High Heels and Hoodies: Explaining Victim-Blame as a Heuristic form of Scapegoating**

*Ashley Mattheis, University of North Carolina at Chapel Hill*

**Satisfaction Without Sacrifice: the Rhetoric of Guilt in Food Advertisements**

*Kayleigh Howald, Florida Atlantic University*

**Ebola Woman/Ebola Women: Negotiating Privilege and Guilt in a Deadly Pandemic**

*Eileen Hammond, University of North Carolina at Chapel Hill*

**Obama’s Road: Killing Self and Enemy en Route to Transformation**

*Volrick Higgs, Florida Atlantic University*

**2311**
Thursday • 11:00 am – 12:15 pm
Room: Meeting room 5

**Evolutionary Approaches to Communication**

**Sponsor:** Communication Theory Division

**Chair:** Shaughan Keaton, Young Harris College

The Benefits of Using an Evolutionary Science Approach to the Study of Communication: Alternative Theories and Methods

*James M. Honeycutt, Louisiana State University*
Costly Signaling Theory and Human Communication: Including Evolutionary Explanations in a Nature-Nurture Interactionist Neurophysiological Perspective
  Judson H. Eldredge, Louisiana State University
  Richard Huskey, University of California – Santa Barbara
  James M. Honeycutt, Louisiana State University

Language Scripting Cultural Evolution
  Stephanie K. Heath, Louisiana State University

Weak Ties as a Source of Social Support: Evolutionary Perspectives on the Development of Acquaintances
  Andrea J. Vickery, Louisiana State University

Cognitive and Personality Correlates of Friends with Benefits
  Cassie Shimek, Louisiana State University
  Richard C. White, Louisiana State University

**2401**
Thursday • 12:30 pm – 1:45 pm
Room: Florida IV

From Teddy to FDR: Rhetoric and the Presidential Roosevelts

Sponsor: Rhetoric and Public Address

Chair: Leroy Dorsey, University of Memphis

A Strong and Vigorous Race: Unbounded Progress in Roosevelt’s 1883 Speech “Duties of American Citizenship”
  Cliff Lorick, Georgia State University
Molly Dewson, FDR, and the Politics of Presidency
  Mary Stuckey, Georgia State University
Wheeler v. Roosevelt: The Lend-Lease “Great Debate”
  Bohn Lattin, University of Portland
  Chelsea Roberts, University of Portland

Respondent: Trevor Parry-Giles, National Communication Association

**2402**
Thursday • 12:30 pm – 1:45 pm
Room: Florida V

Time and Place Committee
  Trish Amason, University of Arkansas
  Pat Wheaton, Georgia Southern University
  Greg Armfield, New Mexico State University
  Carl Cates, Valdosta State University (ex officio)
  Jerry Hale, College of Charleston (ex officio)

**Crafting New Message Constructs in Communication Studies**

Thursday • 12:30 – 1:45 pm
Room: Florida VI

**2403**

Crafting New Message Constructs in Communication Studies

Sponsor: Vice-President

Chair: Michael Scott Waltman, University of North Carolina at Chapel Hill

Affordances: The latest direction in CMC research
  Lynne M. Webb, Florida International University
Crafting Enhanced Immediacy Through Verbal Means in Online Educational Delivery Systems
  Richard Bello, Sam Houston State University
  Frances Brandau, Sam Houston State University

The Dark Art of Crafting Tobacco Recruitment Messages
  Kandi Walker, University of Louisville
  Joy Hart, University of Louisville

Communication as Art and Craft: Constructing Convincing Images and Warnings about Skin Cancer
  John M. McGrath, Trinity University

The Crafting of Forms of Exclusion through Hate Speech
  Michael Waltman, University of North Carolina
  John Haas, University of Tennessee

The Art and Craft of Making Advising Fun
  Stephanie Coopman, San Jose State University

Respondent: Ashley Matthies, University of North Carolina at Chapel Hill

**2404**
Thursday • 12:30 pm – 1:45 pm
Room: Meeting room 6

The Art and Craft of Organizational Communication: Applied Research in Corporate and Higher Education Contexts

Sponsor: Applied Communication Division

Chair: Heather Strode, Western Kentucky University

Judge a Book by its Cover: The Use of Metaphor in Communication Textbook Titles
  Kaylene Barbe, Oklahoma Baptist University
  Vickie Ellis, Oklahoma Baptist University

Communication as the Art and Craft of Event Planning
  Leeanne M. Bell McManus, Stevenson University
  Chip Rouse, Stevenson University
  Stephanie Verni, Stevenson University
Universities’ Utilization of Social Media During Threat-Based Situations

Ansley Bartley, Tarleton State University
Emily Hardman, Tarleton State University
Katherine Martin, Tarleton State University
Ashly Jobbins, Tarleton State University
Dannah McCloud, Tarleton State University
Jennifer T. Edwards, Tarleton State University

Persuasion in Technology Salespeople’s Communication

Vladimir Gritsenko, North Carolina State University

Respondent: Andrew S. Pyle, Clemson University

2405
Thursday • 12:30 pm – 1:45 pm
Room: Meeting room 5

Public Discourse and Identity

Sponsor: Language and Social Interaction Division

Chair: Jelena Petrovic, Stetson University

Effects of the Use of Mock Spanish in Public Discourse

Maria Dolores Molina Davila, Universidad San Francisco de Quito

The Communication Triad LEP Patient-Interpreter-Health Care Provider: A Matter of Agency through the Lenses of Muted Groups Theory

Maria Jose Armendariz, University of North Carolina at Charlotte

The Art and Craft of Second Language Autobiography as a Form of Mediated Communication for Cross-Cultural Identities: Efficacy and Pedagogy

Antonia Krueger, Eckerd College

Educational Art Reform’s Civilizing Hopes: Tracking Discursive Turns from Hull-House to the NEA

Elizabeth M. Melton, University of North Carolina at Chapel Hill

2406
Thursday • 12:30 pm – 1:45 pm
Room: Meeting room 1

Top Papers in Political Communication

Sponsor: Political Communication Division

Chair: Lauren Smith, Auburn University

The People’s “Choice”: Horizontalization, Performance, and Reproductive Freedom in Wendy Davis’ Gubernatorial Campaign

Adam Key, Tennessee State University

Voting and Voter Suppression: An Analysis of Rhetoric in Online Messages by Civil Rights Organizations

Riva R. Brown, University of Central Arkansas

The color of advertising: A review of the racial composition of political materials in a campaign for governor*

David Keith, University of Southern Mississippi

Understanding the stories of presidential leaders: A focus on the 2012 election**

Kenneth J. Levine, Michigan State University

Respondent: Darrell Roe, East Texas Baptist University

*Top Student Paper in Political Communication
**Top Paper in Political Communication

2407
Thursday • 12:30 pm – 1:45 pm
Room: Meeting room 7

Beyond the Boundaries: The Craft of Communicating in Non-Traditional Relationships

Sponsor: Interpersonal Communication Division

Chair: Jim Parker, Austin Peay State University

The Other in an Interracial Relationship

Jean Denerson, Mercer University
J. Thompson Biggers, Mercer University

Fair is in the Eyes of the Beholders: How Equality Mitigates Envy and Jealousy in Non-Monogamous Relationships

Thoma Roberson Parker, Northcentral University

The Language of Non-traditional Relationships: Watching your Step

Jim Parker, Austin Peay State University

“Mom, I have something to tell you.”: Coming out Narratives in Black and White Relationships

Misty Wilson, Texas A&M University

2408
Thursday • 12:30 pm – 1:45 pm
Room: Salon II

The Art & Craft of Social Presence: It’s Not Just for the Online Classroom Anymore

Sponsor: Instructional Development

Moderator: Pamela G. Bourland-Davis, Georgia Southern University

Panelists:
Scott Christen, Tennessee Technological University
Lisa T. Fall, University of Tennessee
Stephanie Kelly, North Carolina A&T State University
Suzy Prentis, University of Tennessee
Michelle Violanti, University of Tennessee
With all of the buzz about using technology to teach in new and innovative ways - whether it be asynchronous or synchronous, face-to-face, MOOCS, flipped, hybrid, or online - it is important to remember the communication theory supporting the technology. Using social presence as its blueprint, panelists will discuss various implications for pedagogy. As educators, we are often faced with a balancing act: the need to stay abreast with exciting technology trends that will captivate students’ attention vs. mastering a consistent mode of student-teacher CMC. This session will demonstrate the critical need for educators to foster and maintain social presence with and between their students.

2501
Thursday • 2:00 pm – 3:15 pm
Room: Florida IV

Spotlight on Dialogue Scholarship: Ronald C. Arnett
Sponsor: Philosophy and Ethics
Chair: Pat Gehrke, University of South Carolina.
Presenter: Ronald C. Arnett, Duquesne University
Discussants:
Gina Ercolini, University of South Carolina
Janie Harden Fritz, Duquesne University
Pat Gehrke, University of South Carolina

This panel focuses on one of the many dimensions of the outstanding work of Ronald C. Arnett, who has studied and written about dialogue since the 1970’s. The conversation will trace the development of his thinking about dialogue and its related conceptual themes, including monologue, situating this work within the various historical moments to which it responds. Panelists will offer questions and commentary and encourage audience participation.

2502
Thursday • 2:00 pm – 3:15 pm
Room: Florida V

Top Papers in Interpersonal Communication
Sponsor: Interpersonal Communication Division
Chair: Mary Beth Asbury, Middle Tennessee State University

Sibling Communication in Emerging Adulthood: Young Women’s Articulations of Relationships, Identity, and Conflict
Michaela Meyer, Christopher Newport University
Emily Palombo, Christopher Newport University
Understanding Adult Child-Parent Conflict during Middle Age: Forty is not the New Twenty*
Jacob J. Matig, University of Kentucky
Stephen C. Yungbluth, Northern Kentucky University
I, Gamer: A study of the effects of video games on self-schemata and relational message interpretation
Sanela Osmanovic, Louisiana State University
Cassie Shimek, Louisiana State University

Beyond the Screen Name: Repositioning Relationships Formed in Online Games**
Sanela Osmanovic, Louisiana State University
Respondent: Mary Beth Asbury, Middle Tennessee State University

*Top Paper
**Top Student Paper

2503
Thursday • 2:00 pm – 3:15 pm
Room: Florida VI

Examining Popular Communication & New Media
Sponsor: Popular Communication
Chair: George Pacheco, Jr., Angelo State University

The Case of Bullycides: Media Treatment of the Tyler Clementi & Phoebe Prince Suicides
Emily D. Ryalls, Mississippi State University
Running Away With Me: Imagined Interactions in Video Games
Graham Carpenter, University of Alabama
Broadband Demand in Rural America Sparks Community Action: A South Georgia Case Study
Keith Herndon, University of Georgia
Danielle E. Williams, Georgia Gwinnett College
Virtually a Citizen: Democracy, Governance, and Acts of Citizenship in an Online Role Playing Game
Joshua Youakim, University of South Florida

Respondent: George Pacheco, Jr., Angelo State University

2504
Thursday • 2:00 pm – 3:15 pm
Room: Meeting room 6

Free Speech Outside the Courtroom
Sponsor: Freedom of Speech Division
Chair: Stephen A. Smith, University of Arkansas

You Can’t Say That: Wendy Davis and the Volatility of Free Speech
Ann E. Burnette, Texas State University
Rebekah L. Fox, Texas State University
“I Know It When I See It”: The Visible and Articulable in Obscenity Law
Catherine L. Langford, Texas Tech University
“The First Amendment Test: Citizens Challenging the Patience and Knowledge of Police Officers Knowledge of Free Speech on Camera,”
David R. Dewberry, Rider University
Free at Last: New Media Memory in the Nation’s Oldest City

Kristine Warrenburg, Flagler College

A Constitutional Analysis of Agricultural Disparagement Statutes and COOL Laws*

Hillary Stone, University of Arkansas

Respondent: Stephen A. Smith, University of Arkansas

* Top Student Paper

2505

Thursday • 2:00 pm – 3:15 pm
Room: Meeting room 1

Critically Crafting Your Course with TED: Using TED Talks to Enhance Course Content

Sponsor: Instructional Development Division

Chair: S. Brad Bailey, Mississippi Gulf Coast Community College

Teaching Ethnography with TEDxBroadway

Mia Anderson, University of South Alabama

Utilizing TED Talks to Enhance Course Content in the Basic Course

S. Brad Bailey, Mississippi Gulf Coast Community College

Ignite Brainstorming and Visual Aids with TED Talks ‘Underwater Astonishments’

Beau Foutz, Alcorn State University

Incorporating TED Talks in an Online or Blended Public Speaking Course

Megan S. Sparks, University of South Alabama

Utilizing TED-Ed lesson planning with the use of YouTube videos

Alvaro Arvizo, El Paso Community College

Respondent: Lora Helvie-Mason, Tarleton State University

*Top Paper

2506

Thursday • 2:00 pm – 3:15 pm
Room: Meeting room 7

Top Student Papers in Performance Studies

Sponsor: Performance Studies Division

Chair: Rebecca Walker, Southern Illinois University

Spectacular Sweethearts: Rethinking Theatricality through Femininity and Racial Diversity on the Bandstand*

Elizabeth M. Melton, University of North Carolina at Chapel Hill

Agonistics in StorySlams

Cynthia Carrico Rausch, Florida Atlantic University

A “Performance of Possibilities,” A Performance of Power: Marian Anderson and The Freedom Concert

Raquel M. Robvais, Louisiana State University

Burlesquing the Unheimlich: Julie Atlas Muz and the Pleasure in Strangeness

Lindsay Greer, Southern Illinois University

Respondent: Benjamin Powell, CUNY – Borough of Manhattan Community College

*Top Paper

2507

Thursday • 2:00 pm – 3:15 pm
Room: Salon I

Rhetoric and Public Argument in Marco Rubio’s Immigration Discourse: Southern Colloquium on Rhetoric Roundtable Part I

Co-Sponsors: Rhetoric and Public Address Division, Southern Argumentation and Forensics Division

Moderator/Chair: Marilyn Young, Florida State University

Panelists:

Antonio de Velasco, University of Memphis

Abraham Kahn, University of South Florida

Roseann Mandziuk, Texas State University

William Trapani, Florida Atlantic University

David Cratis Williams, Florida Atlantic University

Policy arguments tend to turn as much on how terms in a dispute are defined as on any presentation of facts. Many of the euphemisms and ideographs used to describe policy, whether positively or negatively, are really attempts to redefine the terms of a dispute as a way of framing perception and discussion. Immigration policy, a fraught site of contention between rival factions, is particularly susceptible to shifting definitions of citizenship, residency, and identity. As the political parties attempt to grapple with the question of immigration policy, Marco Rubio, the junior Senator from Florida, emerged as a major spokesman, first for the proposed bi-partisan immigration reform bill and then as one of its major detractors. Recently, as he contemplates a run for the presidency, Rubio has emerged again as a supporter of immigration reform. What role does definition play in Rubio’s shifting positions on immigration and, indeed, on public understanding of the larger immigration issue? Does an examination of Rubio’s shifting positions on this policy issue shed any light on our understandings of how definition works in public argument?

A group of panelists will give very brief critical précis, then the floor will be opened to discussion. Attendees are encouraged to visit the SCoR website (http://southerncolloqrhetoric.net/web/) to download readings and texts on this year’s panel topic.

This panel is the first of two consecutive panels. Please join us for either or both sessions.
2508
Thursday • 2:00 pm – 3:15 pm
Room: Salon II

Applying a Burkean Lens to Law: Courts, Lawyers, and Rabbis
Sponsor: Kenneth Burke Society
Chair: Clarke Rountree, University of Alabama in Huntsville
Withstanding Motivational Scrutiny in an early Supreme Court Reversal: The Legal Tender Cases
Clarke Rountree, University of Alabama in Huntsville
Rabbinical Law as Dialectical Substance
Ellen Klein, University of South Florida
David Payne, University of South Florida
The Lawyer, Speaking: The “Terministic Screen” of Lawyer Identity in First Amendment Cases
Kirsten K. Davis, Stetson University College of Law

Carolyn Ellis, University of South Florida
Nathan Hodges, University of South Florida
Chris Patti, Appalachian State University

2601
Thursday • 3:30 pm – 4:45
Room: Florida IV

The Many Faces of “Hero”: Understanding Heroic Discourse Through Popular Culture
Sponsor: Popular Communication
Chair: Cynthia Carrico Rausch, Florida Atlantic University
Heroic Images: The Visual Rhetoric of Disabled Veterans
Temiela Blackman, Florida Atlantic University
Constructing a Presidential Hero: The Road We’ve Traveled
Volrick Higgs, Florida Atlantic University
The Heroic Other: Depiction of Seto Heroine Taarka in the Eponymous Film
Kerli Kirch, Florida Atlantic University
Economic Leaders and Heroic Systems: The Ambivalence of (Financial) Attachment in the case of The Wolf of Wall Street
Chandra Maldonado, North Carolina State University

Respondent: Cynthia Carrico Rausch, Florida Atlantic University

2509
Thursday • 2:00 pm – 3:15 pm
Room: Meeting room 2

Survivors, Saints, and Interaction
Sponsor: Language and Social Interaction Division
Chair: Linda Crumley, Southern Adventist University
Dorothy Day’s Cause for Sainthood: Web Hagiography
Lori Stallings, University of Memphis
We Are All Angels: Acting, Reclaiming and Moving Beyond Survivorship
Ariane B. Anderson, University of South Florida
Rendering hope: Creative arts as the language of resiliency
Stephanie M. Ruhl, Clemson University
Institutionalization, the Rhetorical Presidency and Postmodernity
Caleb Cates, Georgia State University

2602
Thursday • 3:30 pm – 4:45
Room: Florida V

The Art of Framing and Agenda Setting in the Modern Sports Media Environment
Sponsor: Mass Communication Division
Chair: Brian Brantley, Texas A&M University
Suicide on the Sidelines: Media Portrayals of NFL Players’ Suicides from June 2000 to September 2012
Nicki Karimipour, University of Florida
Agenda Setting in Electronic Sports: An Analysis of Professional and Amateur Play in League of Legends
Levi A Pressnell, University of Alabama
William J. Gonzenbach, University of Alabama
Sports Media (Re) Framing of Domestic Violence: Gender Politics, the Public-Private Dialectic and the Subversion of the Feminine Voice in the Ray Rice Case
Chris B. Geyerman, Georgia Southern University
Digital Technology, Eyewitnessing, and Traditional Media: Effects of the Digital Turn on Professional Discourses*

Christopher M. Toula, Georgia State University

Respondent: Jeremy Padgett, University of Mobile

*Top Student Paper

2603
Thursday • 3:30 pm – 4:45
Room: Florida VI

Give them Something to talk about: Stimulating Discussion and social interaction in the online and blended classrooms

Co-Sponsors: Instructional Development Division, Interpersonal Communication Division

Moderator: Stephanie J. Coopman, San Jose State University

Online Teaching for the “Selfie” Generation: Embracing Change

Laura L. Winn, Florida Atlantic University

Achievers, Socializers, Lurkers, and Crammers: Three Keys to meaningful Online Discussion

Mark Ward, University of Houston, Victoria

What Online Games Teach Us about Online Class design: Generating Engagement Through Student-led Online Discussions

Robert J. Baron, Austin Peay State University

Anticipation Guides as Tools to Maximize Student Reading and Engagement

T. J. Lakin, Florida International University

Teaching Emotional Intelligence through Email and Online Discussion Forums

Jill Inderstrodt, Purdue University

Instructors experienced in teaching online and blended courses reveal specific pedagogical techniques that provoke class discussion and stimulate student interactions. After the panelists’ presentations, audience members are invited to offer additional suggestions for addressing the challenges of facilitating meaningful online conversation among students.

2604
Thursday • 3:30 pm – 4:45 pm
Room: Meeting room 6

Back to the Future: Envisioning the Future of the Association

Sponsor: SSCA President

Chair: John Haas, University of Tennessee

Frances Brandau, Sam Houston State University

Carl Cates, Valdosta State University

Renee Edwards, Louisiana State University

Eric Eisenberg, University of South Florida

Victoria J. Gallagher, North Carolina State University

Jerry Hale, College of Charleston

Richard R. Ranta, University of Memphis

Last year, the conference theme, Moving On: Envisioning the Future of the Field led to many thoughtful presentations and discussions. This year, join a panel of distinguished scholars and administrators with extensive experience in communication associations as they reflect on the future of the field and the role of SSCA in a rapidly evolving educational landscape.

2605
Thursday • 3:30 – 4:45 pm
Room: Meeting room 5

The READ Arts & Crafts Fair: Crafting Artistic ways to Create Remediation, Engagement, Assessment and Development of Today’s College Students

Sponsor: Community College Division

Chair: Laurie D. Metcalf, Blinn College

Crafting an Integrated Remediation Program Linking Community Colleges with Four-Year Universities

Monica A. Moore, Northwest Arkansas Community College

Crafting a “We Didn’t Start the Fire” approach to Engagement and Development: An Interdisciplinary Philosophy Towards Multiple Student Learning Outcomes

S. Brad Bailey, Mississippi Gulf Coast Community College

Scrapping yet Crafting - Dumping Memorization to Actively Apply Concepts as They Happen: A New Way for Engagement and Assessment of Students in Their Naturally Occurring World

Nakia Welch, College of the Mainland

Ongoing Refinement of Student Learning Outcome Intervention and Assessment: Crafting Better Educational Measures

Richard I. Falvo, El Paso Community College

Crafting Mandatory Office Visits as the Key to Student Engagement: Higher Grades and Greater Campus Involvement as the Payoffs

Eduardo Rodriguez Trevizo, El Paso Community College

The Art and Craft of Using Student Videos: A Valuable Tool for Helping Promote Student Self-Assessment and Self-Development

Alvaro Arvizo, El Paso Community College

In this panel, six scholars from colleges across the Southeast and Southwest United States share experiences, efforts and reports on promoting several dimensions that lead to favorable outcomes for students. As more budget cuts become the norm rather than the rule, many two-year institutions must craft ways to prove they are
helping today’s community college students. These artistic means are vital if they are to continue receiving funding from their respective states, and to be in compliance with accrediting agencies. In this panel, we are going to present our ideas that will center on a READ approach to an “Artistic Crafting” of what future community colleges might embrace. The “R” represents remediation. The “E” stands for engagement. The “A” means assessment. The “D” is development. We posit that if two year institutions embrace a READ approach for today’s students, students and institutions will benefit immeasurably. In the end, we argue what was said decades ago in a popular advertising campaign: “READ”ing - in this case, for colleges - is vitally fundamental.

2606
Thursday • 3:30 pm – 4:45
Room: Meeting room 7
Top Student Performances in Performance Studies
Sponsor: Performance Studies Division
Chair: Rebecca Walker, Southern Illinois University
Of the Phoenix: Ashes to Ashes
Savannah Ganster, Louisiana State University
Mise En Abyme
Adolfo Lagomasino, University of South Florida
Performing Personal Narratives as Gifting Arts and Crafts
Grace Peters, University of South Florida

2607
Thursday • 3:30 pm – 4:45
Room: Salon I
Rhetoric and Public Argument in Marco Rubio’s Immigration Discourse: Southern Colloquium on Rhetoric Roundtable Part II
Co-Sponsors: Rhetoric and Public Address Division, Southern Argumentation and Forensics Division
Moderator/Chair: Marilyn Young, Florida State University
Panelists:
Antonio de Velasco, University of Memphis
Abraham Kahn, University of South Florida
Roseann Mandziuk, Texas State University
William Trapani, Florida Atlantic University
David Cratis Williams, Florida Atlantic University
Policy arguments tend to turn as many of a term in a dispute are defined as a means of influencing perception as on any presentation of facts. Many of the euphemisms and ideographs used to describe policy, whether positively or negatively, are really attempts to redefine the terms of a dispute as a way of framing perception and discussion. Immigration policy, a fraught site of contention between rival factions, is particularly susceptible to shifting definitions of citizenship, residency, and identity. As the political parties attempt to grapple with the question of immigration policy, Marco Rubio, the junior Senator from Florida, emerged as a major spokesman, first for the proposed bi-partisan immigration reform bill and then as one of its major detractors. Recently, as he contemplates a run for the presidency, Rubio has emerged again as a supporter of immigration reform. What role does definition play in Rubio’s shifting positions on immigration and, indeed, on public understanding of the larger immigration issue? Does an examination of Rubio’s shifting positions on this policy issue shed any light on our understandings of how definition works in public argument?
A group of panelists will give very brief critical précis, then the floor will be opened to discussion. Attendees are encouraged to visit the SCaR website (http://southerncolloqrhetoric.net/web/) to download readings and texts on this year’s panel topic.
This panel is the second of two consecutive panels. Please join us for either or both sessions.

2608
Thursday • 3:30 pm – 4:45
Room: Salon II
Gender and Identity-Bringing New Meanings to Past, Present, and Future Performances
Sponsor: Gender Studies Division
Chair: Sally B. Hardig, University of Montevallo
The Loss of Agency in Reflexive Inevitability: Consciousness, Communitas, Contingency and the Stonewall Riots
Benjamin Baker, University of Wisconsin-Milwaukee
Academic Motherhood: Reclaiming/Resisting Gendered Organizational Structures
Ashton Mouton, Purdue University
The State of the Art in Transgender Studies in Communication: Surveying the Field and Setting an Agenda for Future Research
Leland G. Spencer, Miami University
Crafting the “Positive Woman”: A Narrative Critique of Phyllis Schlafly’s 1979 Speech Denouncing the Women’s Movement
Mollie K. Murphy, University of Georgia

2609
Thursday • 3:30 pm – 4:45 pm
Room: Salon III
Process Pedagogy: A New Curriculum for Teaching Interpersonal Communication
Sponsor: Interpersonal Communication Division
Chair: Mariaelena Bartesaghi, University of South Florida
Tasha R. Rennels, University of South Florida
Nancie Hudson, University of South Florida
Nicholas A. Riggs, University of South Florida
Jennifer Whalen, University of South Florida
Summer Cunningham, University of South Florida
Mariaelena Bartesaghi, University of South Florida

In this panel, five Graduate Teaching Assistants and one Associate Professor come together to introduce a process-based curriculum we use for teaching interpersonal communication. We explain how the curriculum works, discuss and reflect upon its effectiveness, and share innovative ways such as improvisation and service learning by which it can be adapted to fit various teaching and learning styles.

2610
Thursday • 3:30 pm – 4:45 pm
Room: Meeting room 1

Media Effects and Crafting Influence
Sponsor: Mass Communication Division
Chair: Melissa Smith, Mississippi University for Women

This Film is Rated G: Gullible Audiences—All Ages Affected

Erin Michelle Gough, University of Florida
Where are we going Dad? A Close Look at the Influence of Media toward Fatherhood

Wang Bingqing, University of Tennessee
Fright Night: The Media Effects of Slasher Films

Graham Carpenter, University of Alabama
The Artfulness of Art Bell: The Potential of Radio in a Mechanical Era

Lynda Cooper Berdayes, Barry University

Respondent: Gyromas W. Newman, University of Mobile

2701
Thursday • 5:00 pm – 6:15 pm
Room: Florida V

Top Papers in Applied Communication
Sponsor: Applied Communication Division
Chair: Patrick J. Dillon, University of Memphis

The Communicative Role of Obstetricians on Women’s Delivery Decisions*

Kathryn Anthony, University of Southern Mississippi
Discursive Tensions in Higher Education: Managing Contradictions and Paradox in the Fundraising Profession

Jessica Martin Carver, Western Kentucky University
Jennifer Mize Smith, Western Kentucky University

The Young Invincibles: How Media Source Preference Relates to Student Knowledge of the Affordable Care Act**

Jordan Neil, University of Florida
Lauren Darm, University of Florida
A Message Centered Approach to Understanding the L’Aquila Earthquake

Emina Herovic, University of Kentucky
Timothy L. Sellnow, University of Kentucky

Respondent: Abby Brooks, Georgia Southern University

*Top Paper
**Top Student Paper

2702
Thursday • 5:00 pm – 6:15 pm
Room: Florida VI

Identity in Language: Race, Gender, and Ethnicity
Sponsor: Language and Social Interaction Division
Chair: Bryan Crow, Southern Illinois University

Workplace Sarcasm as an Expectancy Violation
Chris R. Noland, College of Charleston
Merissa H. Ferrara, College of Charleston

Are White and Black Athletes Portrayed Differently in Major US Newspapers?
Eugenie Almeida, Fayetteville State University
Brandon Davis, Fayetteville State University

The Latest Crop of NBA Stars and Racial Clichés: A Content Analysis of Sports Broadcasters’ Language in the 2013 NBA Draft
Shaquille Marsh, Auburn University
John Carvalho, Auburn University

Storytelling as Persuasion in Chinese Criminal Courts
Yanrong Yvonne Chang, University of Texas-Pan American
Instructors experienced in teaching online and blended courses reveal specific pedagogical techniques for facilitating students to engage in effective group work online. After the panelists’ presentations, audience members are invited to offer additional suggestions for addressing the challenges of facilitating students to complete group assignments online.

### 2704

**Thursday • 5:00 pm – 6:15 pm**

**Room: Meeting room 5**

**The Art & Craft of Teaching Public Relations: Using Connections to Corporate Concepts**

**Sponsor:** Public Relations Division

**Chair:** Michelle Groover, Georgia Southern University

The Business of and in Public Relations

Brigitta Brunner, Auburn University

Consumer Behavior: Enhanced Audience Analysis and Program Planning

Lisa Fall, University of Tennessee

Chuck Lubbers, University of South Dakota

Branding: Marketing Term for Established Public Relations Practice

Pamela Bourland-Davis, Georgia Southern University

The Organization’s Budget: A Truth-Telling Machine

William Thompson, University of Louisville

In recent years the National Football League (NFL) has managed an increasing number of crises surrounding issues like brain injury, domestic violence, mascot naming rights, and collective bargaining. The NFL operates the most carefully designed and effectively implemented public relations machinery in all of commercial sport, and is currently on a more than 30-year run as America’s most popular game. Increasingly, however, the league and its policies are serving as indexes for broader political and economic problems. Each panelist will attempt to capture this moment in a brief opening statement designed to provoke discussion. The panel will provoke discussion on how contemporary NFL crises constitute and reflect broader thinking about masculine, raced, gendered, sexualized, disabled, and injured bodies, while also analyzing the cultural, institutional, and legal norms that both create and undermine conditions for progressive resistance surrounding these bodies.

### 2705

**Thursday • 5:00 pm – 6:15 pm**

**Room: Meeting room 1**

**The NFL: A Discussion Panel on Rhetorics of Embodiment and Crisis in America’s Game**

**Sponsor:** Rhetoric and Public Address Division

**Moderator:** Daniel A. Grano, University of North Carolina at Charlotte

**Panelists:**

Mindy Fenske, University of South Carolina

Jason Edward Black, University of Alabama

Meredith M. Bagley, University of Alabama

Daniel A. Grano, University of North Carolina at Charlotte

In recent years the National Football League (NFL) has managed an increasing number of crises surrounding issues like brain injury, domestic violence, mascot naming rights, and collective bargaining. The NFL operates the most carefully designed and effectively implemented public relations machinery in all of commercial sport, and is currently on a more than 30-year run as America’s most popular game. Increasingly, however, the league and its policies are serving as indexes for broader political and economic problems. Each panelist will attempt to capture this moment in a brief opening statement designed to provoke discussion. The panel will provoke discussion on how contemporary NFL crises constitute and reflect broader thinking about masculine, raced, gendered, sexualized, disabled, and injured bodies, while also analyzing the cultural, institutional, and legal norms that both create and undermine conditions for progressive resistance surrounding these bodies.

### 2706

**Thursday • 5:00 – 6:15 pm**

**Room: Meeting room 7**

**The Puppet Show or: The Art (and Craft) of Getting Felt Up in Performance Studies**

**Sponsor:** Performance Studies Division

**Chair:** Benjamin Powell, CUNY – Borough of Manhattan Community College

**Mobilizing Publics with Puppets**

Jonathan Gray, Southern Illinois University

Sew what? A Pedagogy of Puppets

John LeBret, Louisiana State University

Performing with Mannequins

Stephanie Heath, Louisiana State University

Your Hand Here

Emily Graves, Louisiana State University

Recent scholarly attention to puppets and puppetry promotes conceptualizing material practice in performance as a metaphoric (Gross, 2012), philosophic (Nelson, 2001), and theoretical relay to a wide range of interdisciplinary concerns (Bell, 2013). However, as an artistic practice, puppetry is necessarily grounded in the practical concerns of design, construction, and performance. This panel complicates the relationship between the artistic and the scholarly as panelists share their histories and experiences with puppetry as it pertains to their work in Performance Studies while offering the audience practical insight into the ways and means of puppet creation.

### 2707

**Thursday • 5:00 pm – 6:15 pm**

**Room: Salon I**

**Community College Business Meeting**

Ivie Ero, Hinds Community College, Chair

Richard Falvo, El Paso Community College, Vice Chair

Nakia Welch, College of the Mainland, Vice Chair Elect

Kirsten Heintz, Pulaski Technical College, Secretary
Managing the Stress and Burnout of Communication Administration

**Sponsor:** Association of Communication Administrators  
**Chair:** Steve Cox, Murray State University  
**Participants:**  
John Haas, University of Tennessee  
Charles Tardy, University of Southern Mississippi  
Charles Howard, Tarleton State University  
John Saunders, University of Central Arkansas  
Sally Bennett Hardig, University of Montevallo

Let’s be honest—being an effective administrator is very stressful work. Administrators face a level of stress and responsibility very unlike that of the faculty role. As this array of stressors seems to expand each year, even the best-intentioned, well-experienced administrators can become overwhelmed. So, what are the keys to effectively managing the stress and burnout of administration? Why do some administrators manage the demands and stress of the job better than others? What should we do to improve our effectiveness and personal well-being as administrators? Panel participants and audience members will share their strategies for effectively managing the stressors of administrative work.

The Art and Craft of Critical Communication Pedagogy

**Sponsor:** Instructional Development Division  
**Chair:** Karen Anderson-Lain, University of North Texas

Community Engagement as a Framework for Critical Pedagogy  
Karen Anderson-Lain, University of North Texas  
Fostering Social Justice Aims through Communication Activism Pedagogy  
Suzanne Enck, University of North Texas

Tasha R. Rennels, University of South Florida

Locating Race with Critical Pedagogy: Exploring Embodiment in the Classroom  
Laura Oliver, University of North Texas

Media, Power, and Culture: Bridging Learning by Experience and Critical Pedagogy  
Norma Jones, Kent State University

One Day Heroic, the Next Invisible: Portrayals of Women in Popular Media

**Sponsor:** Gender Studies Division  
**Chair:** Emily Ryalls, Mississippi State University  
**Participants:**  
Kelsey Decker, University of Houston—Victoria  
Marleah Dean, University of South Florida  
The Hypermasculine Man and Invisible Woman: The Cover Art of Bioshock Infinite, Mass Effect 3, and The Last of Us  
Erika Curtis, The University of Alabama

Respondent: Rachel E. Silverman, Embry Riddle Aeronautical University

Competitive Papers in Argumentation and Forensics

**Sponsor:** Southern Argumentation and Forensics Division  
**Chair:** Patrick G. Wheaton, Georgia Southern University  
**Participants:**  
Jacob Abraham, University of South Florida-Tampa  
Ian Summers, University of Utah

Respondent: TBA

SSCA Welcome Reception

**Sponsor:** Routledge Publishing
Became part of a graduate community dedicated to intellect and innovation.

If you are passionate about and dedicated to discovering new questions and solutions...

If you are curious about the interconnections among people, organizations, data, and evolving technology...

If you are question, analyze, and think critically about emerging social, political, organizational, or cultural issues...

If you are care not only about what you learn but want to share that discovery with others...

If you expect close mentorship with a talented, involved faculty... then join us.

For more information about our program, visit www.comm.vt.edu.
Become a versatile communicator: making choices and building connections

**Choices & Connections**  
An Introduction to Communication  
**Steven McCormack**, Michigan State University  
**Joseph Ortiz**, Scottsdale Community College

*Choices & Connections* empowers students to transform their personal and professional lives by improving their ability to make competent communication choices. *Choices & Connections* with LaunchPad integrates unique *How to Communicate* videos that immerse students in challenging, real-life scenarios—making for a dramatically new and highly personalized learning experience.

A human communication text that’s current, authoritative—and based on real life.

**Real Communication**  
An Introduction  
Third Edition  
**Dan O’Hair**, University of Kentucky  
**Mary Wiemann**, Santa Barbara City College  
**Dorothy Imrich Mullin**, University of California, Santa Barbara  
**Jason J. Teven**, California State University, Fullerton

*Real Communication* uses stories from real people and the world around us as the foundation for the most vivid introduction to human communication available today. In this edition, *Real Communication* matches cutting-edge content including new scholarship and examples, with powerful digital tools accessible through LaunchPad.

Human communication tailor-made for millennials

**Communication and You**  
An Introduction  
**Dan O’Hair**, University of Kentucky  
**Mary Wiemann**, Santa Barbara City College  
With Contributors:  
**Dorothy Imrich Mullin**, University of California, Santa Barbara  
**Jason J. Teven**, California State University, Fullerton

*Communication and You* maintains the lively, real life examples, the accessibility, and the breadth of human communication coverage seen in *Real Communication*—with a new focus on student application and self-assessment. The authors’ great read is paired with a simplified feature program that prompts students to measure concepts against their personal experiences while also examining the influences of technology, ethics, and the culture around them.
Navigating our digital world.

Media and Culture
An Introduction to Mass Communication
Tenth Edition
Richard Campbell, Miami University of Ohio
Christopher R. Martin, University of Northern Iowa
Bettina Fabos, University of Northern Iowa

A number of high stakes conflicts — over net neutrality, streaming music, copyrights, the shifting fortunes of various media outlets, and divisive politics — continue to unfold over YouTube, Twitter, TV screens, and other mediated feeds. The speed at which these stories are consumed means that understanding the complex connections between the media and our culture is more important than ever. The new tenth edition of Media & Culture starts with the digital world students know and then goes further, focusing on what these constant changes mean to them.

Get the full film experience—now integrated with film clips throughout.

The Film Experience
An Introduction
Fourth Edition
Timothy Corrigan, University of Pennsylvania
Patricia White, Swarthmore College

In our culture, watching movies is a universal experience – but understanding film may not be. The Film Experience reaches out to students, connecting their experiences watching movies with better understanding and knowledge of the medium’s full scope. And with its game-changing new video program in LaunchPad Solo, this thoroughly updated new edition makes it easier than ever to link each student’s personal viewing to a greater overall understanding of film.

The one-stop resource for students in filmmaking

Filmmaking in Action
An Introduction
Adam Leipzig
Barry Weiss

Script. Direction. Design. Production. Sound. Lighting. Editing. Effects. Animation. Marketing. Careers. It’s all here. With storytelling and collaboration as core principles, industry veterans Adam Leipzig (former President of National Geographic Films), and Barry Weiss (former head of Sony Pictures animation), with Michael Goldman, guide students through the skills and the craft of video and filmmaking. Filmmaking in Action addresses the real-world situations that students will encounter in their first classroom projects and throughout their careers. Packed with stories and lessons from industry professionals, from established filmmakers to emerging independents, this soup-to-nuts book is one students will keep, and keep using, for years.
The kidnapping and murder of Emmett Till, a 14-year-old Chicago youth visiting family in the tiny Mississippi hamlet of Money, has been repeatedly rendered as the “spark” that lit the civil rights movement. Just months after the murder, Rosa Parks refused to give up her seat on a Montgomery, Alabama bus, thus launching a young Baptist minister onto the national stage. Many have argued that it was Emmett Till who inspired the activist seamstress. Just months after the murder, Rosa Parks refused to give up her seat on a Montgomery, Alabama bus, thus launching a young Baptist minister onto the national stage. Many have argued that it was Emmett Till who inspired the activist seamstress.

Today, even as the case remains officially open, the Mississippi Delta is alive with the memory of Emmett Till. The courthouse in Sumner, MS, for example, site of the trial, has recently been restored to its original condition in 1955 and will serve as a museum. Just across the street, the Emmett Till Interpretive Center opened in 2014 and will serve, in part, as an educational resource for black history in the Delta. There is also a driving tour, christened the “Till Trail” that features key locations from the case, including where his body was taken out of the Tallahatchie River. Similarly, what remains of the Bryant Grocery and Meat Market, site of the alleged breach of racial etiquette in Money, serves as the location for the state of Mississippi’s first Freedom Trail marker.

And yet, even with the extensive commemorative work, two nationally recognized documentaries—by Keith Beauchamp and Stanley Nelson—an investigative report by Ed Bradley of 60 Minutes, books, anthologies and articles, we still don’t have anything resembling a comprehensive history of the case. Until now. Devery Anderson, at the personal encouragement of Till’s mother, Mamie Till-Mobley, has been researching the case for nearly 20 years; his book, The Boy Who Never Died: The Saga of the Emmett Till Murder, will be published on the 60-year anniversary of the murder by the University Press of Mississippi in its Race, Rhetoric and Media Series. As a uniquely southern story with countless rhetorical dimensions related to media coverage, historiography, trial strategy, and memory politics, Anderson’s synoptic history of the case promises to be a defining narrative of a murder that galvanized the nation—and continues to resonate nearly 60 years on.

Anderson’s narrative has quite literally been stitched together from sources as diverse as a high school yearbook and impromptu interviews on the streets of Tallahatchie County, to an official FBI report and countless newspaper chronicles. The craft of creating this narrative has not been without major historiographical vexations: whose account of the encounter at the Bryant store—there are several conflicting ones—gets privileged? How did husband Roy Bryant find out about the alleged flirtation and what difference does it make? Who was with Milam and Bryant at the kidnapping? How did northern and southern newspapers differ in their treatment of the “facts” of the case? Why are so many family members reluctant to talk about the case? How did William Bradford Huie’s Look Magazine “confession” function rhetorically to write the official history of the case? In brief, Anderson’s project reveals the intimate relationship between communication and the craft of storytelling, stitched together from often very different textures and shapes.

The University of Memphis


**3402**

**Friday • 11:45 am – 1:00 pm**  
Room: Meeting room 6  
**Top Papers in Popular Communication**  
**Sponsor:** Popular Communication  
**Chair:** John Saunders, University of Central Arkansas  
Contesting the Fit Citizen: Michelle Obama’s Let’s Move Campaign and the Body Politics of The Biggest Loser*  
**Stephanie Houston Grey, Louisiana State University**  
Uncertainty and the Paranormal: An Independent Groups Examination of Paranormal Belief, Processing Uncertainty, and Source Credibility  
**Matthew C. Ramsey, Shippensburg University**  
Tabitha Epperson, University of South Carolina  
Lindsay Harlow, Shippensburg University  
Literary Art as Transformational Craft: Innovating Female Heidi-Redeemer Archetypes into an Oppositional Arya-Revenger Anti-heroine in HBO’s Game of Thrones**  
**Garret Castleberry, University of Oklahoma**  
A Recipe for Cookbooks: Wash, Rinse, and Repeat  
**Cynthia Carrico Rausch, Florida Atlantic University**  
**Respondent:** John Saunders, University of Central Arkansas  

*Top Paper  
** Top Student Paper

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**3403**

**Friday • 11:45 am – 1:00 pm**  
Room: Meeting room 5  
**Pacifism v. Just War Theory: Christian Viewpoints in War Arguments**  
**Sponsor:** Southern Argumentation and Forensics Division  

**Moderator:** Edward C. Brewer, Appalachian State University  
**Debaters:**  
Cecil V. Kramer, Jr., Liberty University  
Kavin Kramer, Lynchburg General Hospital  
Recently, (2013) Preston Sprinkle, New York Times Bestselling author released a trade back book, *FIGHT: A Christian Case for Nonviolence* in which he advocates Biblical pacifistic positions and refutes “just war” philosophies. Sprinkle, an evangelical professor at a California Bible School, radically challenges the “just war” position held by many fundamentalist and evangelical conservatives over recent past decades and deserves critical review because of the moral relevance of the topic. The proposed debate and audience discussion will both advocate and refute arguments from both sides of the war debate focusing on an analysis and critique of Sprinkle’s arguments with additional insights provided by the debaters. In addition, extension arguments will be presented dealing with current world event situations of war and arguments relevant to military service, negotiating, peace, killing, defense, etc. Following the debater presentations, the chair will moderate an interactive session with audience participation that carries the debate into rebuttal arguments. Audience members may extend on arguments already presented in the session or extend arguments and questions of their own.

**Respondent:** Mary Beth Asbury, Middle Tennessee State University  

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**3404**

**Friday • 11:45 am – 1:00 pm**  
Room: Meeting room 1  
**Applied Communication Research: Exploring Relational, Organizational, and Methodological Issues**  
**Sponsor:** Applied Communication Division  
**Chair:** Raymond R. Ozley, University of Montevallo  
Group Company Volunteer Events and Social Capital in Employee-to-Employee Relationships  
**Tara Connolly, North Carolina State University**  
Work-life Balance and the Multigenerational Workplace: Balancing Work and Family Life from Generation X and Beyond  
**Whitney Tipton, University of Tennessee**  
Message Design Logic: Quantitative External Validation and Correlates  
**John Nicholson, Mississippi State University**  
Skye C. Cooley, Mississippi State University  
Emily D. Ryalls, Mississippi State University  
Mark Goodman, Mississippi State University  
Bonnie Oppenheimer, Mississippi University for Women  
Ben Wax, Mississippi State University  
Becca Horton, Mississippi State University  
Updating and Re-conceptualizing the Three-Component Measure of Organizational Commitment  
**Kyle B. Heuett, University of Tennessee**  

**Respondent:** Mary Beth Asbury, Middle Tennessee State University
3405
Friday • 11:45 am – 1:00 pm
Room: Meeting room 7

The Art of Craft: Processes of Thinking and Making Performance

Sponsor: Performance Studies Division
Chair: Rebecca Walker, Southern Illinois University

Slouching toward ‘Crossing Brooklyn Ferry’ in Space: Queer Temporality, Whitman, and that Weird Guy from My Last Show
Craig Gingrich-Philbrook, Southern Illinois University

The Day I Inherited Michael Bowman’s LPs
Tracy Stephenson Shaffer, Louisiana State University

The White House
Benjamin Powell, Borough of Manhattan Community College

Pretty in Pink: The Revenge of the People’s Queen
Holley Vaughn, University of North Texas

This panel engages the art and craft of thinking, writing, and making performance from the perspective of four performance studies scholars at work on solo-performance projects. The panel will explore four pieces at different stages in their process to uncover strategies, touchstones, and challenges in the journey from idea to execution.

3406
Friday • 11:45 am – 1:00 pm
Room: Salon I

Health Identity and Context

Sponsor: Ethnography Interest Group
Chair: Tammy Jeffries, Western Kentucky University

“Is that the cervix?!”: A layered narrative exploring the (de/re)construction of communication practices surrounding gynecological examinations and doctor-patient communication
Jennifer R. Whalen, University of South Florida

Dialectics of health: An ethnography of an employee wellness program
Lu Tang, University of Alabama
Jane S. Baker, University of Alabama

Responding Appropriately in Pediatric Palliative Care: An Interdisciplinary Team’s Evaluation of Parents
Lindy Davidson, University of South Florida

Diagnosing Cancer in Adolescents: A Critical Autoethnographic Tale of Identity Disruption and Its—Liminal—(Re)construction
Patrick E. McElearney, Louisiana State University

Respondent: Keith Berry

3407
Friday • 11:45 am – 1:00 pm
Room: Salon II

National Communication Association Initiatives and Member Resources

Sponsor: NCA
Chair: Christina S. Beck, First Vice President, National Communication Association
Carole Blair, President, National Communication Association
Trevor Parry-Giles, Director of Academic & Professional Affairs, National Communication Association
Kathleen J. Turner, Immediate Past President, National Communication Association

This panel features NCA National Office staff and elected leadership who will highlight the resources available through NCA to support teaching, research, and career development in communication. Among other topics, the panel will provide a forum for discussing the Learning Outcomes in Communication project, proposed changes to NCA’s governance documents, and other NCA initiatives. The panel will dedicate time for attendees to share input and ask questions about NCA.

3408
Friday • 11:45 am – 1:00 pm
Room: Salon III

The Art of Crafting a Vision of the Future via Television Fiction

Sponsor: Mass Communication
Chair: Barry P. Smith, Mississippi University for Women

Participants:
Brian C. Brantley, Texas A&M University – San Antonio
Kenny D. Smith, Samford University
Lauren Reichart Smith, Auburn University
Martin L. Hatton, Mississippi University for Women
Van T. Roberts, Mississippi University for Women
Barry P. Smith, Mississippi University for Women

From the communicators of Star Trek that prefigured the ubiquity of the modern cell phone, to the presentation of an African-American U.S. President in 24 that presaged the historic 2008 election of President Obama, TV fiction has often crafted visions of a future that could become reality. This panel examines how TV narratives (as a form of communicative art) have helped to craft our vision(s) of the future in various ways. Panelists will discuss a number of TV shows (from across various genres, such as science fiction, action, and drama) from varied theoretical perspectives such as cultivation and diffusion of innovations.
Critical Analyses of Women’s Protest and Feminist Rhetoric

**Sponsor:** Theodore Clevenger, Jr. Undergraduate Honors Conference

**Chair:** Rebekah Fox, Texas State University

- Body Rhetoric and the Fight for Equality
  - Morgan Stephens, Furman University
- A Study of Rosika Schwimmer and Her Usage of Woman Suffrage Rhetoric and Redefinition of Citizenship
  - Abbey Miner, University of Georgia
- Explaining Our Worlds to Ourselves and Others: A Critical Analysis of Women for Aryan Unity Rhetoric
  - Emily Mason, Appalachian State University
- The 1968 Miss America Pageant Protest: More than Just Bra Burning
  - Kellie Colgain, Furman University
- The Feminine Feminist: An Ideological Criticism of Emma Watson’s Speech
  - Claire Torell, Georgia Southern University

**Respondent:** Rebekah Fox, Texas State University

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Gender and Race: Media Representations and Cultural Perceptions

**Sponsor:** Theodore Clevenger, Jr. Undergraduate Honors Conference

**Chair:** Linda Manning, Christopher Newport University

- Miley Cyrus through the Eyes of the Public: An Application of Face Repairing Rituals
  - Katherine Harrell, Schreiner University
- A Media Framing Analysis: The Coverage of Rape in Indian and Western News Sources
  - Shauna N. Gillooly, Florida State University
- Tumblr Feminism
  - Jessica Bolger, George Washington University
- Identifying the Peacock’s Colors: Perceptions on Wearing Makeup
  - Andrea Pieterse, Columbia College
- Perceptions of Provocative Posts & the Likelihood of Responding
  - Marissa Wells, Berea College

**Respondent:** Linda Manning, Christopher Newport University

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Twitter & Free Speech

**Sponsor:** Freedom of Speech Division

**Chair:** Aaron Moore, Rider University

- The case of Roddy White: The Intersection of Public Relations, Free Speech and Twitter
  - Aaron Moore, Rider University
- #NotYourShield Means #NotYourVoice: #GamerGate and the Campaign to Silence Female Voices in Games
  - Matthew Wysocki, Flagler College
- Talking about Obamacare controversy: The Role of Twitter in the Spiral of Silence Process
  - Juan Liu, Wayne State University
- U.S. “Statecraft” and the curious case of U.S. Information Communication Technologies having run amok in Cuba*
  - John Drew, Adelphi University

* Top Debut Paper

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A Sampling of Outstanding Scholarship: Top Papers in the Public Relations Division

**Sponsor:** Public Relations Division

**Chair:** Shirley Serini, Valdosta State University

- Strategic messaging in a political crisis: Testing the integrated model for explaining the Communication Behavior of publics*
  - Tiffany Lynn Schweickart, University of Florida
  - Kelly Page Werder, University of South Florida
- Carnival’s Response to the Costa Concordia Crisis: A Test of Situational Crisis Communication Theory
  - Nicole Magee, The University of Southern Mississippi
- Do People Like a Company That Communicates Well? Rethinking the Organization-Public Relationship Measures
  - Chang Wan Woo, James Madison University;
    - Wonjun Chung, The University of Suwon
  - Never Say Never to “No comment”: A Reevaluation of the “No comment” Paradigm of Crisis Communication
  - M. Eilene Wollslager, Our Lady of the Lake University

**Respondent:** Joseph Mitchell, Valdosta State University

*Top paper
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<th>Session</th>
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| 3502    | Friday, 1:15 pm – 2:30 pm | Florida VI | **Transitions: Applied Communication and Organizational/Personal Change**<br>**Sponsor:** Applied Communication Division<br>**Chair:** Kyle Heuett, University of Tennessee<br>**Making Sense of Working Role Transitions for Family**<br>Brian Perna, University of Southern Mississippi<br>**Let’s Do the Numbers:** Impact of Radio Financial News Reporting on Listeners’ Decisions Regarding Their Retirement Investments<br>Bistra Nikiforova, University of New England<br>Deborah W. Gregory, Bentley University<br>The Collegiate Transfer Student Experience: A Pilot Study of Blog Narratives<br>Amber E. Holland, Christopher Newport University<br>Linda D. Manning, Christopher Newport University<br>A Self-Created Crisis: Applying Benoit’s Image Restoration Theory to JCPenney’s Failed Rebranding Effort<br>Sarah M. Scott, Arkansas State University<br>Myleea D. Hill, Arkansas State University<br>**Respondent:** Greg Armfield, New Mexico State University

| 3503    | Friday, 1:15 pm – 2:30 pm | Meeting room 6 | **The Craft of Leadership in Discourse**<br>**Sponsor:** Language and Social Interaction Division<br>**Chair:** Eugenia Almeida, Fayetteville State University<br>Rhetoric and Social Interaction: The Case of Leadership in Discourse<br>Mark Ward, Sr., University of Houston-Victoria<br>The Implications of Leadership: Managing Power Dynamics in International Emergency Response<br>Andrew Pyle, Clemson University<br>The Impact of Effective Leadership Communication<br>Stephen Spates, University of Tennessee<br>A Marine Writes Identity: Student Leadership in the Online Classroom<br>Linda Di Desidero, Marine Corps University

| 3505    | Friday, 1:15 pm – 2:30 pm | Meeting room 1 | **The Times, They are A’Changing: A Look at Politics Today**<br>**Sponsor:** Political Communication Division<br>**Chair:** Kenny Smith, Samford University<br>The Tea Party Movement: Dead or Alive in 2014 Midterm Elections?<br>Melissa Smith, Mississippi University for Women<br>Television and Presidential Communication in a Non-Free Political Regime<br>Natalia Kovalyova, UNT Dallas<br>The art and craft of music in political advertisements: Music’s rhetorical roles in the campaign advertising in the 2014 midterm U.S. elections<br>Jonathan Ezell, Tennessee Technological University<br>Changing Politics in Alabama<br>Barry P. Smith, Mississippi University for Women<br>**Respondent:** William F. Harlow, University of Texas of the Permian Basin
**3506**
Friday • 1:15 pm – 2:30 pm  
Room: Meeting room 7  
**Top Student Performances in Performance Studies**  
**Sponsor:** Performance Studies Division  
**Chair:** Rebecca Walker, Southern Illinois University  
Lucida Fox: The Medium for Mediums  
**Lindsay Greer,** Southern Illinois University  
Lullaby  
**A. B.,** Southern Illinois University, Carbondale  
**Savannah Ganster,** Louisiana State University  
Show and Tell  
**Ashley Martinez,** University of South Florida

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**3507**
Friday 1:15 pm – 2:30 pm  
Room: Salon I  
**GIFTS**  
**The Rhetoric Emporium: The Art and Craft of Persuasion and Influence**  
**Sponsors:** Community College and Instructional Development Divisions  
**Chair:** Meghan Senter, Northwest Mississippi Community College  
Impromptu Sales: An Exercise in Monroe’s Motivated Sequence  
**Jacob Abraham,** University of South Florida  
Crafting a Better Definition of Persuasion: The Cola Wars  
**S. Brad Bailey,** Mississippi Gulf Coast Community College  
Group Persuasive Speech: Teaching Students to Plan, Write, and Present as a Group  
**Scott Christen,** Tennessee Technological University  
Warning—Taking the Ice Bucket Challenge Against Your Will: Discussing Influence Theory  
**Eduardo Rodriguez Trevizo,** El Paso Community College  
Exploring the Relationship between Multiple Identities and Communication Through a Classroom Art Gala  
**Tara J. Schuwerk,** Stetson University  
Using Stylistic Devices to Enliven the Commemorative Speech  
**Whitney Tipton,** University of Tennessee  
The Rhetoric Emporium GIFTS session addresses activities that instructors can implement to effectively guide students in the processes of Persuasion or Social Influence. These include not just creating persuasive speeches, but understanding human motivation, the influence of social pressure, how corporate advertising tries to influence, ways to create inspiration, and how history and power influence construction of identity.

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**3508**
Friday • 1:15 pm – 2:30 pm  
Room: Salon II  
**Understanding Crisis Communication in the 21st Century: Creating Models and Making Decisions**  
**Sponsor:** Communication Theory  
**Chair:** Lisa T. Fall, University of Tennessee  
Defending Identity in Crisis: How Scientists Negotiate their Identities after a Tragedy*  
**Marcy Huey & Yizhi Zhang,** University of Alabama  
A Model that Predicts the Travel Decision as a Result of Disease Outbreak News Coverage Exposure  
**Kristina Birnbrauer,** University of Florida  
Crisis Communication through Text Message and on Social Media  
**Larae Wade,** University of Alabama in Huntsville  
Across Contexts and Approaches: An Analysis of Diversity of Frames  
**Juan Liu,** Wayne State University  
**Respondent:** Marceline Hayes, Arkansas State University  
*Top Student Paper

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**3509**
Friday • 1:15 pm – 2:30 pm  
Room: Salon III  
**From Edwin Black to Public Memory to the Pragmatic: Reassessing Select Rhetorical Theories**  
**Sponsor:** American Society for the History of Rhetoric Interest Group and Rhetoric and Public Address Division  
**Chair:** Vernon Ray Harrison, Central Alabama Community College  
Revisiting Edwin Black: Exhortation as a Prelude to Emotional-Material Rhetoric  
**Kevin Marinelli,** Young Harrison College  
The Scope and Form of Public Memory  
**Jefferson Walker,** Louisiana Tech University  
The Rhetoric of Prophetic Pragmatism  
**Raquel M. Robvais,** Louisiana State University  
**Respondent:** Brandon Inabinet, Furman University
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E-NEWSLETTERS

NCA’s regular electronic newsletter, NCA Inside & Out, keeps members informed with:

- Information about the upcoming convention including programming, deadlines, and travel provisions.
- Updates on academic and professional resources that are available through NCA.
- NCA governance news.
- Notes about NCA members including awards, books, media appearances, professional transitions, and memorials (submit your own updates at www.natcom.org/membernotes).
- Short features on data about the discipline, public engagement, upcoming events, and more.

SPECTRA

NCA’s flagship Spectra magazine is published four times each year and features articles of interest to people in the Communication discipline and beyond. Expert authors are drawn from both inside and outside of the discipline to ensure diversity of perspectives. www.natcom.org/spectra

www.natcom.org
3510  
Friday • 1:15 pm – 2:30 pm  
Room: Meeting room 2  

Rhetorical Dimensions of Protest and Politics  
Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference  
Chair: Sean O’Rourke, Furman University  
Fighting for the Disappeared: A Study on the Madres de Plaza de Mayo  
Sarah Prokop, University of Georgia  
The Rhetoric of Corruption  
Kendall McGee, Appalachian State University  
The War On Mass Shootings: A Critical Examination of Sandy Hook  
Amber Juncker, Georgia Southern University  
“L” is for Licentious: A Literature Review on Identity, Rhetoric, and the LGBTQ Counterpublic  
Jennifer St Sume, Florida Atlantic University  
Sex Trafficking: Awareness Does Not Equal Activism  
Trevor Coen, Georgia Southern University  
Respondent: Sean O’Rourke, Furman University

3511  
Friday • 1:15 pm – 2:30 pm  
Room: Meeting room 3  

Propaganda, Race, and Resistance: Four Rhetorical Critiques  
Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference  
Chair: Jason Edward Black, University of Alabama  
“America! America!": Vanishing Time and Space in Clarence Jordan’s “Things Needed for Our Peace,” Furman University, 1969  
Luke Christie, Furman University  
“More Land to be Conquered: The Use of Metaphor in the Sermons of Fred Shuttlesworth  
Ryan Kirkland, University of Montevallo  
Free Agent or Escaped Slave?: The Reverend Jesse Jackson’s Response to Dan Gilbert’s “The Letter”  
Cook English, Furman University  
Thomas Stubbs, Furman University  
Respondent: Jason Edward Black, University of Alabama

3601  
Friday • 2:45 pm – 4:00 pm  
Room: Florida IV  
The Questionable Art of Civility  
Sponsor: Rhetoric & Public Address Division  
Chair: Milene Ortega, Georgia State University  
Panelists:  
Pat J. Gehrke, The University of South Carolina  
Samuel Perry, Baylor University  
Lisa Corrigan, University of Arkansas  
Antonio de Velasco, University of Memphis  
Sean O’Rourke, Furman University  
When, if ever, do critics need to protect the limits of decorum, or give guidance to others to do so? And in what broader rhetorical ecology should such a move be made? The panel will address these questions with a prognosis of “civility,” especially drawing on events of the previous year, including Ferguson riots, anonymous social media, and Professor Steven Salaita’s tweets on Palestinian sovereignty.

3602  
Friday • 2:45 pm – 4:00 pm  
Room: Florida V  
Author Presentations from the forthcoming book Television, Social Media, and Fan Culture  
Sponsor: Mass Communication Division  
The American Bible Challenge and the Game Show Network  
Dedria Givens-Carroll, University of Louisiana at Lafayette  
Teen Mom and Twitter Fans: Analyzing the Mean Girl Posts  
Alison Slade, Independent Scholar  
Game(s) of Fandom: Hyperlink Labyrinths directing Game of Thrones Fandom.  
Garret L. Castleberry, University of Oklahoma  
Fandom Communication in a Mediated Age: The Use of National Basketball Association (NBA) Blogs and Twitter for Dissent Practices  
Corey Jay Liberman, Marymount Manhattan College  
Michael Plugh, Fordham University  
Brian Geltzeiler, Sirius XM NBA Radio  
Fifty Years of The Man From U.N.C.L.E.: How the Ever-Changing Media Sustained and Shaped One of the Oldest Fan Communities  
Cynthia Walker, St. Peter’s University  
Zombie Fans, Second Screen and Television Audiences: Redefining Parasociality as Technoprosociality in AMC’s #TalkingDead  
Sabrina Pasztor, University of Illinois at Chicago  
Jenny Ungbha Korn, University of Illinois at Chicago
Friday

3603

Friday • 2:45 pm – 4:00 pm
Room: Florida VI

Top Paper Panel: Philosophy and Ethics of Communication Interest Group

Sponsor: Philosophy and Ethics
Chair: Brian Gilchrist, Eastern University

“There’s no place like home”: Homeless box cities and the community construction of home*
   Eric Sloss, University of Georgia

Looking East for ethics: Tetsuro Watsuji’s notions of privacy, trust, and mutuality
   Rick Kenney, Georgia Regents University-Augusta
   Kimiko Akita, Aichi Prefectural University

Imaginative resistance in communication: Unimaginable narratives & contested realities
   Jessica Fawley, Purdue University

Respondent: Ronald C. Arnett, Duquesne University

*Top Paper

3604

Friday • 2:45 pm – 4:00 pm
Room: Meeting room 6

Competitive Papers in Interpersonal Communication

Sponsor: Interpersonal Communication Division
Chair: Ashton Mouton, Purdue University

Gendered Associations of Decision-making Power, Topic Avoidance, and Relational Satisfaction: A Differential Influence Model
   Timothy R. Worley, Murray State University
   Jennifer Samp, University of Georgia

Attributions of mental health diagnoses and locus of control: The effect on families’ supportive communication
   Ashley J. George, Samford University
   Carol B. Mills, University of Alabama

Crafting Initial Conversations Regarding Death in Romantic Relationships
   Timothy Curran, University of Georgia

“Is it over, or is it ‘really’ over”: Interpersonal Communication in on-off relationships during emerging adulthood
   Ashley M. Poole, Old Dominion University
   Thomas J. Socha, Old Dominion University

Respondent: Carrie West, Schreiner University

3605

Friday • 2:45 pm – 4:00 pm
Room: Meeting room 5

Exploring Issues in Language and Social Interaction

Sponsor: Language and Social Interaction Division
Chair: Donald Simmons, Asbury University

President Obama and the Rhetoric of Non-War: The Counter-Terrorism Operation
   Jennifer Jackson, Middle Tennessee State University

The Pentagon Papers Revisited: The First Amendment and The Snowden Leaks
   Roger Soenkson, James Madison University

Media Framing in the Digital Era: George Zimmerman vs Trayvon Martin
   Linda L. Hon, University of Florida

The Carnival Triumph: Image Restoration for a Fun Ship, Minus the Fun
   Donald Simmons, Asbury University

3606

Friday • 2:45 pm – 4:00 pm
Room: Meeting room 1

Top Papers in Instructional Development

Sponsor: Instructional Development Division
Chair: Stephanie Kelly

The Art of (Teaching) Public Speaking: Toward Liberating Public Speaking Students and Instructors
   Adam Key, Tennessee State University

Assessing Intercultural Understanding and Sensitivity: Using the Study-Abroad Experience to Highlight Similarities and Differences in Nonverbal Communication between Cultures*
   Kenneth J. Levine, University of Tennessee
   Michelle Epstein Garland, University of Tennessee

The Art and Craft of Flipping: A Case Study
   Mark Borzi, Valdosta State University

Uncertainty and Identity: Issues Underlying the Socialization Experience of New Female Communication Faculty**
   Michelle Epstein Garland, University of Tennessee

Student-Instructor Interactions about Academic Disappointment as Social Confrontation Episodes
   Courtney N. Wright, University of Tennessee

Respondent: Michelle Violanti, University of Tennessee

*Top Paper in Instructional Development
**Top Student Paper in Instructional and Developmental
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*Post-doctoral fellow, 2014-2015  
Interpersonal, Inter-racial, Intercultural, Diversity

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Gender Communication, Rhetoric

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Review of applications will start on November 1 for the Spring semester and March 1 for the Fall semester and will continue until all open slots are filled.

For more information contact:  
Angela Jerome, Graduate Program Director  
Department of Communication  
Western Kentucky University  
1906 College Heights Blvd.  
Bowling Green, KY 42101  
email: angela.jerome@wku.edu
3607
Friday • 2:45 pm – 4:00 pm
Room: Meeting room 7

Contributed Papers in Performance Studies
Sponsor: Performance Studies Division
Chair: Rebecca Walker, Southern Illinois University

Sweding Dirty Harry: Collaged Confessions of a Cinemasochist
Lyndsay Michalik, Oberlin College

My Chautauqua Sacagawea: Creating and Interpreting a Significant Historical Character Who Never Wrote a Word and Was Never Quoted
Selene Phillips, University of Louisville

A Performance of Narrative Dialogue of Similarly Disabled Embodiment
Julie-Ann Scott, University of North Carolina – Wilmington

Respondent: Scott Dillard, Georgia College

3608
Friday • 2:45 pm – 4:00 pm
Room: Salon I

Rising and Thriving in Communication Administration: Female Administrators Discuss their Challenges and Successes in Academic Leadership Roles
Sponsor: Association of Communication Administrators
Chair/Moderator: Sally Bennett Hardig, University of Montevallo

Nelle Bedner, University of Central Arkansas
Fran Dickson, Eastern Kentucky University
Marceline Hayes, Arkansas State University
linda jurczak, Valdosta State University
Roseann Mandziuk, Texas State University
Lynne Webb, Florida International University

We will conduct a roundtable discussion with a panel of female administrators who have served in a variety of leadership roles at the level of department, campus, and in discipline specific professional organizations throughout the Communication discipline. The scholars will reflect on their experiences as women in administrative positions, discuss common barriers women face when climbing the academic ladder, and offer suggestions for avoiding or addressing common barriers women administrators face.

3609
Friday • 2:45 pm – 4:00 pm
Room: Salon II

Communication Theory Business Meeting
Todd Goen, Chair

3610
Friday • 2:45 pm – 4:00 pm
Room: Salon III

Intercultural Intersections and Diversity
Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Mary Meares, University of Alabama

Beauty Through Three Lenses: How Worldwide L’Oreal Social Media Accounts Communicate Beauty
Marissa Alvarez, Tarleton State University
Dannah McCloud, Tarleton State University

Interpretation and Understanding in Cross-Language Interactions: Examination and Use of Vocalics
Stephanie Wingerter, College of Charleston

“Not Just Add International Students and Stir”: An Ethnographic Investigation of the Development of First-Year International Student Writers at a Small Liberal Arts College
Alex Wasson, Transylvania University

Religiously-based Companies and Their Social Media Communication: Do Chick-Fil-A and Hobby Lobby Communicate Religion Through Social Media?
Ashlyn Bracewell, Tarleton State University
Katlyn Greening, Tarleton State University
Ashly Jobbins, Tarleton State University
Jasmine Sullivan, Tarleton State University

The Necessity of Diversity in Leadership Roles, Illustrations of Gender-based Leadership Styles, and Breaking Through the Glass Ceiling in the Film New in Town
Claire Carrington, Campbell University
Katlyn Peedin, Campbell University

Respondent: Mary Meares, University of Alabama

3611
Friday • 2:45 pm – 4:00 pm
Room: Meeting room 2

Visual Rhetoric and Contemporary Media Representations
Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Wendy Atkins-Sayre, University of Southern Mississippi

This is the Truth about Cancer…Sorry: The Unsentimental and Sentimental Presentation of Cancer by The Fault In Our Stars
Ashley Noonan, Southern Adventist University

“Ironic Sexism”: A Rhetorical Analysis of American Apparel’s “Meet _____” Campaign
Kiara Walker, Transylvania University
(Un)Blending the Rhetoric of Media: Decoding Theory, Deconstructing Culture, and Reconsidering Family
Catelyn Curry, Columbia College
A Blonde Bob’s Search for Reality: Reality Dissonance Portrayed Through Sia’s Chandelier Video
Alisa Luby, Southern Adventist University
Life is Drag: Gender Performativity and Subaltern Public in RuPaul’s Drag Race
Eli Washington, Furman University
Respondent: Wendy Atkins-Sayre, University of Southern Mississippi

3612
Friday • 2:45 pm – 4:00 pm
Room: Meeting room 3
Critiques of Popular Media: Sex, Gender, Justice, and Conformity
Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Chris Geyerman, Georgia Southern University
Everything is Awesome!: Conformity in The Lego Movie
Janice Cosme, Southern Adventist University
The Wolf of Wall Street: The Glamorization of Male Dominance
Veronica Garcia, Southern Adventist University
Justice as Portrayed in Film and Television
Destiny Jenkins, Appalachian State University
Will the Real Gladiator Please Stand Up? Black Women, Media, and the Image it Cultivates
Ti’Ana Marshall, Texas A&M University–Texarkana
Television and Pornography: One and the Same? An Inside Look at Sexually Explicit Television
Moriah Arterberry, Southern Adventist University
Chris Janetzko, Southern Adventist University
Jessica Anzai, Southern Adventist University
Janice Cosme, Southern Adventist University
Avery McKinney, Southern Adventist University
Respondent: Chris Geyerman, Georgia Southern University

3613
Friday • 2:45 pm – 4:00 pm
Room: Meeting room 13 (third level)
Who and What We Are: Identity and Place
Sponsor: Ethnography Interest Group
Chair: David Purnell, Mercer University
Using the SPEAKING Mnemonic For an Ethnography of Science Center Communication
David Lee, Oglethorpe University
Beyond Bloodlands and Bloodlines: A Case of/for Ethnographic Affinity and Holocaust Oral History
Chris J. Patti, Appalachian State University
Dialectical Tensions in Intrapersonal Communication: Exploring Dialectics and Identity Construction among Nursing Home Residents
Emily Thomas, University of North Carolina at Charlotte
Hair & Health, Wigs & Illness: Talking through Cancer in a Space of Aesthetics
Meredith L. Clements, University of South Florida
Respondent: John Nicholson, Mississippi State University

3701
Friday • 4:15 pm – 5:30 pm
Room: Florida IV
Top Papers in Intercultural Communication
Sponsor: Intercultural Communication Division
Chair: Mary Meares, University of Alabama
African Americans and Hospice Care: A Culture-Centered Exploration of Enrollment Disparities
Patrick J. Dillon, University of Memphis
Ambar Basu, University of South Florida
Cultural Congruence or Difference: Impacts on Source Credibility, Brand Support, and Purchase Intention in Celebrity Endorsed Advertising
Juan Meng, University of Georgia
Pei-Ling Lee, Shih Hsin University
Maneuvering Around Normative Limitations: A Qualitative Communication Study of Undocumented Latina University Students
Shane T. Moreman, California State University, Fresno
Julissa González, California State University, Fresno
Respondent: Dominique Gendrin, Xavier University
*Top Paper

3702
Friday • 4:15 pm – 5:30 pm
Room: Meeting room 6
Women Creating and Shepherding Policy in the United States
Sponsor: Rhetoric and Public Address Division
Chair: Ashley Mack, The University of Southern Mississippi
Women as Secretary of State: Navigating Diplomacy with Misogynistic Nations
Linda Levitt, Stephen F. Austin State University
Legislating in a Polarized Political Environment: U.S. Women Senators and the 2013 Budget Battle

**Angela McGowan, University of Southern Mississippi**

Refusing to ‘Jump the Fence’: Congresswoman Jeannette Rankin’s Political Protests and Policies

**Shirley Oakley, St. Petersburg College**

Framing Elizabeth Warren: News Coverage, Public Perception, and Narrative Constructions of “The First Woman President”

**Emanuelle Wessels, Missouri State University**

Respondent: Roseann Mandziuk, Texas State University

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**3703**

Friday • 4:15 pm – 5:30 pm
Room: Meeting room 5

**An Examination of Online and Social Media Related Issues and Behavior**

**Sponsor:** Mass Communication Division

**Chair:** Jeremy Padgett, University of Mobile

Self-Monitoring and Narcissism as Predictors of Sharing Facebook Photographs

**Pavica Sheldon, University of Alabama Huntsville**

If They Found Out We Lived Together, They Wouldn’t Pay for the Wedding: Lies and Truths about Identity on Wedding Websites*

**Laura Beth Daws, Southern Polytechnic State University**

Spokesperson System and Water Crises in China Online Media: A multi-Way Comparison

**Yuanxin Wang, Temple University**

Social Media Attracts Americans to Cross the Border for Healthcare; Mexican Medical Tourism Communicates Messages via the Masses

**Dedria Givens-Carroll, University of Louisiana at Lafayette**

Respondent: Barry P. Smith, Mississippi University for Women

*Top Paper

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**3704**

Friday • 4:15 pm – 5:30 pm
Room: Meeting room 1

**The Art and Craft of Instruction**

**Sponsor:** Instructional Development Division

**Chair:** Ashley George, Samford University

Interdisciplinary Pedagogy: Suggestions from Fine Arts and Engineering a Quasi-Autoethnography

**Caleb Cates, Georgia State University**

An Examination of the Antecedents of Electronic Multitasking in the Classroom

**Yuxia Qian, Albion College**

Communication Anxiety Has Gone Digital; Investigating the Affects That Computer Mediated Communication Anxiety Has On Social Presence

**Scott Christen, Tennessee Technological University**

**Michelle T. Violanti, University of Tennessee**

Challenging Communication Research: Definitional Uncertainty of Information Seeking and Implications for Education and Research

**Michelle Garland, University of Tennessee**

Respondent: linda jurczak, Valdosta State University

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**3705**

Friday • 4:15 pm – 5:30 pm
Room: Meeting room 7

**(All But) Forgotten Crafts**

**Sponsor:** Performance Studies Division

**Chair:** Jade Huell, Columbia College

Scrapbooking: The Craft of Performing Memory

**Jennifer L. Erdely, Prairie View A&M University**

Nuclear History as Tragedy and Farce, or How I learned to Stop Worrying and Craft a Bomb

**Ariel Gratch, Georgia College**

Unbeweavable: Sweetgrass, Basketweaving, and Hair Down to My Waist

**Jade C. Huell, Columbia College**

(P)erformances of (L)eveling, (U)nderstanding, and (R)apport: PLUR–The Lost Craft of the Candy Raver

**Lyndsay Michalik, Oberlin College**

Peaining on the Farm: Family History and Split Pea Crafting

**Jason Munsell, Columbia College**

This performance and paper panel illustrates, records, and preserves a broad range of crafts that have been forgotten, changed, lost, or diminished over time. Understanding that studying performance and creating performance gives us methods to interact with historical crafts and to craft our own histories, participants on this panel utilize performance criticism, storytelling, and cultural analysis to comment upon, confront, and craft forgotten practices.

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**3706**

Friday • 4:15 pm – 5:30 pm
Room: Salon I

**The Art of Supporting Your State: Crafting a State Association Interest Group**

**Sponsor:** Vice-President

**Chair:** John Saunders, University of Central Arkansas

**Shirley Oakley, St. Petersburg College**

Spokesperson System and Water Crises in China Online Media: A multi-Way Comparison

**Yuanxin Wang, Temple University**

Social Media Attracts Americans to Cross the Border for Healthcare; Mexican Medical Tourism Communicates Messages via the Masses

**Dedria Givens-Carroll, University of Louisiana at Lafayette**

Respondent: Barry P. Smith, Mississippi University for Women

*Top Paper
Join us for a great discussion about the vital role the state association can play in protecting and enhancing academic education in communication. A State Association interest group has been proposed for SSCA. If the membership votes (at the Friday morning breakfast and business meeting) in favor of the formation of the State Association interest group, this session will also include a short business meeting to elect officers and discuss plans for the future.

**3707**
Friday • 4:15 pm – 5:30 pm  
Room: Salon II  
**Different Ways to Study Communication Theory**

**Sponsor:** Communication Theory  
**Chair:** Christopher Mapp, *University of Louisiana in Monroe*

Communibiology and Humor: An Examination of Personality Predictors and Communicative Functions of Humor*  
Matthew C. Ramsey, *Shippensburg University*

An Elaboration Likelihood Model Approach to Decision Making at Farmers’ Markets  
Benjamin Garner, *University of North Georgia*

Application of 21st Century Communication Theory: The Arts and Craft of Paratextual Interaction via a Grass Roots Community Relations Event  
Lisa T. Fall, *University of Tennessee*  
Charles Lubbers, *University of South Dakota*  
Amanda D. Andrews, *University of Tennessee*

The Communicative Definition of “Rock Bottom”: A Personal-Personal Identity Gap that Leads to the Enactment of Recovery  
Noah Franken, *West Texas A&M University*

**Respondent:** Christopher Mapp, *University of Louisiana in Monroe*

*Top Paper

**3708**
Friday • 4:15 pm – 5:30 pm  
Room: Salon III  
**Interpersonal Communication Division Business Meeting**

**Chair:** Carrie Oliveira

**3709**
Friday • 4:15 pm – 5:30 pm  
Room: Meeting room 2  
**Interpersonal Communication Explorations: Difficult Topics and Difficult Relationships**

**Sponsor:** Theodore Clevenger, Jr. Undergraduate Honors Conference  
**Chair:** Tom Socha, *Old Dominion University*

Communication Patterns in Families: A Study of Gender Roles, Relationships, and Conflict Management  
Lauren Pritchard, *Christopher Newport University*  
Jessica Gruber, *Christopher Newport University*

“Let’s Talk about Sex”: Sexual Disclosure in Monogamous Relationships  
Chelsea Watson, *Berea College*

The Human Pecking Order: Analyzing the Influences of Communication and Personality on Perceived Social Status in a Small Group of Peers  
David Bohl, *Western New England University*

Prepping for Unity: A Study of the Effects Premarital Counseling has on Couples  
Koty Riley, *Berea College*

Emotional Differences Between the Functional Conflict Styles: Validating and Volatile  
Juliana Amegan, *Southern Adventist University*  
Joshua Maloon, *Southern Adventist University*  
Melissa Guth, *Southern Adventist University*

**Respondent:** Tom Socha, *Old Dominion University*

**3710**
Friday 4:15 pm – 5:30 pm  
Room: Meeting room 3  
**Studies in Presidential Rhetoric**

**Sponsor:** Theodore Clevenger, Jr. Undergraduate Honors Conference  
**Chair:** Kathleen Turner, *Davidson College*

Moral Rhetoric and the Humanitarian Situation: George W. Bush and the AIDS Crisis  
Caroline Walters, *Furman University*

Terrorism is War: A Metaphorical Analysis of George Bush’s Address to the Nation  
Daniela West, *Georgia Southern University*

The Power of Common Sense: A Rhetorical Analysis of President Barack Obama’s 2013 Gun Violence Speech  
Danielle Car, *Furman University*

The City as Subject: The Media and Constitutive Rhetoric in President Obama’s “You Will Run Again” Speech after the Boston Marathon Bombings  
Liza Greenberg, *Furman University*

Linking Aristotle, Burke, and Fisher in the Rhetoric of Barack Obama: Preliminary Investigations  
Jessica Carter, *Campbell University*

**Respondent:** Kathleen Turner, *Davidson College*
### 3711
Friday 4:15 pm – 5:30 pm  
Room: Meeting room 13 (third level)

**Learning/Finding the Self and Other**

**Sponsor:** Ethnography Interest Group  
**Chair:** Deborah C. Breede, Coastal Carolina University

Interpreting the “Edge of Civilization”: *Nowhere West* and AMC’s *Hell on Wheels* as (Im)Moral Allegories for Living  
- **Garret Castleberry,** The University of Oklahoma  
- **Love Like Vinyl**  
- **Erin L. Scheffels,** University of South Florida  
- **Channeling Home**  
- **Lorraine E. Monteagut,** University of South Florida  
- **Prostate Cancer 101: Ethnographic Short Short Stories and Voices of Lived Experience**  
- **Michael Irvin Arrington,** Indiana State University

**Respondent:** David Lee, Oglethorpe University

### 3806
Friday 5:45 – 7:00 pm  
Room: Salon I

**Freedom of Speech Business Meeting**  
**Chair:** Doug Marshall

### 3807
Friday 5:45 – 7:00 pm  
Room: Salon II

**Association for Communication Administrators Business Meeting**  
**Chair:** Charles Howard

### 3803
Friday 5:45 – 7:00 pm  
Room: Meeting room 5

**Applied Communication Business Meeting**  
**Chair:** Abby Brooks

### 3804
Friday 5:45 – 7:00 pm  
Room: Meeting room 1

**Instructional Development Business Meeting**  
**Chair:** Lora Helvie-Mason

### 3809
Friday 5:45 – 7:00 pm  
Room: Meeting room 2

**Ethnography Business Meeting**  
**Chair:** Linda Vangelis

### 3810
Friday 5:45 – 7:00 pm  
Room: Meeting room 3

**Kenneth Burke Society Interest Group Business Meeting**  
**Chair:** Ryan McGeough

### 3811
Friday 5:45 – 7:00 pm  
Room: Meeting room 13 (third level)

**American Society for the History of Rhetoric Business Meeting**  
**Chair:** Gina Ercolini
See the forest for the trees.
The Masters of Arts program at VSU: the clear path to mastery in the communication arts.

“A point of view can be a dangerous luxury when substituted for insight and understanding.”
—Marshall McLuhan

For more info contact Dr. David Nelson at drnelson@valdosta.edu or visit us on the web at http://programs.valdosta.edu/mac/
in communication studies

The MA program equips students with historical, theoretical, and critical knowledge of oral, written, visual, and aural symbol systems; the institutions and processes that produce them; and the audiences and readers who engage them. The program emphasizes the intersections among cultural studies, film, intercultural communication, media, and rhetoric.

in media, technology, and entertainment

The MFA program is an interdisciplinary degree combining film, video, interactive media, and computer animation with computer science and engineering. The program fosters innovative approaches to digital entertainment that stretch creative and scientific boundaries. Students are challenged to think in artistic, scientific, and industrial terms about innovative forms of digital media practice.

http://www.fau.edu/scms/graduate.php
**DAY 4**  
Saturday, April 11, 2015

### 4101  
Saturday  •  8:00 am – 9:15 am  
Room: Florida V and Florida VI  
**Theodore Clevenger, Jr., Undergraduate Honors Conference Breakfast**

**Sponsors:**  
Southern States Communication Association  
Baylor University  
Florida State University  
University of Tennessee  
Texas State University  
Valdosta State University  
Western Kentucky University  

**Presiding:** Roseann Mandziuk, Vice President-Elect  

UHC participants, their registered guests, and their faculty sponsors are invited.

### 4102  
Saturday  •  8:00 am – 9:15 am  
Room: Meeting room 6  
**Matching the Medium to the Communicative Task in Flipped, Blended, and Online Classrooms**

**Sponsor:** Instructional Development Division & Mass Communication Division  

**Moderator:** Christopher McCollough, Columbus State University  

Deploying Tumblr, Facebook, WordPress, Google Drive and Google Hangout in Communication Courses  
**John Drew,** Adelphi University  

Using Voicethread in the Online, Flipped, and Blended Communication Classes  
**Merissa H. Ferrara,** College of Charleston  
Crafting Connections via WebEx: Conducting a Synchronous Online Public Speaking Course  
**Brandi Quesenberry,** Virginia Tech University  
**Kayla J. Hastrup,** Virginia Tech University  
**Adam G. Hughes,** University of Memphis  

Using Google Docs for Group Collaboration  
**Jason Zalinger,** University of South Florida  

The Important Role of Good Old-Fashioned Email in the Blended Public Speaking Class  
**Carolyn Day,** Savannah College of Art and Design  

Productive Online Technologies for Collaborative Learning in Online Communication Classes  
**Jennifer Whalen,** University of South Florida  

Experienced online instructors suggest technologies for teaching communication courses as well as provide advice on how to effectively use these technologies. Most of the software is free on the web or provided by educational institutions. In the latter part of the session, audience members are invited to join with panelists in discussing the pros and cons of the wide variety of media now available to online communication instructors.

### 4103  
Saturday  •  8:00 am – 9:15 am  
Room: Meeting room 5  
**Innovation in the Art and Craft of Argumentation and Forensics: An Exhibition of the NADIA Debate Format**

**Sponsor:** Southern Argumentation and Forensics Division  

**Chair:** Nakia Welch, College of the Mainland  

The Need for More Organic Thought and Critical Thinking in Argumentation & Debate  
**Gabe Adkins,** Arkansas Tech University  

Features of NADIA Debate  
R.E. Davis, College of the Mainland  
A Different Score-keeping Method in Debate  
**Cole Franklin,** East Texas Baptist University  

The Time Format  
**Samantha Burdick,** Texas State University  

Increasing the Versatility of Debate  
**Tom Richey,** Tri-County Technical College  

This panel intends to introduce a newly developed noetic argumentation and debate format, National Argumentation & Debate Inter-scholastic Association (NADIA), which aims to improve argumentation, critical thinking, and organic thought in debate. It is a versatile, efficient, and streamlined process designed for uses such as the academic classroom or for one-on-one competition in the debate circuit. The panelists will discuss how and why the style was developed, its uses, and benefits. The NADIA debate format will be performed with a debate round being conducted to demonstrate the new style, followed by interactive discussion with those attending.

### 4104  
Saturday  •  8:00 am – 9:15 am  
Room: Meeting room 1  
**Burkean Analyses of the Art and Craft of Argument and Clash**

**Co-sponsors:** Kenneth Burke Society and Rhetoric and Public Address  

**Chair:** Ryan E. McGeough, University of Northern Iowa  

The Army Doesn’t Want the D: Analogical Argumentation and Symbolic Expiation in the Battle over Naming PTSD*  
**Jonathan M. Broussard,** Louisiana State University  

*This session will explore Burke’s ideas on the art and craft of argument and clash, with particular emphasis on the use of analogical reasoning and symbolic expiation in the debate over renaming PTSD as a military disability.**
**Burke on Advertising: Form, Identification, and Death of the Artistic Spirit**

**Matthew Corr, Duquesne University**

Equipment for Living: Folk Culture and Artistic Expression as Political Protest in Their Eyes Were Watching God

**Raquel M. Robvais, Louisiana State University**

The January 1832 Debate on Slavery in Virginia: Clashing Scenes and Terministic Screens**

**Jim A. Kuypers, Virginia Tech**

Respondent: Dan Grano, University of North Carolina at Charlotte

*Top Student Paper in the Kenneth Burke Society*

**Top Paper in the Kenneth Burke Society**

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**Bodycraft: Craft and/in Performance**

**Sponsor:** Performance Studies Division

**Chair:** Jade C. Huell, Columbia College

Live to Make, Make to Live: Cooptation and the D.I.Y. Movement

**Danielle Dick McGeough, University of Northern Iowa**

Erasure<Remnants: Crafting Gender Absence

**Amber Johnson, Prairie View A&M University**

Busy Hands and the Devil’s Workshop: How to Craft Your Craft

**Jade C. Huell, Columbia College**

Co-crafting a friendship: Performing Bricolage

**Brianne Waychoff, CUNY, Borough of Manhattan Community College**

This paper/performance panel examines craft and ‘crafting as becoming’ as metaphors for everyday and theatrical performance, as types of performance criticism, and as acts of bodily exploration concerned with utility, manual and physical dexterity, and the aesthetic.

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**Reacting In and To the argumentation classroom**

**David Worthington, DePauw University**

Motivating student engagement in public address through the voice of a historical ‘other’

**Alma-Martinez Egger, Tarrant County Community College**

RTTP-The mini game as a unit/component of a semester long communication class

**Sheri Reeves Bleam, Adrian College**

Reflections on first experiences using RTTP games in the freshman honors public address class

**Neil A. Patten, Ferris State University**

**Donna A. Smith, Ferris State University**

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**Managing Relationship Intrapersonally and Interpersonally**

**Sponsor:** Communication Theory

**Chair:** Andrea Vickery, Louisiana State University

Students’ Perceptions of Professor Verbal and Nonverbal Immediacy Behaviors as Learning Predictors

**Eletra Gilchrist-Petty, University of Alabama in Huntsville**

Absence of Malice or Malice in Absence? Handling Conflict and Forgiveness Intrapersonally in Long-Distance Relationships

**Christopher Mapp, University of Louisiana in Monroe**

**James M. Honeycutt, Louisiana State University**

The Role of Imagined Interactions in Generalized Social Anxiety Disorder: Conceptualizations of State and Trait Functions

**Paisleigh Jo Kelley, University of Tennessee**

**Courtney Wright, University of Tennessee**


**Emily Scheinfeld, The University of Texas at Austin**

Respondent: Shaughan Keaton, Young Harris College

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**It’s all about to Change: The Art of Crafting your Career as you Integrate into a Faculty Line**

**Sponsor:** Applied Communication Division

**Moderator:** Abby M. Brooks, Georgia Southern University
Panelists:
Greg G. Armfield, New Mexico State University
Mary Beth Asbury, Middle Tennessee State University
Abby M. Brooks, Georgia Southern University
Todd Lee Goen, Christopher Newport University
Patrick Dillon, University of Memphis
Debra Burns Melican, Roanoke College
Tiffany J. Shoop, Virginia Tech
Jennifer Mize Smith, Western Kentucky University
Jenni M. Simon, The University of North Carolina at Greensboro
Andrew C. Tollison, Merrimack College

Join us to discuss new faculty assimilation from entry to metamorphosis. Participants who are tenured, seeking-tenure, in tenure-track or temporary lines, along with administrative positions will examine the topics such as teaching classes, teaching while dissertating, service/scholarship expectations, becoming part of a team, and adapting to departmental politics.

4109
Saturday • 8:00 am – 9:15 am
Room: Meeting room 2

ACCESS: Crafting an Open Source Textbook

Sponsor: Community College Division
Chair: Linda McLean Harned, Georgia Perimeter College
Bill Price, Georgia Perimeter College
Kim Sisson, Georgia Perimeter College
Jane M. Hercules, Georgia Perimeter College

For those students who cannot afford textbooks, the cost can be prohibitive. For those students, especially those who are at-risk or financially strapped, that cost can be the deciding factor not only in whether the student finishes his or her degree, but also whether students feel they can even attempt higher education. One of the goals of the University System of Georgia Board of Regents is affordable learning. Textbook expenses can constitute a serious financial burden for college students, so there is a growing movement to provide students low-cost or even free texts and resources. At Georgia Perimeter College the administration is strongly encouraging its academic departments to explore this option.

In an initiative to address this problem, Georgia Perimeter College’s (GPC) Communication Curriculum Committee explored the feasibility of offering students a free electronic textbook for the required college-wide COMM 1201 Public Speaking course.

This panel presentation will focus on the steps involved for this initiative, the implementation of the textbook, as well as the lessons learned.

4110
Saturday • 8:00 am – 9:15 am
Room: Meeting room 3

Social Media and Crisis: Influence and Impact

Sponsor: Public Relations Division
Chair: Pamela Bourland-Davis, Georgia Southern University
Disaster Preparedness via Twitter: A Network Analysis of Twitter Use by Federal Emergency Agencies during a High-risk Period
Corey A. Hickerson, James Madison University
Tatjana Hocke-Mirzashvili, James Madison University
Ethical Activism: How Corporations Respond to Online Activist Pressure
Ashli Q. Stokes, University of North Carolina at Charlotte

How Do Universities Employ Social Media in Times of Crisis?
Brigitta R. Brunner, Auburn University

What Do They Share in Crisis? Social Media Use after the TMZ Video of Ray Rice
Chang Wan Woo, James Madison University
Michael Gulotta, James Madison University

Crisis on the Rails: How the Metropolitan Transit Authority used Social Media during the Metro-North Derailment
Michelle Groover, Georgia Southern University

This panel will examine social media use by federal, state, university, grass root, and ad hoc relief organizations and agencies during times of crisis. Specific topics to be addressed include the promotion of crisis social media tools, how such tools are being used, how frequently these tools are being consumed, problems that can arise from the use of social media, and the weaknesses of using such tools for one-way communication dissemination.

4111
Saturday • 8:00 am – 9:15 am
Room: Meeting room 13 (third level)

Re/Signing Gender Privilege: Exploring the Cultural, Rhetorical and Political Consequence of Gender Performance and Perfomativity

Sponsor: The Gender Studies Division
Chair: Rachel E. Silverman, Embry-Riddle Aeronautical University
Villain’s Revisionist History: Maleficent as a Discourse of Gender Disruption
Marylou R. Naumoff, Florida Atlantic University
Breaking Dusk: Fandom, Gender/Age Intersectionality, and the ‘Twilight Moms’
Christine Scodari, Florida Atlantic University

Sex and the Sexual Assault Crisis on College Campuses: Taking Stock of the Rhetorical Function of the Masculinist Lament against Title IX and Affirmative Consent Policies
William Trapani, Florida Atlantic University
Slouching toward Doomsday: Exploring Negotiated Gender Roles in Modern Survivalist Themes within Reality TV’s Dual Survival
Laura L. Winn, Florida Atlantic University

4201
Saturday • 9:30 am – 10:45 am
Room: Meeting room 5

The Art and Craft of Critiquing Various Souths: Labor, Protests, and Leisure
Sponsor: Rhetoric and Public Address Division
Chair: Melody Lehn, University of South Carolina

Extended University

“Cheap and Contented Labor”: Sinclair Lewis’s Use of Irony to Critique Early 20th Century Southern Textile Mill Labor Conditions
Adam G. Hughes, University of Memphis

Authenticating Southernism: Authenticity and Regionalism through Southern Food
Wendy Atkins Sayre, University of Southern Mississippi

Ashli Stokes, University of North Carolina at Charlotte

The Charlotte and Rock Hill Sit-ins: Constitutive Publics and the Role of Audience
Richard Leeman, University of North Carolina at Charlotte

Respondent: Sean O’Rourke, Furman University

4202
Saturday • 9:30 am – 10:45 am
Room: Meeting room 6

Spotlight on a President

Contemporary Issues for Administrators from Communication: A Panel Featuring Sandra Harper

Sponsor: Association for Communication Administration

Chair: Carl Cates, Valdosta State University

Dr. Sandra Harper serves as President of McMurry University, having previously served as President of Our Lady of the Lake College in Baton Rouge. Prior to her presidential appointment, Harper served as the Provost and Academic Affairs and Professor of Communication at Texas A&M University-Corpus Christi from 1998-2006. Harper’s other administrative positions included serving as the Dean of McMurry University in Abilene, Texas. Harper began her service at McMurry University in 1985 as an assistant professor of communication. During the next ten years, she was awarded tenure and rose through the academic ranks to professor of communication.

4203
Saturday • 9:30 am – 10:45 am
Room: Meeting room 1

The Rhetorical Art and Craft of Identities: Memoirs, Party Politics, Commemoration and International Regionalism
Sponsor: Rhetoric and Public Address Division
Chair: Lori Stallings, University of Memphis

Rhetoric of Memoir: Crafting Historical Identity
Emily Hobbs, Pennsylvania State University

A Manufactured Crisis: Political Elites in a Polarized Age
Angela McGowan, University of Southern Mississippi

“We May Not Always Agree”: America’s Identity in the Park51 Controversy
Brian Heslop, University of Memphis

The Syrian Civil War, International Outreach and a Clash of Worldviews
Jim Kuypers, Virginia Tech
Peter Bakke, Virginia Tech

Respondent: Samuel Perry, Baylor University

4204
Saturday • 9:30 am – 10:45 am
Room: Meeting room 7

Performances of Remembrance: Controversy, Forgetting, and Misalignment Memory Tourism Sites
Sponsor: Performance Studies Division
Chair: Jason Munsell, Columbia College

The Performances of Remembering and Forgetting the Civil War: Ethnography, Tourism and the Big Chill of Beaufort, South Carolina
Jason B. Munsell, Columbia College

Performing Nostalgia Rhetoric: When “The South” Wins At the Dixie Stampede
Cassandra L. Secrease, University of Dayton

Burning Down The Houses: Kitsch, Slum Tourism, and their Possibilities for Revitalization
Lyndsay Michalik, Oberlin College
Ariel Gratch, Georgia College

Titanic Tourism: Identification, Experience, and the Commercialization of Tragedy
Cynthia Duquette Smith, Columbia College

Memory scholarship suggests that public memory, through the rhetoric of place, public performances, architecture, and rituals of commemoration, is often processed through selective forgetting. The papers on this panel offer case studies that interrogate the dimensions of highlighting and forgetting. Panelists employ
performance and rhetorical perspectives to explore how certain sites are misaligned with history, propriety, expectations of commemoration, and cultural values. Reflecting on the importance of public memory as a rhetorical performance that contributes to the maintenance of cultural values, these papers reveal disconnects between how events occurred, are commemorated, are interpreted, and shape contemporary conceptions of history.

**4205**
Saturday • 9:30 am – 10:45 am  
Room: Salon I

**GIFTS:**  
**The Gaming Trade Center: The Art and Craft of Games in the Classroom**

**Sponsors:** Community College and Instructional Development Divisions  
**Chair:** Nakia Welch, College of the Mainland

Teaching Research Design via Retro Board Games  
**Meredith M. Bagley, University of Alabama**  
“The Filler Feud” – Teaching Effective Articulation  
**Renee Brokaw, University of Tampa**

Take a Ball, Make a Friend  
**Marti Normand, University of South Alabama**

Nonverbal Scavenger Hunt  
**Amber M. Schmisseur, St. Louis Community College**

The Gaming Trade Center GIFTS session gives us a glimpse into the innovative ways that scholars incorporate games in the classroom, to better teach students Speech concepts and theories.

**4206**
Saturday • 9:30 am – 10:45 am  
Room: Salon II

**Spotlight Scholar: Loretta Pecchioni, Louisiana State University**

**Sponsor:** Communication Theory Division  
**Chair:** Pavica Sheldon, University of Alabama in Huntsville

This program honors Loretta Pecchioni for her contributions to our knowledge and understanding of communication theory. Dr. Pecchioni’s research interests focus on interpersonal relationships across the life span, particularly in relation to family care giving dynamics. She is a co-author of *Communication and Aging*, and *Life-span Communication* books, and has published research regarding family care giving, health-related decision making, aging stereotypes in family relationships, and aging and health status. Dr. Pecchioni has been a member of the Editorial Board of the *Southern Journal of Communication* since 2004. Please join us as we celebrate Dr. Pecchioni’s accomplishments.

**4207**
Saturday • 9:30 am – 10:45 am  
Room: Salon III

**Top Student Papers in Intercultural Communication**

**Sponsor:** Intercultural Communication Division  
**Chair:** Mary Grace Antony, Schreiner University

Queer Alongside Straight: Should it be on at Eight?  
**Sarah Elizabeth Tooker, University of Alabama**

Little Lights: Tracing the Eva Bowl Candle  
**Arielle Semmel, Southern Illinois University**

Factors That Impact Breast Cancer Survivors Disclosure Intention in Taiwan  
**Wan-Lin Chang, George Mason University**  
**Xing Tong, George Mason University**

**Respondent:** Mary Meares, University of Alabama  
*Top Student Paper*

**4208**
Saturday • 9:30 am – 10:45 am  
Room: Meeting room 2

**Top Rhetorical Studies Papers in the Clevenger Undergraduate Honors Conference**

**Sponsor:** Theodore Clevenger, Jr. Undergraduate Honors Conference  
**Chair:** James Darsey, Georgia State University

Framing the Future of Universal Education: Malala Yousafzai  
**Eleanor Palmer, Furman University**

Patriotism as Religion: Representative Anecdote in the Park51 Protests  
**Leah Lowder, Texas State University**

From Protest to Politics: A Man Undone  
**Katherine Stevens, Furman University**

Queering Hearing: *Switched at Birth* and the Rhetoric of Pathology  
**Rebekah Hughes, Columbia College**

**Respondent:** James Darsey, Georgia State University
Saturday

4209
Saturday • 9:30 am – 10:45 am
Room: Meeting room 3

Understanding Communication Contexts: Markets, Mentoring, and Media
Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Jerry Hale, College of Charleston
Millennial Stakeholder Perceptions of Transparency on Social Media Outlets
Sarah Luongo, Longwood University
The Army Experience Center: Military Marketing for a New Generation
Sequoia Doetch, Flagler College
Community Supervision, Oppression, and Mentorship: Using a Mentoring Model to Lower Recidivism through Increased Engagement
Thomas Downer, Berea College
Evaluating the Effectiveness of PSAs on feedthepig.org
Jonathan Faulk, North Carolina Agricultural and Technical State University
Marlon Hunter, North Carolina Agricultural and Technical State University
Natriesha Kirk, North Carolina Agricultural and Technical State University
First Effective Settlement and its Correlation with Local Sports Talk Radio
Chris Edel, Furman University
Respondent: Jennifer Kopfman, College of Charleston

4210
Saturday • 9:30 am – 10:45 am
Room: Meeting room 13 (third level)

Argumentative Contexts in Reality TV
Sponsor: Southern Argumentation and Forensics Division
Chair: Michael H Eaves, Valdosta State University
Impression Management and Reality TV’s Chrisley Knows Best Come Front Stage
Katie Balcom, Valdosta State University
America’s Next Top Model: Some Argumentative Considerations
Desiree Hoy, University of Michigan, Dearborn
Argumentation Examples in the Reality TV show, Preachers of L.A.
Felicia Dilbert, Full Sail University (Orlando)
Big Brother 16: An Analysis of Argumentative Contexts on the Show
Michael H. Eaves, Valdosta State University

4301
Saturday • 11:00 am – 12:15 pm
Room: Meeting room 6

The Art and Craft of Social Movement Criticism: Retrospect and Prospect
Sponsors: American Society for the History of Rhetoric, Rhetoric and Public Address Division
Moderator: Melody Lehn, University of South Carolina Extended University
Panelists:
Jason Edward Black, University of Alabama
James Darsey, Georgia State University
Sean Patrick O’Rourke, Furman University
Lesli Pace, University of Louisiana-Monroe
Belinda A. Stillion Southard, University of Georgia

This roundtable panel discussion considers the state of the art in the criticism of social movement rhetoric. Working from the assumption that scholarship in the area has altered and perhaps atrophied, each panelist will offer answers to three organizing questions. An open forum will follow panelists’ remarks.

4302
Saturday • 11:00 am – 12:15 pm
Room: Meeting room 5

Myths and Politics in Popular Culture
Sponsor: Popular Communication
Chair: Dave Nelson, Valdosta State University
Taming the Thunder to Harness the Lightning: Thor as a Mythic American Hero
Jonathan M. Broussard, Louisiana State University
Democracy: Political Rhetoric in House of Cards
Jason Edwards, Georgia Gwinnett College
Foucault, Trainers, and Cyborgs: An autoethnography focusing on personal training as a site for Foucauldian body concepts
Erin Looney, Florida State University
Waiting to Breathe: Invoking the Politics of Black Representation
Adam J. Sharples, University of Alabama
Respondent: Dave Nelson, Valdosta State University

4303
Saturday • 11:00 am – 12:15 pm
Room: Meeting room 7

From the Page to the Stage: Big Tex is Burning
Sponsor: Performance Studies Division
Chair: Jay Allison, University of North Texas
Participants:
Justin Trudeau, University of North Texas
Holley Vaughn, University of North Texas

The Performance Studies Division’s 7th annual “From the Page to the Stage” traces the journey of co-directors Justin Trudeau and Holley Vaughn’s compiled collaborative performance piece “Big Tex is Burning.” The show explored the untimely death and resurrection of “Big Tex,” the beloved state icon of the annual State Fair of Texas. Utilizing archival and cast generated performative writing materials, the show investigated and confronted the iconicity of Big Tex as a cultural synecdoche of regional and national identity. By means of inter-Tex-tual adaptation and staging techniques, the show both looked back and toward an identity that is both critiqued and celebrated as a collective experience of Texan performativity. This show took place in April 2014 in the Performance Studies Black Box of the Department of Communication Studies at the University of North Texas campus.

4304
Saturday • 11:00 am – 12:15 pm
Room: Meeting room 1
Crafting Communication Pedagogy
Sponsor: Instructional Development Division
Chair: Kristen Blinthe, SUNY College at Oneonta
Joanna Bartell, University of South Florida
Kristen Blinne, SUNY College at Oneonta
Summer Cunningham, University of South Florida
Ellen Klein, University of South Florida
David Purnell, Mercer University

In this panel, presenters will discuss how communication teachers and students can benefit from integrating a wide range of arts-based activities such as painting, drawing, photography, collage, sculpture, video, and sound art, among other visual, performative, or sensory-based arts and crafts into the communication classroom. During this panel, specific activities and exercises will be modeled so that audience members can experience firsthand the impact of these learning opportunities. Presenters will also discuss how crafting communication pedagogy has impacted their own teaching of communication, providing samples of projects such as one-minute portraits, identity sculptures, “ugly” art sessions, and full project portfolios, in addition to offering tips and tricks for assessing arts-based projects within single unit or semester-long formats.

4305
Saturday • 11:00 am – 12:15 pm
Room: Salon I
Burkean Scholar Spotlight: Trevor Melia
Sponsor: Kenneth Burke Society
Chair: Janie Harden Fritz, Duquesne University

Beyond Identification: An Ethics of Rhetoric for the 21st Century
Barbara A. Biesecker, University of Georgia

Burke and Mumford on Language and Animals in a Technological World
James R. Pickett, Flagler College
Essentializing the Temporal: The Inconvenient Burke
Richard H. Thames, Duquesne University

Respondent: Trevor Melia, University of Pittsburgh (retired)

4306
Saturday • 11:00 am – 12:15 pm
Room: Salon II
Top Papers in Language and Social Interaction
Sponsor: Language and Social Interaction Division
Chair: Linda Di Desidero, Marine Corps University

Conflict Talk as a Method for Pursuing Identity and Intimacy among Young Adult Romantic Couples*
Neil Korobov, University of West Georgia

Comedian Laughter, Negative Assessments, and “Laughing Together” During Late-Night Monologue Performances**
Sarah Seewoester-Cain, Rice University

Moral Rights and Transgressions in Serbian Discourses on Asylum-Seeking
Jelena Petrovic, Stetson University

Apostles of Violence: Understanding the Language of School Shooters
Adam Key, Tennessee State University

*Top Paper
**Top Student Paper

4307
Saturday • 11:00 am – 12:15 pm
Room: Salon III
The Dark Art and Craft of Toxic Leadership
Sponsor: Applied Communication Division
Chair: Kelli L. Fellows, Pfeiffer University

Hoodwinked: Sensemaking During and After Strategic Deceptive Leader Communication
Kelli L. Fellows, Pfeiffer University
Bradford Frazier, Pfeiffer University

We Don’t Tolerate That Type of Behavior Here: Supressing Organizational Innovation Through Persecution or Avoidance of Employees’ Emergent Questions Regarding Existing Organizational Processes
Angela Stone, St. Leo University
Psychopaths at Play: Toxic Organizational Leaders
Hiding in Plain Sight
   Aimee Bellmore, Pfeiffer University
   Holly Drummond, Pfeiffer University
Community of One: The Dual Role of Community in the Toxic Leader’s Arsenal
   Chris Howard, Pfeiffer University
If I Only Had a Heart: Organizational Leaders’ Communication (or lack) of Compassion in the Workplace
   Rebecca A. Sirmon, Appalachian State University

Top Communication Research Papers in the Clevenger Undergraduate Honors Conference

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: John Haas, University of Tennessee

Keeping It Kinky: A Mixed-Model Analysis of Fifty Shades of Grey
   Jenna Wolfe, Columbia College
Mourning Nora: An Autoethnography about Navigating Grief Online
   Mary E. States, Berea College
Layering Narratives: The Collection and Coalescence of Post-Traumatic Re-Performances
   Anna Mardsen, Louisiana State University
What is Normal Anyway?: Conformism vs. Uniqueness in Non-normative Romantic Relationships
   Polina Larina, Berea College

Respondent: John Haas, University of Tennessee

Mediating Perceptions and Framing Understanding

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Christina Moss, University of Memphis, Lambuth

“Creating a Philanthropic Imagination”: Reimagining Love, Philanthrocapitalism, and Communication
   Emily Martin, Transylvania University
That’s the Way it Is. Or was it? Walter Cronkite and the Camera Angles of the Vietnam War
   Connor Courtney, Furman University

The Problematic Rhetoric Surrounding Music: Does Different Mean Opposite?
   Katie Knotts, Appalachian State University
The Dust Bowl: The Dichotomy between Media Coverage and Scientific Understanding
   Amanda Payton, Furman University
On “The Myth of Mental Illness”
   Ariel Blackwood, Furman University

Respondent: Christina Moss, University of Memphis, Lambuth

Mothering As Feminist Art and Craft

Sponsor: Gender Studies Division

Chair and Discussant: Slavica Kodish, Southeast Missouri State University

Motherwit, Motherlines, and Mothers’ Laments as Theories of the Flesh
   Deborah Breede, Coastal Carolina University
   Christine A. Davis, University of North Carolina at Charlotte
Chelsea Clinton’s Narratives of Feminism on the Campaign Trail
   Arielle Semmel, Southern Illinois University, Carbondale

There is No Place Like Home
   Linda Vangelis, Christopher Newport University
Revising the Southern Matriarch
   Keira Williams, Texas Tech University

Respondent: Fran Dickson, Eastern Kentucky University

*This is a ticketed event*
The Art and Craft of the Visual, Material, and Spatial: Top Student Papers in Rhetoric and Public Address

**Sponsor:** Rhetoric and Public Address Division  
**Chair:** Kathleen Turner, Davidson College

- *Madmen, Myth and Materiality: Deconstructing the Archetype of the Anti-Colonial Champion*  
  **Ian Summers,** University of Utah

- *The Consumption and Copy of Commemoration*  
  **Adolfo Lagomasino,** University of South Florida

- *The Gallery Place Mosquito: Securing Public Space and the Liberal Imaginary*  
  **Amy Fallah,** University of North Carolina at Chapel Hill

**Respondent:** Christina Moss, University of Memphis, Lambuth  
*Top Student Paper*

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The 2015 Multimedia Production Showcase

**Sponsor:** Mass Communication  
**Chair:** Barry P. Smith, Mississippi University for Women

- *Breaking Out PSA: “One Minute”*  
  **Aderias Ewing,** Saint Leo University  
  **Katherine Flores,** Saint Leo University  
  **Eyhanna Johnson,** Saint Leo University  
  **Daniel Roman,** Saint Leo University  
  **Jasmine Weaver,** Saint Leo University

- *Breaking Out PSA: “It’s Our Problem”*  
  **Tazhane Anderson,** Saint Leo University  
  **Justin Cincotta,** Saint Leo University  
  **Allison Grohovsky,** Saint Leo University  
  **Erica Zigon,** Saint Leo University

- *Breaking Out PSA: “It Can Happen to Anyone”*  
  **Rachel Andrews,** Saint Leo University  
  **Terrance Browne,** Saint Leo University  
  **Isaiah Jacobs,** Saint Leo University  
  **Britney Polycarpe,** Saint Leo University

- *Promotional Video: “Who We Are”*  
  **Lee Ann Antuna,** Saint Leo University  
  **Danielle Carver,** Saint Leo University  
  **Jonathan Neely,** Saint Leo University  
  **Ryan Sadler,** Saint Leo University

Narrative Music Video: “Lone Runner”  
**Will Stennett,** Mississippi University for Women  
**Andrew Pride,** Mississippi University for Women  
**Kevin Payne,** Mississippi University for Women  
**Zac Carlisle,** Mississippi University for Women

Narrative Music Video: “I’m No Good at Goodbyes, and I Hope I Never Improve”  
**Marissa Vaughn,** Mississippi University for Women  
**Cece Jones,** Mississippi University for Women

The 2015 Multimedia Production Showcase highlights student work from video production courses. These works are presented as pedagogical examples of assignments. The producers and/or course instructor for each of the works will discuss the background of the work and how it fits into a production curriculum. Among this year’s works are: a series of public service announcements designed to increase awareness of human trafficking, a promotional video for an academic unit at a university, and two narrative music videos.

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Roundtable Discussion: The Border as Pedagogical Heuristic: Crossing and the Art and Craft of Intercultural Communication Instruction

**Sponsor:** Intercultural Communication Division  
**Moderator:** EunYoung Lee, Florida Gulf Coast University

**Panelists:**  
**Alberto González,** Bowling Green State University  
**Tina Harris,** University of Georgia  
**Mohamad Al-Hakim,** Florida Gulf Coast University  
**Kim Huff,** Florida Gulf Coast University  
**Jon Braddy,** Florida Gulf Coast University

- Defining borderland as a space in which differences coexist and wrestle, panelists address varied aspects of borderland both in the intercultural course and beyond. While understanding the potential as well as struggles of being on borders, this panel opens up the discussion of how border, variously defined, becomes a creative angle to look at intercultural communication pedagogy. Panelists also explore the art and craft of weaving intercultural communication into the wider range of communication courses.

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A Sampling of Outstanding Scholarship: Top Papers in the Gender Studies Division

**Sponsor:** Gender Studies  
**Chair:** Ashley Barrett, University of Texas at Austin

- *Exclusionary Identities: BWVAKTBOOM and Hypermasculinity, Whiteness, and Heteronormativity*  
  **Victoria L. Brown,** University of Southern Mississippi
Mothers, Daughters, and Ritual Abjection: Narrative Analysis of Adolescent Self-injury in Four US Films**

**Warren Bareiss, University of South Carolina Upstate**

Femininity and the Single Working Woman: Post-feminism in Tina Fey’s Work

**Carrie Murawski, Texas A&M University**

Re-Framing the 2013-2014 Miami Dolphins Bullying Scandal: A Feminist Lens

**Geoffrey Luurs, North Carolina State University**

*Top Student Paper

**Top Paper

4505 Saturday • 2:45 pm – 4:00 pm Room: Meeting room 7

Bread: Crafting Culture through Personal and Political, Symbolic and Material Performance

**Sponsor:** Performance Studies Division

**Chair:** Mindy Fenske, University of South Carolina

¿Harina o maiz?: An Exploration of the Multiplicity of Tortillas

**J.J. Ceniceros, Southern Illinois University**

Oh, yah, you betcha that’s good lefse!

Mindy Fenske, University of South Carolina

Jam on It: The Cultural Craft of Making Toast

**Jason Munsell, Columbia College**

But that’s not really a traditional food!

**Nichole Nicholson, Pierce College**

New Orleans French Bread, Get It While It’s Hot

**Gretchen Stein Rhodes, Louisiana State University**

Risen Indeed: Greek Village Bread (Xoriaktiko Psomi) as Folk Performance Art

**David Terry, Louisiana State University**

Bohemian Rye, Kolace, Houska, Rohlik, Babovka: Cultural Transmission through Bread.

**Brianne Waychoff, CUNY Borough of Manhattan Community College**

The availability, preparation, sale, and consumption of food is central to the material and symbolic survival of culture and community. In particular, bread has been, for cultures across the United States and around the world, a center-piece of nutrition, family and cultural tradition, and economic production. This performance panel features the making, baking, toasting, and eating of breads from Minnesota to South Louisiana, Greece to Czechoslovakia, Native American to Mexican American. As a group, these performances both explore the cultural importance of food as well as shine a spotlight on the fact that the cultural significance of food only emerges in and through performance.

4506 Saturday • 2:45 pm – 4:00 pm Room: Salon I

GIFTS:

The Artisans’ Circle: The Art and Craft of Connecting Students to the World Beyond Classrooms

**Sponsors:** Community College and Instructional Development Divisions

**Chair:** S. Brad Bailey, Mississippi Gulf Coast Community College

Let’s work together to make our campus better!

**Wan-Lin Chang, George Mason University**

Disability Exploration Exercise

**Lindy Davidson, University of South Florida**

**Kyle Romano, University of South Florida**

A Landmark is Worth 450 Words: Crafting a Modern Day Way to Teach the Endangered Art of Description

**Richard I. Falvo, El Paso Community College**

Serving Many Purposes: Thematic Civic Engagement and Service Learning in the Public Speaking Course

**Laurie D. Metcalf, Blinn College**

“Do you remember that time when...?”: Teaching Family Narratives and Storytelling by Modeling StoryCorps Interviews

**Kristina Wenzel, Eckerd College**

The Artisans' Circle GIFTS session brings together scholars who will share ideas on classroom activities that help students become more enlightened on worlds outside the Speech classroom. The worlds include the world of the university campus, the disabled, the civic communities (through landmarks and community organizations), and the world of families.

4507 Saturday • 2:45 pm – 4:00 pm Room: Salon II

The Art and Craft of Taking Students Abroad Virtually and In-Person: Lessons from the Field

**Sponsor:** Vice-President

**Lynn Gregory, Appalachian State University**

**Pam Brewer, Mercer University**

**Stephen Smith, University of Arkansas**

**Lindsay Armstrong-Smith, University of Arkansas**

**Todd Goen, Christopher Newport University**

**Nina-Jo Moore, Appalachian State University**

This discussion panel is designed for those who want to incorporate global learning into their classrooms or who plan to take students abroad. Attention is given to the planning of international education and approaches to dealing with issues that arise during
the international interaction. Special attention will be paid to interpersonal communication, setting expectations, and building/maintaining community. These panelists have extensive experience in international education, and will share their experiences as a starting point for conversation. A list of tips for leading faculty-led study abroad trips or using global virtual teams in the classroom will be shared by the panelists.

4508
Saturday • 2:45 pm – 4:00 pm
Room: Salon III

Stammitsh Approaches to Crafting, Networking, Pedagogy, and Community Outreach

Sponsor: Interpersonal Communication Division
Chair: Carrie L. West, Schreiner University

Stammtisch: A Communities of Practice approach to knitting and community
Carrie L. West, Schreiner University

Pens and Needles: Service Learning in Technical Communication
Sally Hannay, Schreiner University

Stammtisch: Taking it to the streets – StreetKnits
Silke Feltz, Michigan Technological University

Women’s Productive Labor in (New) Domesticity space: #spinnersofinstagram
Radhika Gajjala, Bowling Green State University

Modeled after a German Stammtisch, meaning “reserved table,” panelists will discuss how the art and craft of knitting was used to create meaningful communication and community building amongst colleagues, in the classroom, in the community, and online. Spinning, crocheting, knitting, and any other form of fiber crafting will be encouraged.

4509
Saturday • 2:45 pm – 4:00 pm
Room: Meeting room 2

Rhetorical Explorations of Memory, Ethics, and Argument

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Trudy Hanson, West Texas A&M University

The Memory and Rhetoric That Lies Within Auschwitz
Hanna Chapman, University of Georgia

Rhetorical Criticism of Hitchens and the “Lovely Stones”
Sarah Lambert, Furman University

Narrative Communication Ethics and Burial
Lauryn Justice, University of North Carolina – Wilmington

A Genre Criticism on Space Disaster Rhetoric
Chloe Garver, Louisiana State University

Making Medicine: A Rhetorical Criticism of Atul Gawande’s “The Velluvial Matrix”
Jenna Meredith, Furman University

Respondent: Trudy Hanson, West Texas A&M University

4510
Saturday • 2:45 pm – 4:00 pm
Room: Meeting room 3

Images of Women in Popular Culture: Powerful or Powerless?

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Suzanne Enck, University of North Texas

Animation and the Revival of Women in Power: A Gender Analysis of Sailor Moon and R.W.B.Y
Faith Stevenot, Georgia Southern University

An Exploration of Female Stereotypes: A Feminist Criticism of the Television Series The Big Bang Theory
Chandess Yerby Millner, West Texas A&M University

Post-Apocalyptic Rhetoric: Biological Warfare on Feminism
Elizabeth Bostic, Columbia College

“SONOS”: Sexual Scripts of the Lady and the Freak in a SONOS Advertisement
Sheranjeet Dhillon, University of South Florida

Gender Stereotypes in Legally Blonde
Kassandra Anne Nattrass, Georgia Southern University

Respondent: Suzanne Enck, University of North Texas

4511
Saturday • 2:45 pm – 4:00 pm
Room: Meeting room 13 (third level)

At the nexus of unification and division: How message strategies are used to bring people together or push them apart

Sponsor: Popular Communication
Chair: Leslie Rodriguez, Angelo State University

Presidential Humor: Comparing Obama, Bush & Clinton in Form and Content
John Nicholson, Mississippi State University

The dark art of humor: A rhetorical analysis of World War Two propaganda cartoon Tokio Jokio
Theron Verdon, SUNY College at Oneonta

The Visual Primer: The Technofestishism of Nuclear Culture
Wade Walker, Louisiana State University
Culture Clash: Invitational rhetoric and perspective by incongruity in Hispanic/Latina/o ethnic humor
George Pacheco, Jr., Angelo State University
Dave Nelson, Valdosta State University

Respondent: Jeff Boone, Angelo State University

4601
Saturday • 4:15 pm – 5:30 pm
Room: Florida IV
The Art and Craft of Scholarship: Top Papers in Rhetoric and Public Address
Sponsor: Rhetoric and Public Address Division
Chair: Meredith Bagley, University of Alabama
Crafting Martyrdom: Retelling and Rearticulating ISIL Missions
Samuel Perry, Baylor University
Mark Long, Baylor University
“Strictly an Act of Street Violence”: Affective Divestment in the New Orleans Mother’s Day Shooting*
Bryan J. McCann, Louisiana State University
Ashley Mack, University of Southern Mississippi
Oppositional Memory Practices: U.S. Memorial Spaces as Arguments over Public Memory
Ryan McGough, University of Northern Iowa
Catherine Palczewski, University of Northern Iowa
Randy Lake, University of Southern California
“Voodoo Demographics?”: (Re-)Reading the International Conference on Population (Mexico City, 1984)
Matthew Brigham, James Madison University

Respondent: Wendy Atkins-Sayre, University of Southern Mississippi

*Top Paper

4602
Saturday • 4:15 pm – 5:30 pm
Room: Meeting room 6
Teaching Philosophy of Communication
Sponsor: Philosophy and Ethics of Communication Interest Group
Chair: James R. Pickett, Flagler College.
Philosophy of Communication in Application: Pedagogical Implications
Ronald C. Arnett, Duquesne University
Philosophy of Communication: Explorations at the Undergraduate and Graduate Levels
Janie Harden Fritz, Duquesne University

Learning as Embodied Discourse: Philosophy of Communication in the Classroom
Brian Gilchrist, Eastern University
Philosophy of communication is a rapidly growing area of communication study. Ongoing publications in the area (e.g., Arneson, 2007; Arnett & Arneson, in press; Arnett & Holba, 2012; Chang & Butchart, 2012) offer opportunities for engagement in classes focused specifically on philosophy of communication and in classes focused on other subjects (e.g., interpersonal communication). This panel highlights several contexts for teaching philosophy of communication, from the graduate to the undergraduate level and across a variety of classes.

4603
Saturday • 4:15 pm – 5:30 pm
Room: Meeting room 5
Planning meeting for Convention 2016
Chair: Roseann Mandziuk
All division and interest group planners for 2016 should attend this meeting or the one on Sunday morning.

4604
Saturday • 4:15 pm – 5:30 pm
Room: Meeting room 1
Community College Division Spotlight Session: Helping Hone Hillsborough’s Higher Education for Higher Humanity: The art and craft of serving Tampa’s community needs for the greater good
Sponsor: Community College Division
Chair: Deborah Hefferin, Broward College
Hillsborough Community College’s Blended Courses as Innovative Ways for Teaching Today’s Students
Shelly Stein, Hillsborough Community College
Hillsborough Community College Helping Students With a Head Start for College: Dual Credit Enrolled Students and New Campus Start-Up
Ellen Klein, Hillsborough Community College
Hillsborough Community College: Blended Courses and the Role of an Adjunct
Allison Rhodes Steinweg, Hillsborough Community College
Hillsborough Community College’s Learning Communities and College Study Skills Courses: Promoting Life Skills for Success
Dustin Lemke, Hillsborough Community College
In today’s major U.S. cities, students are faced with greater challenges to seek higher education opportunities. Often, creating paths for seeking access to a college education are simply not enough. It involves efforts to keep students on those paths and reaching the destination of a higher education degree.
How do today’s teachers—in the midst of facing increased challenges with assessment and program review—still find ways to successfully reach students whose basic means of accessing a higher quality of life through a college education might be at risk of failing? This panel addresses this question. It consists of educators from Hillsborough Community College who will share what they are doing to help those at risk for not completing their degrees. They will discuss ways they craft strategies to sharpen (or hone) the abilities for students from the city of Tampa to not only continue with their coursework, but to also attain completion with success. Audience members will have an opportunity to join in the discussions.

**4605**
Saturday • 4:15 pm – 5:30 pm
Room: Meeting room 7

**Performance of the Literature, Science, and Culture of 1922**

**Sponsor:** Performance Studies Division  
**Chair:** Sam Sloan, Southern Illinois University

The Black and Tan (or White) Club: The birth of the Harlem Renaissance and Re-appropriation  
Andrea Baldwin, Southern Illinois University

Witches and Hysteria of 1922  
Lindsay Greer, Southern Illinois University

Reviving The Vegetable: “Because of course it was written to be read”  
Sam Sloan, Southern Illinois University

Performing the Science of 1922  
Raquel Polanco, Louisiana State University

The Rich and the Poor: Film and Adaptation in 1922  
Lyndsay Michalik, Oberlin College

**Respondent:** Nichole Nicholson, Pierce College

Through attention to the art and aesthetics of 1922 and the craft of performance, this panel visits and attempts to bring to life the literature, science, and culture of the early 20’s. So much was happening in this year: Warren G Harding is president, women’s suffrage—though not universal suffrage—had just been won in 1920, racial segregation is a huge problem, the economic boom of the roaring 20’s leaps to its feet, flapper culture emerges, speakeasies start to rise in popularity, Al Capone begins his infamous gangster career, Jazz expands in popularity, and the first color films emerge—though talkies wouldn’t be around for several more years. Join us in celebrating and contextualizing this noted “lost generation” of writers, thinkers, and cultural producers!

**4607**
Saturday • 4:15 pm – 5:30 pm
Room: Salon II

**Classroom Discourse of African American Students within an HBCU**

**Sponsor:** Language and Social Interaction Division  
**Chair:** Todd Frobish, Fayetteville State University

Teacher Empathy within a Film Appreciation Course  
Brandy Berry, Fayetteville State University

Personal Disclosure within an Interpersonal Communication Course  
Eugenie Almeida, Fayetteville State University

Self-disclosure in an Introductory Class in Human Communication  
Joseph Ross, Fayetteville State University

**Respondent:** Alison Slade, Independent Scholar

**4608**
Saturday • 4:15 pm – 5:30 pm
Room: Salon III

**Connecting Communication with the College Campus**

**Sponsor:** Association for Communication Administration  
**Chair:** Carl M. Cates, Valdosta State University

The Art of Reaching the First-Year Student  
Courtney Wright, University of Tennessee

Crafting a Communication Component of an Honor’s Program  
Michael P. Savoie, Valdosta State University

Keys of Creating First-Year Learning Communities in Communication  
Ashley Cooper, Valdosta State University

As noted in the call from ACA, administrators face changing roles and relationships on campus. This panel discusses ways communication programs can intersect with other elements of campus life, focusing on first-year students and honors programs.
Saturday

**4609**
Saturday • 4:15 pm – 5:30 pm
Room: Meeting room 2

**Crafting Messages for Effective Communication and Positive Change**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Abby Brooks, Georgia Southern University

Communicating About Care: Health Providers Perceptions of the HCAHPS Assessments

Katherine Besley, Columbia College

Influences of Social Media on the ALS Ice Bucket Challenge

Heather Hudson, Longwood University

Steed Johnson, Longwood University

Joel Osteen: The Persuasive Genius

Austin C. Rick, University of North Carolina at Chapel Hill

Nonverbal Consulting: How to Interview Well

Julianne Saletta, Schreiner University

Katherine Harrell, Schreiner University

Allie Wilson, Schreiner University

Social Media Use by Corporations in Crisis Communication and the Public’s Response

Connor Kish, Randolph-Macon College

Respondent: Abby Brooks, Georgia Southern University

Influence of Short-term Mission Stories on Charitable Giving

Rebecca Terry and Leah Pillow, Longwood University

Respondent: Michelle Violanti, University of Tennessee

**4611**
Saturday • 4:15 pm – 5:30 pm
Room: Meeting room 13 (third level)

**Free Speech Overseas, Part I: Challenges for the U.S. Abroad**

Sponsor: Freedom of Speech Division

Chair: Mark Grabowski, Adelphi University

The Great Firewall: Facebook Usage in China

Kristen Foltz, University of Tampa

The Battle for Control of the Internet

Mark Grabowski, Adelphi University

Libel Tourism, the SPEECH Act and the Defamation Act of 2013: A Cross-National Analysis

Grant Cos, Rochester Institute of Technology

Free Speech and Security: Reflections of the 21st Century

Doug Jordan, University of South Florida

**4610**
Saturday • 4:15 pm – 5:30 pm
Room: Meeting room 3

**New Research on Identity, Relationships, and Intrapersonal Communication**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Michelle Violanti, University of Tennessee

Examining Interpersonal Relationship Maintenance and Deterioration Amongst Refugee Populations

Emily Isaacs, Berea College

Who We Are: Storytelling Identity Formation in College Age Women

Katie Hipschman, University of Florida

More Gratifying After All: College Students’ Perceptions of Child Adoption

Christina L. Harris, Berea College

Facing the Music: A Communication Model for Music Performance

Heidi Clark, Transylvania University

Respondent: Abby Brooks, Georgia Southern University

**4701**
Saturday • 5:45 pm – 7:00 pm
Room: Meeting room 6

**Rhetoric and Public Address Business Meeting**

Chair: Megan Foley

**4702**
Saturday • 5:45 pm – 7:00 pm
Room: Meeting room 5

**Mass Communication Business Meeting**

Chair: Dedria Givens-Carroll

**4705**
Saturday • 5:45 pm – 7:00 pm
Room: Meeting room 7

**Performance Studies Business Meeting**

Chair: Benjamin Powell
4706  Saturday • 5:45 pm – 7:00 pm
Room: Salon I

Language and Social Interaction Business Meeting
Chair: Bryan Crow

4707  Saturday • 5:45 pm – 7:00 pm
Room: Salon II

Public Relations Business Meeting
Chair: Marsha Matthews

4708  Saturday • 5:45 pm – 7:00 pm
Room: Salon III

Intercultural Communication Business Meeting
Chair: Dominique Gendrin

4709  Saturday • 5:45 pm – 7:00 pm
Room: Meeting room 2

Popular Communication Business Meeting
Chair: Matt Ramsey

4710  Saturday • 5:45 pm – 7:00 pm
Room: Meeting room 3

Philosophy and Ethics of Communication Business Meeting
Chair: Janie Harden Fritz

4711  Saturday • 5:45 pm – 7:00 pm
Room: Meeting room 13 (third level)

Southern Argumentation and Forensics Business Meeting
Chair: Gary Deaton

4801  Saturday • 7:00 pm – 9:00 pm
Florida Salons V-VI

The SSCA Annual Osborn Reception
Sponsors: Drs. Michael and Suzanne Osborn, Pearson Publishing

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DAY 5
Sunday, April 12, 2015

5101
Sunday • 8:00 am – 9:15 am
Room: Meeting room 9 (third level)
Nominating Committee Meeting
Chair: John Haas (SSCA Immediate Past President)
Participants: Immediate Past Chairs of SSCA Divisions
Abby Brooks, Applied Communication
Todd Goen, Communication Theory
Ivie Ero, Community College
Doug Marshall, Freedom of Speech
Linda Jurczak, Gender Studies
Lora Helvie-Mason, Instructional Development
Dominique Gendrin, Intercultural Communication
Carrie Oliveira, Interpersonal Communication
Bryan Crow, Language and Social Interaction
Dedria Givens-Carroll, Mass Communication
Benjamin Powell, Performance Studies
Melissa M. Smith, Political Communication
Matt Ramsey, Popular Communication
Ivie Ero

5102
Sunday • 8:00 am – 9:15 am
Room: Meeting room 6
Convention Planning Meeting
Chair: Roseann Mandziuk
Planning meeting for Convention 2016—All division and interest group planners for 2016 should attend this meeting or the one on Saturday afternoon.

5103
Sunday • 8:00 am – 9:15 am
Room: Meeting room 8 (third level)
Crafting National Identities in Transition: Rhetorics of Change in International Contexts
Sponsor: Rhetoric and Public Address Division
Chair: Noemi Marin, Florida Atlantic University
Two Voices of Vladimir Putin: Constructing Different Definitions of the Situation in Crimea for Different Audiences
David Cratis Williams, Florida Atlantic University
Marilyn J. Young, Florida State University
Michael K. Launer, Independent Scholar
Erdoğan 2014 and National Appeals in Turkey: From Prime Minister to President
Eileen Hammond, University of North Carolina at Chapel Hill
Crafting Post-Communist National Identity in Eastern Europe: A Post-Colonial Rapprochement
Noemi Marin, Florida Atlantic University

5104
Sunday • 8:00 am – 9:15 am
Room: Meeting room 1
Identity, Race, and Culture
Sponsor: Intercultural Communication Division
Chair: Sarah Elizabeth Tooker, University of Alabama
Critical Race Theory Storytelling from a Misread Body of Color
Samantha Brown Fentress, Southern Illinois University
Fyunka Femininity: Arab and Muslim Womanhood in the Fyunka Fashion-Line
Ashley J. Martinez, University of South Florida
Reframing Race: Project 562 and the Contemporary Visualization of Native America
Rachel Elizabeth Presley, Syracuse University
When Worlds Collide: Motivational Bases for Cultural Identity Formation in Massively Multiplayer Online Games
Mark Ward, University of Houston-Victoria
Alireza Tavakkoli, University of Houston-Victoria
Donald Loffredo, University of Houston-Victoria
Respondent: Mary Grace Antony, Schreiner University

5105
Sunday • 8:00 am – 9:15 am
Room: Meeting room 7
New Directions: Research in Progress
Sponsor: Communication Theory
Chair: Eletra Gilchrist-Petty, University of Alabama in Huntsville
Exposing the Friend Zone: Identifying an Emerging Relational Construct within Friendship
Richard C. White, Louisiana State University
#WhyIStayed #WhyILeft: Social Media's Reinvention of Agenda Setting Theory
Masey Hammons, University of Louisiana at Lafayette
Brad Wedlock, University of Louisiana at Lafayette
Patient Decision Making: A Literature Review and Progress Report
Lorin Brooke Friley, Purdue University
Resiliency and Rebounds: An Evolutionary Approach to Rebound Relationships
Cassie Shimek, Louisiana State University

5106
Sunday • 8:00 am – 9:15 am
Room: Meeting room 2
Small Screen, Big Money: Netflix, Media Consumption, and Cultural Criticism
Sponsor: Popular Communication Division
Chair: Alisha Menzies, University of South Florida
Mediating Market Expansion: Global Temporalism through Netflix Brand Innovations
Garret Castleberry, University of Oklahoma
Netflix’s Manufactured Currency: Revisiting the Representative Anecdote for Media Criticism
Melanie Loehwing, Mississippi State University
Going rogue or being smart? Bypassing Network TV with direct-to-viewer entertainment.
Joan Conners, Randolph-Macon College
Blackfish-ing for Buzz: Documentary Rhetoric, Publicity, and Social Change
Steve Schoen, Rollins College
“Everything is different the second time around”: The stigma of binging and being on Orange is the New Black
Rachel Silverman, Embry Riddle University
Emily Ryalls, Mississippi State University
Respondent: Danielle E. Williams, Georgia Gwinnett College

5107
Sunday • 8:00 am – 9:15 am
Room: Meeting room 13 (third level)
New Directions and New Opportunities for the Art and Craft of Competitive Debate
Sponsor: Southern Argumentation and Forensics Division
Chair: Michael H Eaves, Valdosta State University
IPDA: The New Kid on the Block
Cole Franklin, East Texas Baptist University
Directing Forensics: An Application of the Path-Goal Theory of Leadership
Keven Rudrow, Valdosta State University
The Short Tournament Model: A Case Study for Growth in both NPDA and IPDA Debate
C. Thomas Preston, Jr., University of North Georgia
A Qualitative Content Analysis of Deception in Collegiate Debate
Kevin Bryant, University of Southern Mississippi
Crossroads in NPDA Debate: A Need for Evidence in the Debate Round
Michael Eaves, Valdosta State University

5201
Sunday • 9:30 am – 10:45 am
Room: meeting room 9 (third level)
The Art of Rhetorical Presence: Time, Visibility and Body
Sponsor: Rhetoric and Public Address Division
Chair: Christina Moss, University of Memphis, Lambuth
PETA’s Use of Presence/Absence and Post-Feminist Ideology in the BWVAKTBBOOM Campaign
Victoria Brown, University of Southern Mississippi
The Eternal Present of Sport: Circulation and the “Immutable” Progress of the Athletic Body
Daniel Grano, University of North Carolina at Charlotte
Form as Eloquence, Disruption as Rhetoric: LeBron James & Michael Sam
Meredith Bagley, University of Alabama
Respondent: Kevin Marinelli, Young Harris College

5202
Sunday • 9:30 am – 10:45 am
Room: Meeting room 6
The Art of Service Learning: Helping Students Hone Their (Public Relations) Craft
Sponsor: Instructional Development Division
Chair: Kevin Bryant, University of Southern Mississippi
Working with Multiple Community Partners in a Single Course
Riva Brown, University of Central Arkansas
Distinguishing Community Service from Service Learning: How to Communicate with Community Partners
Melody Fisher, Mississippi State University
Nine Years of Using Our Powers for Good: Employing Service Learning in the PR Campaigns Course
Amy Hawkins, University of Central Arkansas
Collaborating Among Multiple Campus Units to Serve Community Partners' Needs
Leslie Rasmussen, Utah Valley University

5203
Sunday • 9:30 am – 10:45 am
Room: Meeting room 8 (third level)
The Art and Craft of Creating Immediacy in Online Classes
Sponsor: Instructional Development Division
Chair: Edward C. Brewer, Appalachian State University
Learning, Growing and Responding to Student and Institutional Needs in Online Course Development
Edward C. Brewer, Appalachian State University
Engaging Non-Traditional Adult Graduate Students One Cyber Latte at a Time: Creative Online Course
Immediacy Strategies
Kelli L. Fellows, Pfeiffer University
Using Immediacy Strategies to Create Community in Online Classes and Degree Programs
Cecil V. Kramer, Jr., Liberty University
Framing the Online Class: The Real and Perceived Constraints of Learning Management Systems on
Immediacy Strategies
Mark Borzi, Valdosta State University

5204
Sunday • 9:30 am – 10:45 am
Room: Meeting room 10 (third level)
Free Speech Overseas, Part II: Issues in the Eastern World
Sponsor: Freedom of Speech Division
Chair: Margaret Ostrenko, University of Tampa
Comparing "Free Speech" in Thailand, Cambodia and the U.S.
Thomas Steinfatt, University of Miami
Performing Authority: Oppressive Use of Language, Media and Technology During Occupy Gezi
Serap Erincin, University of South Florida
Complexities of Measuring Freedom of the Press Abroad: A Look at Iran and the Middle East
Esmaeil Esfandiary, Georgia State University
Freedom of Speech in a Confined Society: Iraqi Women Speak
Margaret Ostrenko, University of Tampa

5205
Sunday • 9:30 am – 10:45 am
Room: Meeting room 5
Constructing and Storying Death
Sponsor: Language and Social Interaction Division
Chair: Deborah Breede, Coastal Carolina University
Orchestrating teen tragedy and responses to death in popular song
Jonathan L. Crane, University of North Carolina at Charlotte
Christine A. Davis, University of North Carolina at Charlotte
Crafting a Memorial
Jennifer L. Erdely, Prairie View A & M University
Dialectical and Narrative Tensions in Family Decisions to Donate Life
Jaclyn C. Marsh, University of North Carolina at Charlotte
Food and funerals
Ashli Q. Stokes, University of North Carolina at Charlotte
Wendy Atkins-Sayre, University of Southern Mississippi
Re-storying Mother's Care
Linda Vangelis, Christopher Newport University

5206
Sunday • 9:30 am – 10:45 am
Room: Meeting room 4
Committee on Committees Meeting
Chair: Jean DeHart, SSCA 2016 President
Participants:
Jerry Hale, Executive Director-Elect
Carl Cates, Executive Director
John Haas, Immediate Past President
Roseann Mandziuk, SSCA 2016 Vice President
Leroy Dorsey, SCJ Editor
Jennifer Mize Smith, Marketing Director

5207
Sunday • 9:30 am – 10:45 am
Room: Meeting room 11 (third floor)
The Art and Craft of Conducting Health Communication Research in the 21st Century
**Sponsor:** Language and Social Interaction Division  
**Chair:** Molly Stoltz, Valdosta State University

The Story of Commuting for Healthcare: A Caregiver’s Perspective  
**William V. Faux, Valdosta State University**

We are Artists: Illuminating the Fine Art of Balancing Health and Wellness with Faith  
**linda p. jurczak, Valdosta State University**

The Ownership of Death: The Rhetoric of Brain Death  
**Karen P. Sodowsky, Valdosta State University**

The Story of Commuting for Healthcare: A Caregiver’s Perspective  
**Molly Stoltz, Valdosta State University**

**5208**
Sunday • 9:30 am – 10:45 am  
Room: Meeting room 7

Tele-vision(s) or Telling Our Versions: Performing Televisual Binge  
**Sponsor:** Performance Studies Division  
**Chair:** Lindsay Greer, Southern Illinois University

Exploring the Trojan Horses in *Orange is the New Black*  
**Andrea Baldwin, Southern Illinois University**

The Ethics of Fandom: Understanding ‘Doctor Who’ as Narrative Sense Making/Becoming  
**Jake Beck, Weatherford College**

The Final Chapter of Jason Hedrick: the True Story of a True Detective, or the Film (Noir) Cycle as Binge  
**Jason Hedrick, Southern Illinois University**

From DVR’ing to DVR’ed: Where Did My Last Five Years Go?  
**Garret Castleberry, University of Oklahoma**

**Respondent:** Tracy Stephenson Shaffer, Louisiana State University

Put on your [close] reading glasses and queue up those DVRs, we will be [Br]eaking rules of time and space, exploring the digital cosmos that constitutes transmedia storytelling, an evolutionary sleeve that the moniker “TV” can no longer (remote) control. This panel dissects multimedia consumption practices while redressing lenses of “time well spent” from the perspectives of graduate student research life.

**5209**
Sunday • 9:30 am – 10:45 am  
Room: Meeting room 3

CONFIGURING WOMAN: Manifestations of “True Womanhood” Ideology through Time  
**Sponsor:** Gender Studies Division  
**Chair:** Belinda A. Stillion Southard, University of Georgia

True Womanhood in the White House: Constructing Dolley Madison as the First ‘Lady’  
**Jonathan Foland, University of North Carolina at Chapel Hill**

True Womanhood and the Fight for Woman’s Suffrage: How ‘Un-ladylike’ Behavior Won the Vote  
**Sheree’ Keith, Middle Georgia State College**

‘Pretty Blondes’ and ‘Misogynoir: Men’s Rights Activism and the Reification of the ‘True Woman’  
**Ashley A. Mattheis, University of North Carolina at Chapel Hill**

True Womanhood and Fatal Subjectivity: Loving to Death in Antigone  
**Mary Domenico, University of North Carolina at Chapel Hill**

**5301**
Sunday • 11:00 am – 12:15 pm  
Room: Meeting room 9 (third level)

Applying Activities to Principles of Human Communication  
**Sponsor:** Applied Communication Division  
**Moderator:** William Hoffman, New Mexico State University

**Panelists:**  
**Greg G. Armfield, New Mexico State University**  
**Abby M. Brooks, Georgia Southern University**  
**Kristina Drumheller, West Texas A&M**  
**Alice MillerMacPhee, West Texas A&M**  
**Andrew Pyle, Clemson University**  
**Jennifer Mize Smith, Western Kentucky University**

Social Identity Theory (Tajfel & Turner, 1979,1986) argues an individual’s identity is derived and shaped, in part, by personal and social characteristics as well as group membership. Each participant will present a unique activity to illustrate how identity is constructed as a societal, group, or organizational member, leader or sports fan.

**5302**
Sunday • 11:00 am – 12:15 pm  
Room: Meeting room 3

Gendered communication at work: Understanding its role in leadership, music and social change in Jamaica  
**Sponsor:** Gender Studies Division  
**Chair:** linda jurczak, Valdosta State University

The exclusion of Men who have Sex with Men (MSM) from health promotion and education messages: A call for more targeted messages  
**Alicia Aikens, University of Cincinnati**
Women at the table: Advancing women’s participation in decision-making in Jamaica
Anna-Kaye Rowe, Ohio University

‘Man fi have nuff gyal’: The use of gender stereotypes in Jamaican HIV prevention television advertisements from 2003 to 2012
Kay-Anne Darlington, Scripps College of Communication

‘I know you love when I’m looking’: Sexual objectification in Jamaican dancehall music videos
Shaneil Taylor, Ohio University

5303
Sunday • 11:00 am – 12:15 pm
Room: Meeting room 8 (third level)

Shifting Narratives of Branded Cultural Identities
Sponsor: Popular Communication
Chair: Jason Edwards, Georgia Gwinnett College

Conventional Cosplay: Performance of Group Identity at Comic Conventions
Eric Kahler, University of South Florida

Burning Man, burning out? Construction of Burning Man’s future through the deconstruction of its past
Gracen Kovacik, University of South Florida

Theirs is Not Your World: Identity through Forbidden Space in Girl with a Pearl Earring
David Beeler, University of South Florida

Nick is Kids: Rearticulating 1990’s Identity through Slimed!: An Oral History of Nickelodeon’s Golden Age
Sean Swenson, University of South Florida

Respondent: Jason Edwards, Georgia Gwinnett College

5304
Sunday • 11:00 am – 12:15 pm
Room: Meeting room 10 (third level)

The Art & Craft of Building a Majority: A Roundtable Discussion of the Results of the 2014 U.S. Midterm Elections
Sponsor: Political Communication
Chair: Barry P. Smith, Mississippi University for Women

Participants:
William F. Harlow, University of Texas of the Permian Basin
Melissa M. Smith, Mississippi University for Women
Brian C. Brantley, Texas A&M University – San Antonio
Kenny D. Smith, Samford University
Patrick Wheaton, Georgia Southern University

Lauren Reichart Smith, Auburn University
Barry P. Smith, Mississippi University for Women

Panelists will discuss how candidates, political parties, and others used various communication strategies to elect a congressional majority during the 2014 U.S. midterm elections. Among the topics that will be addressed are: the political issues that were crafted into winning campaign appeals, the art involved in navigating changes in campaign-finance regulation, and the continuing changes in media and technology that affected the craft of campaigning during this election cycle.

5305
Sunday • 11:00 am – 12:15 pm
Room: Meeting room 1

Beyond the Veil: W.E.B. Du Bois and the Rhetoric of Double Consciousness
Sponsor: Rhetoric and Public Address Division
Chair: Raquel M. Robvais, Louisiana State University

The Disorder is Now The Cure: Double Consciousness as The Prescription For a WellSociety
Raquel M. Robvais, Louisiana State University

An Empowered Consciousness: W.E.B. Du Bois and Race Education
David Munson, Texas A&M University

The People, Rhetoric, and Affect: On the Political Force of Du Bois’s The Souls of Black Folk
Melvin Rogers, University of Los Angeles, California

Respondent: Bryan McCann, Louisiana State University

5306
Sunday • 11:00 am – 12:15 pm
Room: Meeting room 4

CHALLENGES IN FLORIDA: Solutions adaptable to other states
Sponsor: Community College Division
Chair: Anthony Ballard, St. Petersburg College Clearwater

Fighting for the basic course to remain a requirement for all students: The process used by St. Petersburg College in 2013
Richard Mercadante, St. Petersburg College Clearwater

Developing Honors Programs or Colleges at the two-year institution
Deborah Hefferin, Broward College

Holding textbook prices down: Faculty control of the book selection process
Bonnie Jeffers, St. Petersburg College Clearwater
Sustaining collegiality in the online and blended courses: Strategies that work to connect students and faculty

Robin Bower, St. Petersburg College Clearwater

Why it’s important for community/state college faculty to be active in state/regional/national professional associations

Richard Quianthy, Broward College

5307

Sunday • 11:00 am – 12:15 pm
Room: Meeting room 11 (third floor)

Media, Microcultures, and Meaning: An Exploration of Popular Culture Arguments and their Effects

Sponsor: Southern Argumentation and Forensics Division

Chair: Kevin Bryant, University of Southern Mississippi

Developmental Communication and Saturday Morning Cartoon Time: The Ethical Challenges of Appealing to Children

Cameron Lindsey, New York University

Intercultural Communication in The Avengers: Real Concepts in an Unreal World

Karen Hill Johnson, West Kentucky Community and Technical College

Ethnicity, Geography, and Hip-Hop Radio: What’s Hot, What’s Cool, and What’s Changing Our World

Brian Powell, University of Montana

Sunday ‘Funnies’: Micro-cultural Messaging Panel by Panel

Robert J. Glenn III, Owensboro Community and Technical College

Redefining Masculinity: Super Hero Films as the new Role Models

Gary Deaton, Transylvania University

This panel explores how popular culture serves to make arguments about particular aspects of personal identity. Each paper examines arguments in different forms of popular media, and the effects of those arguments on a particular standpoint.

5308

Sunday • 11:00 am – 12:15 pm
Room: Meeting room 7

Bakhtinian Performancestions

Sponsor: Performance Studies Division

Chair: Liz Sills, Louisiana State University

The Game of Family Communication Patterns: Bakhtin as a Wildcard for Understanding Conversation and Topics

Andrea J. Vickers, Louisiana State University

Navigating Parody on the Twitter-Verse: A Conversation with Mikhail Bakhtin and Miguel Bloombito

Nicole Costantini, Louisiana State University

Re-building Community: Bakhtinian Analysis of Community Identity Construction Through Dialogic Performatives

Douglas Mungin, Louisiana State University

Mary Frances Hopkins on Flannery O’Connor

Emily Mistrzak, Independent Scholar

The performance in this panel comes from a class taken in the Fall of 2013 at Louisiana State University under Dr. Patricia Suchy. The dialogues we involve as we perform our way toward understanding are many-faceted. We begin by placing Bakhtin in dialogue with various theorists who have, in his wake, engaged his notions in their own past work. On top of that conversation, each theorist we scrutinize engages in a conversation with a distinct artifact that is their object of study. Thus, there are two dialogues engaging simultaneously. On top of that, we as performers enter the constellation of ideas in the present with our bodies / ourselves, adding a new layer of dialogue to those that already exist. In short, these are performances that enact and provoke recent theories inspired by Mikhail Bakhtin – in a Bakhtinian way.

5309

Sunday • 11:00 am – 12:15 pm
Room: Meeting room 2

Facebook Likes, Hashtags, and Tweets: Using Social Media to Promote Campus Clubs

Sponsor: Mass Communication Division

Leo Vision: Lights, Camera, Social Media

Alexandria Blaha, Saint Leo University

Letting Fritz Roar on Social Media

Thomas Buckley, Saint Leo University

Can I see a virtual show of hands: Using social media to aid in facilitating an extracurricular club

Katherine Flores, Saint Leo University

LinkedIn at the hip: Using social media to help students network with each other and industry professionals

Brittany Hutchinson & Irma Sera, Saint Leo University

Facebook likes. Hashtags. Tweets. These terms have become part of our everyday life, especially for the average college student. Social media is used to talk to friends, like statuses, and share pictures. It can also be used to get students involved in campus clubs. This presentation will discuss how to use social media effectively when reaching college students for campus clubs or organizations. It is a quick way to announce club meeting times/locations. It is a fun way to show pictures of your club’s activities. Most importantly, it keeps your club in your target audience’s news feeds.
The University of Alabama
College of Communication & Information Sciences
Master of Arts in Communication Studies

Meredith M. Bagley
(Ph.D., Texas-Austin)
Assistant Professor
Rhetoric and public address with specific work in the area of gender and the rhetoric of sport

Jane Stuart Baker
(Ph.D., Texas A&M)
Assistant Professor
Diversity, group communication, negotiation and organizational discourse

Beth S. Bennett
(Ph.D., Iowa)
Professor, Department Chair, and Senior Associate Dean
History of rhetoric, classical and medieval rhetoric, new technologies, rhetorical criticism

Jason Edward Black
(Ph.D., Maryland)
Associate Professor
Public address, critical/cultural rhetoric, social change, American Indian Rhetoric, African American rhetoric, GLBTQ rhetoric

Robin M. Boylorn
(Ph.D., South Florida)
Assistant Professor
Interpersonal and intercultural communication; diversity; social identity and intersectionality

W. Sim Butler
(Ph.D., Alabama)
Assistant Professor
Health and sport communication, rhetorical and cultural criticism, critical thinking, argumentation

Alexa S. Chilcutt
(Ph.D., Alabama)
Assistant Professor, Director of the Public Speaking Program
Impression management, leadership, team dynamics and conflict management

Janis L. Edwards
(Ph.D., Massachusetts)
Associate Professor
Political communication, visual rhetoric, rhetorical criticism, gender and politics

Darrin J. Griffin
(Ph.D., Buffalo-SUNY)
Assistant Professor
Interpersonal communication, deceptive communication, nonverbal communication

Mary M. Meares
(Ph.D., New Mexico)
Associate Professor
Diversity in organizations and groups, intercultural communication, organizational communication

Carol Bishop Mills
(Ph.D., Purdue)
Associate Professor
Interpersonal and family communication, communicative development, humor and teasing, health communication

Mark D. Nelson
(Ph.D., Alabama)
Professor and Dean of the College of C&IS
Instructional communication, leadership, interpersonal competence, and diversity

Joshua R. Pederson
(Ph.D., Iowa)
Assistant Professor
Interpersonal and family communication, relational transgression and repair

Lu Tang
(Ph.D., Eastern Washington)
Assistant Professor
Organizational communication, health communication, globalization

Department of Communication Studies

M.A. Specialties:
- Rhetorical Theory & Criticism
- Critical & Cultural Studies
- Interpersonal Communication
- Intercultural Communication
- Organizational Communication

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The purpose of ACA is to promote discussion, study, criticism, research, and application of effective principles of education administration for the communication disciplines.

To join ACA, email ACA Membership Director Jeanne Pursuit at persuitj@uncw.edu

The School of Communication Studies
James Madison University
### ASSOCIATION OFFICERS

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<thead>
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<th>Name</th>
<th>Institution</th>
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<tbody>
<tr>
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<td>John Meyer</td>
<td>University of Southern Mississippi</td>
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<tr>
<td>President</td>
<td>John Haas</td>
<td>University of Tennessee</td>
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<td>Vice President/Convention Planner</td>
<td>Jean DeHart</td>
<td>Appalachian State University</td>
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<td>Vice President-Elect/Undergraduate Honors Convention Planner</td>
<td>Roseann M. Mandziuk</td>
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<td>Carl M. Cates</td>
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<td>Jerry Hale</td>
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### ASSOCIATION OFFICERS (Cont.)

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MINORITY RECRUITMENT AND RETENTION AWARD
Chair: Robert Frank, Longwood University
   Jillian Tullis, UNC Charlotte
   Courtney Brazile, Eastfield College

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1945 - Robert B. Capel, Northwestern State College
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1957 - Thomas R. Lewis, Florida State University
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1960 - Joseph C. Wetherby, Duke University
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1977 - J. Donald Ragsdale, Louisiana State University
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1979 - Carl L. Kell, Western Kentucky University
1980 - Mary Frances Hopkins, Louisiana State University
1981 - Ralph T. Eubanks, University of West Florida
1982 - Michael M. Osborn, University of Memphis
1983 - Jerry L. Tarver, University of Richmond
1984 - Dale G. Leathers, University of Georgia
1985 - Robert N. Bostrom, University of Kentucky
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1987 - Richard R. Ranta, University of Memphis
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1989 - James L. Applegate, University of Kentucky
1990 - E. Culpepper Clark, University of Alabama, Tuscaloosa
1991 - Howard Dorgan, Appalachian State University
1992 - Lawrence A. Hosman, University of Southern Mississippi
1993 - Navita Cummings James, University of South Florida
1994 - Thomas S. Frenzen, University of Arkansas, Fayetteville
1995 - Lynne M. Webb, University of Memphis
1996 - Nina Jo Moore, Appalachian State University
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2000 - Mary Evelyn Collins, Sam Houston State University
2001 - Trudy L. Hanson, West Texas A & M University
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2007 - Craig Allen Smith, North Carolina State University
2008 - Jerry Hale, University of Georgia
2009 - Patricia Amason, University of Arkansas
2010 - Tom Socha, Old Dominion University
2011 - Frances Brandau-Brown, Sam Houston State University
2012 - Monette Callaway, Hinds Community College
2013 - John C. Meyer, University of Southern Mississippi
2014 - John Haas, University of Tennessee

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2008 - None given
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Dwight L. Freshley Outstanding New Teacher Award honors SSCA members who have demonstrated teaching excellence early in their careers. Nominees must teach courses in communication and have taught full-time for at least two and not more than five years. In addition to the requirements noted above, each nominee must submit a statement of not more than 500 words on his or her “Philosophy and Practice of Teaching.”

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2004 - Kandi L. Walker, University of Louisville
2003 - None given
2002 - Frances Brandau-Brown, Sam Houston State University
2001 - Melanie Morgan, University of Louisville
2000 - Vanessa Beasley, Texas A&M University
1999 - Karla K. Jensen, Texas Tech University
1998 - Charla Markhum Shaw, University of Texas, Arlington
1997 - None given
1996 - Carl M. Cates, Valdosta State University
1995 - Enrique D. Rigsby, University of Wisconsin

Rose B. Johnson SCJ Article Award honors the author or authors of an outstanding, significant article published in the Southern Communication Journal. The recipient of this award is determined by the Editor and editorial board of SCJ through a process established by the Editor.

2014 - Patricia Davis, Georgia State University
2013 - Wendy Atkins-Sayre, University of Southern Mississippi
2012 - Page Toller, University of Nebraska-Omaha
2011 - Daniel A. Gran, University of North Carolina at Charlotte
2010 - Deborah Thomson, East Carolina University
2009 - Christina F. Fouw, University of Denver
2008 - James J. Kimble, Seton Hall University
2007 - Todd McDorman, Wabash College
2006 - Katherine Hendrix, University of Memphis
2005 - Michael Waltman, University of North Carolina
2004 - Carol B. Mills, Northern Illinois University
2003 - Austin S. Babrow, Purdue University
2002 - Kathryn M. Olsen, University of Wisconsin, Milwaukee
2001 - Suzanne Fitch, Southwest Texas State University
2000 - Roseann M. Mandziuk, Southwest Texas State University
1999 - John R. Stewart and Karen Zediker, University of Washington
1998 - Jacqueline Bacon
1997 - Michael Pfau, University of Wisconsin
1996 - Patricia Moy, University of Wisconsin
1995 - Barry Radler, University of Wisconsin
1994 - Michael K. Bridgeman, University of Wisconsin
1993 - Robert E. Tarrill, Indiana University
1992 - David Zarefsky, Northwestern University
1991 - Marouf Hasian, Jr., Arizona State University
1990 - Lisa A. Flores, Arizona State University
1989 - William Bailey, University of Arizona
1988 - Jill Taft Kaufman, Central Michigan University
1987 - Charles R. Conrad, Texas A&M University
1986 - John I. Sisco, Sam Houston State University
1985 - Hammond H.Commuck, Southern Illinois University
1984 - Mary Evelyn Collins, Texas A&M University

T. Earle Johnson-Edwin Paget Distinguished Service Award honors SSCA members who, through their service and leadership to the Association and the profession, have made significant contributions and merit recognition.

2014 - J. Donald Ragsdale, Sam Houston State University
2013 - Emmet Winn, Auburn University
2012 - Trudy Hanson, West Texas A&M University
2011 - Michael and Suzanne Osborn, University of Memphis
2010 - Mark Hickson III, University of Alabama at Birmingham
2009 - Thomas Frentz, University of Arkansas
2008 - None given
2007 - Kenneth Cissna, University of South Florida
2006 - Marilyn Young, Florida State University
2005 - None given
2004 - Mary Evelyn Collins, Sam Houston State University
2003 - Richard L. Conville, University of Southern Mississippi
2002 - Nina Jo Moore, Appalachian State University
2001 - Richard Ranta, University of Memphis
2000 - Susan Siltanen, University of Southern Mississippi
1999 - Bert Bradley, Auburn University
1998 - Keith Erickson, University of Southern Mississippi
1997 - Jerry Tarver, University of Richmond
1996 - Dwight Freshley, University of Georgia
1995 - Howard Dorgan, Appalachian State University
1994 - John I. Sisco, Southwest Missouri State University

Minority Recruitment and Retention Award honors institutions that have demonstrated noteworthy commitment to the recruitment and retention of minority students for their campuses.

2014 - None given
2013 - School of Journalism and Mass Communication, University of Southern Mississippi
2012 - None given
2011 - None given
2010 - Department of Communication Studies, The University of North Carolina at Charlotte
2009 - Department of Communication and Journalism, College of Liberal Arts, Auburn University
2008 - None given
2007 - None given
2006 - None given

Michael M. Osborn Teacher-Scholar Award honors SSCA members who have balanced professional careers, having achieved excellence in teaching, scholarship, and service.

2014 - Roseann Mandziuk, Texas State University
2013 - Kenneth N. Cissna, University of South Florida
2012 - Katherine Hendrix, University of Memphis
2011 - Kathleen J. Turner, Davidson College
2010 - Jerry Hale, University of Georgia
COMMUNICATION AS ART AND CRAFT

2009 - None given
2008 - Art Bochner, University of South Florida
2007 - Martin Medhurst, Baylor University
2006 - None given
2005 - Marilyn Young, Florida State University
2004 - Julia T. Woods, University of North Carolina
2003 - Robert E. Denton, Jr., Virginia Polytechnic Institute
2002 - None given
2001 - Janice Rushing, University of Arkansas
2000 - None given
1999 - Ronald H. Carpenter, University of Florida
1998 - Mary Frances Hopkins (emeritus), Louisiana State University
1997 - Tom Frenz, University of Arkansas, Fayetteville
1996 - None given
1995 - Beverly Whitaker Long, University of North Carolina, Chapel Hill
1994 - Michael M. Osborn, University of Memphis

OUTREACH AWARD honors SSCA members who have made significant contributions to the profession by facilitating the success and access of under-represented populations or the integration of specific groups of students, professionals, or scholars into the communication discipline or professional organizations. The significant contribution may be the initiation of a major activity, the completion of a major project, or represent a lifetime of work with numerous individuals or on numerous meaningful activities. The scope of the activity may be national, regional, or local, and might involve mentoring, advising, liaison, or other activities.

2014 - None given
2013 - Jimmie Manning, Northern Illinois University
2012 - Dominique Gendrin, Xavier University
2011 - Sean Long, University of North Carolina at Charlotte
2010 - Tina Harris, University of Georgia
2009 - William Thompson, University of Louisville
2008 - Margaret D'Silva, University of Louisville
2007 - None given
2006 - Carol Winkler, Georgia State University
2005 - Steve Madden, Clemson University
2004 - None given
2003 - None given
2002 - Marsha Houston, University of Alabama
2001 - None given
2000 - Tyrone L. Adams, University of Louisiana, Lafayette
1999 - Robert Denton, Virginia Tech
1998 - Suzanne Osborn
1997 - Lynne M. Webb, University of Memphis
1996 - Andrew King, Louisiana State University
1995 - E. Culpepper Clark, University of Alabama, Tuscaloosa
1994 - Theodore Cleveenger, Jr., Florida State University

JANICE HOCKER RUSHING EARLY CAREER RESEARCH AWARD honors SSCA members who have demonstrated exceptional scholarly ability through research and publication early in their academic careers. Nominees must be untenured, assistant professors in the field of communication, and no more than five years shall have passed between nominee’s appointment to the rank of assistant professor (or receipt of terminal degree) and the time of the award. In addition, nominees must have participated in the program of the annual convention at least twice (or participated once in the convention program and published an article in the Southern Communication Journal). In addition to the requirements noted above, a maximum of three (3) representative publications by the nominee must be submitted.

2014 - Rebekah Fox, Texas State University
2013 - Graham Bodie, Louisiana State University
2012 - Megan Foley, Mississippi State University
2011 - Ambar Basu, University of South Florida
2010 - None given
2009 - Dan Grano, The University of North Carolina at Charlotte
2008 - Jason Edward Black, University of Alabama
2007 - E. Culpepper Clark, University of North Carolina at Charlotte
2006 - Stacy Holman Jones, University of South Florida
2005 - Arthur Raney, Florida State University
2004 - Michael I. Arrington, Ohio University
2003 - Kevin Wright, University of Memphis
2002 - None given
2001 - None given
2000 - None given
1999 - Jim Kuypers, Dartmouth College
1998 - Jennifer Monahan, University of Georgia
1997 - Kathryn Greene, East Carolina University
1996 - Sean Patrick O'Rourke, Vanderbilt University
1995 - Cindy J. Kistenberg, University of Houston, Downtown

FRANKLIN SHIRLEY AWARD FOR THE TOP UNDERGRADUATE HONORS CONFERENCE PAPER honors the most outstanding paper submitted each year to the Theodore Clevenger Jr. Undergraduate Conference Contest. The recipient of this award is determined by the Vice President Elect through a process established by the Vice President Elect.

2014 - Terrell Jake Dionne, University of North Texas
2013 - Kirsten Clark, Millsaps College
2012 - Monica Lawson, Transylvania University
2011 - Diana Lynde, Columbia College
2010 - Brad Griffith
2009 - Lateshia Beachum, Columbia College
2008 - Kattrina Baldus, James Madison University
2007 - Judith Novak, University of Kentucky
2006 - Alex Teh, University of Georgia
2005 - Jennifer Bafundo, Furman University
2004 - Lindsey Ilion, George Washington University
2003 - Andrew Thomas Ross, George Washington University
2002 - Cynthia Ledford, University of Kentucky
2001 - Sara Bakker, George Washington University
2000 - Melanie Dotson, Samford University
1999 - Mark T. Witko, University of Wyoming
1998 - Kevin Hooper, North Carolina State University
1997 - Amy Tilton, University of Texas, Corpus Christi
1996 - Andrea Doughty and Kelli Jones, University of Alabama at Birmingham
1995 - Blaine Hummel and Garret Ulovesich, Trinity University
1994 - Gerard Pfannenstiel, Trinity University
1993 - Joshua Boyd, David Lipscomb University
1992 - Lorice Evans, Trinity University
JOHN I. SISCO EXCELLENCE IN TEACHING AWARD
honors SSCA members who have consistently demonstrated excellence in teaching communication throughout their academic careers. Nominees must be employed full-time teaching courses in communication for a minimum of ten years. In addition to the requirements noted above, each nominee must submit a statement of not more than 500 words on his or her “Philosophy and Practice of Teaching.”

2014 - Leigh Anne Howard, University of Southern Illinois
2013 - Michael I. Arrington, University of Kentucky
2012 - Jennifer A. Samp, Auburn University
2011 - Barbara Biescke, University of Georgia
2010 - Deanna Dannels, North Carolina State University
2009 - Sean O’Rourke, Furman University
2008 - Joy Hart, University of Louisville
2007 - Elizabeth Bell, University of South Florida
2006 - Mary E. Stuckey, Georgia State University
2005 - None Given
2004 - Stephen Braden, Georgia State University
2003 - None Given
2002 - Katherine Hendrix, University of Memphis
2001 - Bonnie J. Dow, University of Georgia
2000 - James A. Aune, Texas A&M University
1999 - Lawrence A. Hosman, University of Mississippi
1998 - Mark Hickson III, University of Alabama, Birmingham
1997 - George Grice, Radford University
1996 - Nina-Jo Moore, Appalachian State University
1995 - Calvin M. Logue, University of Georgia
1994 - Marsha L. Vanderford, University of South Florida

OUTSTANDING SCHOLAR IN COMMUNICATION THEORY AWARD

2014 - Lynne M. Webb, University of Arkansas
2013 - James Honeycutt, Louisiana State University
2012 - Ronald C. Arnett, Duquesne University
2011 - Jerry Hale, University of Michigan, Dearborn
2010 - John C. Meyer, University of Southern Mississippi
2009 - Pamela Kalbfeisch, University of North Dakota
2008 - William G. Powers, Texas Christian University
2007 - None given
2006 - None given
2005 - James C. McCroskey, West Virginia University

2004 - Richard Conville, University of Southern Mississippi
2003 - J. Donald Ragsdale, Sam Houston State University
2002 - Kenneth N. Cissna, University of South Florida
2001 - Ralph Behnke, Texas Christian University
2000 - Lynne M. Webb, University of Arkansas
1999 - Joann Keyton, University of Memphis
1998 - Charles H. Tardy, University of Southern Mississippi
1997 - Renee Edwards, Louisiana State University
1996 - James L. Applegate, University of Kentucky
1995 - Mark L. Knapp, University of Texas
1994 - Theodore Clevenger, Jr., Florida State University

GENDER STUDIES SCHOLAR OF THE YEAR

2014 - None given
2013 - Jane Jorgenson, University of South Florida
2012 - None given
2011 - Marion Meyers, Georgia State University
2010 - Janis Edwards, University of Alabama
2009 - Carole Blair, University of North Carolina, Chapel Hill
2008 - Roseann M. Mandziuk, Texas State University
2007 - Julia T. Wood, University of North Carolina, Chapel Hill
2006 - Elizabeth Allen Bell, University of South Florida
2005 - Sonja K. Foss, University of Colorado at Denver
Karen A. Foss, University of New Mexico
2004 - Donna Nudd, Florida State University
2003 - None given
2002 - Diana K. Ivy, Texas A&M University, Corpus Christi
2001 - Lynne Webb, University of Arkansas
2000 - None given
1999 - Trudy L. Hanson, West Texas A&M University
1998 - Katherine Hawkins, Wichita State University
1997 - Susan Stilten, University of Southern Mississippi
1996 - Marsha Vanderford, University of South Florida
1995 - Renee Edwards, Louisiana State University
1994 - Julia T. Wood, University of North Carolina, Chapel Hill
1993 - Carol J. Jablonski, University of South Florida
1992 - Mary Frances HopKins, Louisiana State University
1991 - Navita Cummings James, University of South Florida
1990 - Marsha Houston, Tulane University
1989 - Virginia E. Wheelless, Morehead State University
1988 - Kathleen J. Turner, Tulane University

PAST CONVENTIONS & HOTELS

1930 BIRMINGHAM, AL
Thomas Jefferson Hotel

1931 ATLANTA, GA
Henry Grady Hotel

1932 ASHEVILLE, NC
Boone Tavern

1933 BREA, KY
Boone Tavern

1934 BIRMINGHAM, AL
Thomas Jefferson Hotel

1935 NEW ORLEANS, LA
Stevens Hotel with NATS

1936 GAINESVILLE, FL
Thomas Hotel

1937 NASHVILLE, TN
Andrew Jackson Hotel

1938 ATLANTA, GA
Henry Grady Hotel

1939 BATON ROUGE, LA
Heidelberg Hotel

1940 CHATTANOOGA, TN
Patten Hotel

1941 BIRMINGHAM, AL
Tutwiler Hotel

1942 ATLANTA, GA
Henry Grady Hotel

1943 JACKSON, MS
Heidelberg Hotel

1944 JACKSON, MS
Heidelberg Hotel

1945 CLEVELAND, TN
(CANCELLED)
Cherokee Hotel

1946 ATLANTA, GA
Henry Grady Hotel
<table>
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<th>Year</th>
<th>Location</th>
<th>Hotel Name</th>
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<td>BATON ROUGE, LA</td>
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<td>1948</td>
<td>NASHVILLE, TN</td>
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<td>1949</td>
<td>WACO, TX</td>
<td>Roosevelt Hotel</td>
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<td>1950</td>
<td>BIRMINGHAM, AL</td>
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<td>1951</td>
<td>GAINESVILLE, FL</td>
<td>Thomas Hotel</td>
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<tr>
<td>1952</td>
<td>JACKSON, MS</td>
<td>Heidelberg Hotel</td>
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<td>1953</td>
<td>GREENVILLE, SC</td>
<td>Poinsett Hotel</td>
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<td>1954</td>
<td>DALLAS, TX</td>
<td>Adolphus Hotel</td>
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<td>1955</td>
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<td>HATTIESBURG, MS</td>
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<td>HOUSTON, TX</td>
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<td>WINSTON-SALEM, NC</td>
<td>Robert E. Lee Hotel</td>
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<td>MIAMI, FL</td>
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<td>1962</td>
<td>AUSTIN, TX</td>
<td>Driskell Hotel</td>
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<td>NASHVILLE, TN</td>
<td>Andrew Jackson Hotel</td>
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<td>HOUSTON, TX</td>
<td>Texas State Hotel</td>
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<td>Robert E. Lee Hotel</td>
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<td>RICHMOND, VA</td>
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<td>TALLAHASSEE, FL</td>
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<td>El Tropicano Hotel</td>
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<td>1977</td>
<td>KNOXVILLE, TN</td>
<td>Hyatt Regency Hotel</td>
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<td>ATLANTA, GA</td>
<td>Sheraton Biltmore Hotel</td>
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<td>BILOXI, MS</td>
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<td>HOT SPRINGS, AR</td>
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<td>ORLANDO, FL</td>
<td>Hilton Inn-Florida Center</td>
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<td>BATON ROUGE, LA</td>
<td>Hilton Hotel</td>
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<td>Brown Hotel</td>
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<td>1990</td>
<td>BIRMINGHAM, AL</td>
<td>Radisson Hotel</td>
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<td>TAMPA, FL</td>
<td>Hyatt Regency</td>
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<td>SAN ANTONIO, TX</td>
<td>St. Anthony Hotel</td>
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<td>1993</td>
<td>LEXINGTON, KY</td>
<td>Hyatt Regency &amp; Radisson</td>
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<td>NEW ORLEANS, LA</td>
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<td>Hyatt Regency</td>
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<td>La Mansion del Rio</td>
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<td>ST. LOUIS, MO</td>
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<td>2001</td>
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<td>Radisson Plaza Hotel</td>
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<tr>
<td>2014</td>
<td>New Orleans, LA</td>
<td>The New Orleans Sheraton</td>
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LIFE MEMBERS
Andersen, Kenneth E.
Arrington, Michael I.
Balthrop, Bill
Bates, Benjamin
Brandau-Brown, Frances
Cardenas, Cristina
Cates, Carl M.
Chesebro, James
Cisna, Kenneth N.
Collins, Mary Evelyn
Condit, Celeste M.
Coopman, Stephanie
Darsey, James
DeHart, Jean
D’Silva, Margaret U.
Eaves, Michael
Edwards, Renee
Edwards, William H.
Erickson, Keith V.
Foster, John R.
Frank, Robert E.
Fulmer, Hal W.
Guthrie, Russell A.
Hart, Joy
Hawkins, Katherine W.
Hickson III, Mark.
Hosman, Lawrence A.
Jackson II, Ronald
Kalbfleisch, Pamela J.
Korn, Jenny
Kuypers, Jim A.
McGee, Brian R.
McMahan, Eva M.
Medhurst, Martin
Moore, Nina-Jo
Newcombe, P. Judson
O’Rourke, Sean Patrick
Olson, Kathryn M.
Osborn, Michael
Osborn, Suzanne
Phillips, Selene
Powell, Larry
Ranta, Richard R.
Sisco, John I.
Smith, Robert M.
Spencer, Leland
Stuckey, Mary E.
Tarver, Jerry L.
Thibodeaux, Terry M.
Town, Stuart
Violanti, Michelle T.
Webb, Lynne M.
Weiss, Steven
Wheaton, Patrick G.
Winn, J. Emmett

PATRON MEMBERS
Amason, Patricia
Cheshier, David M.
Clower, Ramona
Cockrell, Kristen
Glenn, Robert J. III
Haas, John
Hale, Jerry
Hanson, Trudy
Harlow, William
Hart, Roderick
Matthews, Marsha
Meyer, John
Munsell, Jason
Smith, Siobhan
Sutton, David

EMERITUS MEMBERS
Asmuth, M. Violet
Bangham, Jerry
Bock, E. Hope
Borden, Amanda
Cook, Norma Cox
Croft, Blanton
Eiland, Millard F.
Freshley, Dwight L.
Gruner, Dwight L.
Herndon, Charles R.
Karns, C. Franklin
Loffler, Donald L.
Logue, Cal M.
Mixon, Harold D.
Quianthy, Richard L.
Reynolds, Beatrice Kay
Ritter, Kurt
Roach, Carol A.
Waldhart, Enid
Young, Marilyn

INSTITUTIONAL MEMBERS
Alabama Communication Association
Appalachian State University
Auburn University
Baylor University
Columbia College
Florida International University
Florida State University
Georgia Southern University
Huntingdon College
N.C. A&T State University
Sam Houston State University
Texas State University - San Marcos
University of Louisiana at Monroe
University of Memphis
University of Montevallo
University of North Carolina at Charlotte
University of Tennessee
University of Texas at Arlington
Walters State Community College
Western Kentucky University
Valdosta State University
Virginia Tech
SSCA CONSTITUTION

ARTICLE I: NAME
The name of the Association shall be the Southern States Communication Association.

ARTICLE II: PURPOSE
The purpose of the Association shall be to promote study, criticism, research, teaching, and application of the artistic, humanistic, and scientific principles of communication. The Association, a not-for-profit organization, exists for educational, scientific, and literary purposes only. No part of the net revenues of the Association, if any, may be used for the private benefit of any individual or group, except that the Executive Council may establish scholarships or research grants for projects or purposes appropriate to the Association.

ARTICLE III: MEMBERSHIP
Section 1. Individual Membership. Individual membership in the Association shall be open, upon application, to any interested person upon payment of the current annual dues. Regular membership, student membership, sustaining membership, patron membership, and lifetime membership are all individual memberships. Active individual membership is a requirement for all elected and appointed positions that support and represent the Association. The Executive Council shall set services provided for the different categories of membership.

ARTICLE IV: OFFICERS
Section 1. Officers. The officers of this Association shall be: The Administrative Committee includes the President, the Vice President, the Vice President-Elect, the Executive Director, the Journal Editor, the Marketing Director, the Immediate Past President, and the Financial Committee Chair.

Section 2. Term of Office. The terms of office of the President, Vice President, and Vice President-Elect shall be for one year; of the Journal Editor, the Marketing Director, and representatives to the National Communication Association (NCA), three years; and of the Executive Director, five years.

Section 3. Succession.
1. The Vice President shall automatically succeed to the office of the President upon the expiration of the President's term of office. The Vice President shall succeed the President should the President's office become vacant through death, resignation, or disability.

2. The Vice President-Elect shall automatically succeed to the office of Vice President upon expiration of the Vice President's term of office. The Vice President-Elect shall serve as assistant to the Vice President. The Vice-President-Elect shall succeed the Vice President should the Vice President's office become vacant through death, resignation, or disability except as specified in Section 5.

Section 4. Duties of Officers.
1. The President shall perform the following duties and such other related duties as shall arise:
   1. Preside at all business meetings of the Association and of the Executive Council.
   2. Appoint and notify all committees except those otherwise provided for.
   3. Provide oversight of divisions and interest groups.
   4. Serve as liaison officer between the Southern States Communication Association and all other national, regional, and associations with similar or related interests.
   5. See that members of the profession receive notice of meetings and activities of the Association and of the Executive Council, unless the transmission of such notices has been otherwise assigned.
   6. Facilitate the performance of the constitutional duties of all other officers and committees.

2. The Vice President shall perform the following duties and such other related duties as shall arise:
   1. Prepare the program for the annual convention.
   2. Serve as program coordinator of the sectional programs arranged by the officers of the recognized Divisions of the Association. The Vice President, as program chair, shall consider the recommendations of the Division Vice Chairs as to programs, but shall have final authority regarding the program and winner of the Robert Bostrom Award selection.
   3. Assist the President in promoting the activities and interests of the Association as needed or requested.

3. The Vice President Elect shall perform the following duties and other such related duties as shall arise:
   1. Be responsible for the annual recruitment efforts of the Association.
   2. Assist the President and Vice President in promoting the activities and interests of the Association as needed or requested.
   3. Plan the annual Theodore Clevenger, Jr. Undergraduate Honors Conference and determine the Franklin Shirley Award winner.

4. The Executive Director shall perform all ordinary duties of the Secretary and Treasurer of the Association and of the Executive Council.
   1. As Treasurer, the Executive Director shall furnish a financial report at each annual convention. The Executive Director shall incorporate into the report a financial accounting covering all publications and the results of the official independent accounting review.
   2. The Executive Director shall notify the National Communication Association Executive Offices of the names and addresses of the newly elected High School, College, and Community/Two Year College Representatives to Legislative Assembly immediately after the election results have been announced.
   3. The Executive Director shall appoint a newsletter editor and a Webpage Editor.
4. The Executive Director shall publish the SSCA newsletter and conduct Association elections in accordance with procedures outlined elsewhere in the Constitution.

5. The Executive Director shall negotiate and sign all contracts on behalf of the Association, subject to approval of the Association.

6. The President shall direct and supervise the publication of the Southern Communication Journal as authorized by the Executive Council.

7. The Marketing Director shall be responsible for development, implementation, and evaluation of association marketing activities. These include, but are not limited to: strategic planning, preparing and implementing various marketing activities, membership development and maintenance, organizational branding, securing advertising, and expansion of state, regional, and national organizational awareness.

8. All SSCA representatives to NCA shall represent the interests of SSCA and its members at the national level, reporting to SSCA's president.

9. The Administrative Committee includes the President, the Vice President, the Vice-President-Elect, the Executive Director, the Journal Editor, the Marketing Director, the Immediate Past President, and the Finance Committee Chair.

Section 5. Vacancies.

1. The Executive Council shall have authority to fill any vacancy, other than the Presidency, created by the death, resignation, or disability of an elected officer of the Association.

2. In the event of multiple officer vacancies and/or a vacancy at a point after submissions have been received for the annual convention or undergraduate honors conference, the Administrative Council shall, at its discretion, select a replacement.

3. In the event of an Executive Director vacancy, the Executive Council shall put forward a replacement who would be ratified by the association membership.

ARTICLE V: EXECUTIVE COUNCIL

Section 1. Membership. The membership to the Executive Council of the Association shall be:

1. President, Vice President, Vice-President-Elect, Executive Director, Journal Editor, Marketing Director, Chair and members of the Finance Committee.

2. The chairs of the established Divisions of the Association.

3. The Immediate Past President, retiring Executive Director, and retiring Journal Editor, each for one year following that person's term of office.

4. Three members elected at large by members of the Association for a three-year term to serve as representatives to the Legislative Assembly of the National Communication Association. On a three-year rotating basis, they shall be elected to represent the interests of High School, College, and Community Two-Year College members. The High School, College, and Community Two-Year College Representatives to the Legislative Assembly of the National Communication Association shall present a report based on correspondence and notes from business meetings of the National Communication Association to the Executive Council at its first meeting at the annual convention.

Section 2. Terms of Office. Newly elected officers and Council members shall assume office at the close of the annual convention with the exception of the Executive Director, who shall take office as provided in Article V, Section 4B and 4C.

Section 3. Meetings. The Executive Council shall normally meet at least three (3) times each year, twice at the annual convention prior to the Association business meetings, and once at the annual convention of the NCA.

Section 4. Duties and Responsibilities. The Executive Council shall receive reports, recommend budgets, initiate action, establish scholarships or research grants for projects or purposes appropriate to the Association, and oversee the long-range planning for the Association. In the period between annual conventions, the Executive Council shall act for the membership of the Association.

Section 5. Emergency Procedures. In case of an emergency that would make it either impossible or impractical for the president to convene the Executive Council, the president may empower an Executive Council consisting of the President, the Immediate Past President, the Vice President, the Vice-President-Elect, and the Executive Director to act for the Executive Council. The President may consult each member to determine what action is to be taken on behalf of the Executive Council. Items not requiring an immediate decision are to be decided by polling the entire Executive Council.

Section 6. Quorum. Those members of the Executive Council present at a regularly scheduled and announced meeting of the Executive Council shall constitute a quorum.

ARTICLE VI: MEETINGS

Section 1. Business Meetings. The Association shall hold at least two (2) business meetings at each annual convention.

Section 2.

1. Annual Convention. The Association shall hold a convention and the Theodore Cleveinger, Jr. Undergraduate Honors Conference each year in the months of March or April, preferably during the first full week in April or as near thereto as feasible, at a time determined by the Executive Council upon recommendation by the Time and Place Committee as provided in Article IX, Section 1.

2. Regional Rotation. Whenever possible, the Time and Place Committee should seek to systematically rotate the Annual Convention site among the several geographical regions within the larger region covered by the Southern States Communication Association.

3. Local Arrangements. An SSCA member living in or near the host convention city shall chair a local committee to assist the Administrative Committee with convention arrangements.

Section 3. Strategic Planning Meeting. Upon the call of the President, the Administrative Committee, Immediate Past Executive Director, Finance Committee Chair, and other appropriate members as designated by the President, shall meet for the purpose of strategic planning. No more than five years shall elapse between such meetings. The President is responsible for providing a summary report of the meeting to be filed with the Executive Director and to be presented at the subsequent annual convention's business meeting.

Section 4. Quorum. Those members of the Association present at a regularly scheduled and announced meeting of the Association shall constitute a quorum.
ARTICLE VII: NOMINATIONS, ELECTIONS, AND APPOINTMENTS

Section 1. Nominating Committee.

1. Method of Selection.
   1. The Nominating Committee shall consist of the Immediate Past President of the Association, as chair, and the Immediate Past Chairs of all Divisions.
   2. All members shall serve for one year.
   3. The Committee Chair or designee shall give a report to the Executive Council at its annual meeting during the National Communication Association convention.

2. Restrictions. A member of the Nominating Committee shall not be eligible for any office to be considered by that committee.

3. Responsibilities.
   1. Nominations for the Slate of Officers may be made by the following methods:
      1. By the Nominating Committee
      2. Any SSCA member in good standing may make recommendations to the Nominating Committee.
      3. Nominators may submit materials supporting nominees.
      4. Other names may be added to the Slate of Officers by petition filed with the Nominating Committee at least six months before the annual convention. The petition shall state the names of the nominee and the office to which the person is being nominated and shall be signed by at least twenty-five (25) Association members in good standing at the time and who represent at least two states and five separate institutions.
   2. The Nominating Committee shall check with all possible nominees to make each one aware of the responsibilities of the office to which the person is being nominated and to determine that the nominee will accept and assume the responsibility if elected. Nominees must be members in good standing at the time of the nomination.
   3. The chair of the Nominating Committee shall submit to the Executive Director a list of nominees along with vita information on each candidate and platform statements from each candidate for the office of Vice President-Elect at least one hundred twenty (120) days prior to the annual convention.

Section 2. Officers to be Elected.

1. Officers to be elected each year are the Vice President-Elect and one Member-at-Large to the Executive Council, who is also the representative to the Legislative Assembly of NCA (the High School, College, and Community/Two Year College Representative to the Legislative Assembly of the National Communication Association on a rotating basis).

2. Officers to be elected every three years are the representative to the NCA Nominating Committee.

Section 3. Election.

1. First Ballot.
   1. At least seventy (70) days before each annual convention the Executive Director shall make available a ballot to each member of the Association who is in good standing at the time.
   2. This ballot shall contain the names of the candidates for the various offices for which the Nominating Committee is charged to present candidates. The vita information for each candidate and the platform statements of no more than 300 words for all candidates shall be made available to all members.
   3. A deadline of at least thirty-five (35) days prior to the annual convention shall be set for voting.
   4. To be valid, each ballot must be submitted by an association member in good standing and verified by the Executive Director at the close of voting.

2. Second Ballot. If a candidate does not receive a majority vote by the first ballot, a second ballot listing the two candidates who received the plurality of votes shall be taken in the same manner as the first ballot, except that the Executive Director shall open the voting at least thirty (30) days prior to the convention and close the voting at least fifteen (15) days prior to the convention.

Tie Between Two Candidates. If two candidates are the only ones on the ballot and receive exactly the same number of votes or a majority is not achieved, the Executive Director shall contact both candidates prior to conducting a second election. The second election shall open the voting at least thirty (30) days prior to the convention and close the voting at least fifteen (15) days prior to the convention. In the event that another tie or lack of majority ensues, the Executive Director shall conduct an election at the annual convention business meeting.

Section 4. Officers to be Appointed.

1. The Executive Director and the Marketing Director shall be appointed by the Executive Council upon recommendation of a sub-committee appointed by the President and ratified by the membership at the convention.

2. The Journal Editor shall be appointed by the Executive Council, upon the recommendation of the Publications Committee, and ratified by the membership at the convention.

3. The Executive Director and Journal Editor shall be appointed one year prior to taking office.

4. The term of the Executive Director shall correspond to the fiscal year of the Association, August 1 to July 31, and continue for five (5) consecutive fiscal years.
ARTICLE VIII: DUES AND FEES

Section 1. Categories.

1. Dues and fees of the Association shall be established for the following categories:
   1. Regular Membership
   2. Student Membership
   3. Sustaining Membership
   4. Patron Membership
   5. Institutional Membership
   6. Life Membership
   7. Convention Fees
   8. Undergraduate Honors Conference Fee

2. Establishment of Rates: The rates for the dues and fees in each of the categories shall be established by a two-thirds (2/3) vote of the membership voting at an annual convention business meeting.

Section 2. The Executive Director and Marketing Director, in consultation with the Administrative Committee, shall set fees for the following: exhibitor fees, advertising fees for the convention program, and ads for job postings.

ARTICLE IX: COMMITTEES

Section 1. Standing Committees.

1. Committee and Purposes. The standing committees and their purposes shall be:

   1. Committee on Committees, whose purpose shall be to make committee appointments at each convention, and to review assignments in the fall, filling committee vacancies as needed. While any committee may recommend new members, the power of appointment shall reside in the Committee on Committees.
   2. Constitution Committee, whose purpose shall be to review the Constitution periodically and to recommend such amendments as may seem necessary to provide for new developments within the Association and in its relationship with the National Communication Association.
   3. Finance Committee, whose purpose shall be to prepare an annual budget, present it to the Council for approval, maintain a balanced budget, and supervise its use. The Executive Director shall be an ex-officio member of the Finance Committee. The Finance Committee must approve payment for non-budgeted items in excess of $1,000. The Finance Committee shall make recommendations on the investment of money raised through the payment of Life Membership dues.
   4. Nominating Committee, whose purpose shall be to nominate yearly a slate of one or more candidates for Vice-President-Elect, candidates for the other elected offices that may be vacant, and perform such duties as prescribed in Article VII, Section 1C.
   5. Publications Committee, whose purpose shall be to monitor and make recommendations concerning the publication needs of the Association, to develop and approve policies related to the appearance, frequency, and graphic layout of the publications, and to recommend to the Executive Council editors of SSCA publications (other than the newsletter editor).
   6. Resolutions Committee, whose purpose shall be to draft and present the standard and any special resolutions at the annual convention.
   7. Time and Place Committee, whose purpose shall be to solicit and receive competitive bids from cities for the annual convention.
   8. Minority Recruitment and Retention Committee, whose purpose is to recruit and retain underrepresented populations as members and determine the recipient of the Minority Recruitment/Retention Award.
   9. Resource Development Committee, whose purpose is to research, plan, and develop financial resources and fundraisers to benefit the organization. The Executive Director shall serve as an ex-officio member of this committee.
   10. T. Earle Johnson-Edwin Paget Distinguished Service Award Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on criteria established by the Association in the “Guidelines for Awards,” and designate a recipient or recipients, unless none of the nominees meets the criteria.
   11. Janice Hocker Rushing Early Career Research Award, whose purpose shall be to solicit nominees for the award, evaluate them based on criteria established by the Association in the “Guidelines for Awards,” and designate a recipient or recipients, unless none of the nominees meets the criteria.
   12. John I. Sisco Excellence in Teaching Award Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the “Guidelines for Awards,” and designate a recipient or recipients, unless none of the nominees meets the criteria.
   13. SSCA Outreach Award Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the “Guidelines for Awards,” and designate a recipient or recipients, unless none of the nominees meets the criteria.
   14. Dwight L. Freshley Outstanding New Teacher Award, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the “Guidelines for Awards,” and designate a recipient or recipients, unless none of the nominees meets the criteria.
   15. Rose B. Johnson SCJ Article Award Committee, whose purpose is to determine the recipient or recipients based on criteria established by the Association in the “Guidelines for Awards.”
   16. Michael M. Osborn Teacher-Scholar Award Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the “Guidelines for Awards” and designate a recipient or recipients, unless none of the nominees meets the criteria.
17. Suzanne Osborn Community College Outstanding Educator Award Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the "Awards Guideline" and designate a recipient or recipients, unless none of the nominees meets the criteria.

18. J. Donald Ragsdale Award for Mentoring Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the "Awards Guideline" and designate a recipient or recipients, unless none of the nominees meets the criteria.

2. Appointment

1. The Committee on Committees shall consist of the Administrative Committee.

2. Standing Committees should consist of three members in good standing.

3. Members of the Standing Committees, except the Nominating Committee, the Committee on Committees, and the Rose B. Johnson Award Committee, shall be appointed for a term of three years, with staggered terms, shall be eligible for reappointment, and shall have the retiring member serve as chair.

4. Members of the Rose B. Johnson SCJ Article Award Committee shall consist of the SCJ Editor and the Editorial Board.

3. Reports. Each committee shall present its reports to the Executive Council in session at the convention as requested by the President, and the President is empowered to require reports of progress during the year.

Section 2. Special Ad Hoc Committees. The President may appoint special committees as deemed necessary and desirable to assist in carrying out the program for the year. Such appointments will expire with the end of the President's term in office. The Executive Council may authorize the appointment of special committees to serve longer than one year.

ARTICLE X: DIVISIONS

Section 1. Purpose. The purpose of the Division structure of the Association shall be to recognize and to encourage the spheres of interest and activities of the specialties of communication.

Section 2. Division Names. Each Division will represent a major specialization of communication. In order to be an officially recognized Division of the Southern States Communication Association, at least 5% of the Association's membership shall have indicated membership in the Division. Any Division failing to attract 5% of the membership (determined 60 days prior to the meeting of the Administrative Committee at the annual convention) shall be placed on a one-year probationary status during which time it has the opportunity to achieve the minimum. The Executive Director shall notify divisions of probationary status when membership falls below 5%. Failing to achieve the minimum or failing to elect officers shall result in the Divisional status being revoked and the division becoming an Interest Group. The following Divisions are recognized and shall be guaranteed space on the convention program, which will be allocated based on division size:

1. Communication Theory
2. Freedom of Speech
3. Intercultural Communication
4. Performance Studies
5. Mass Communication
6. Rhetoric and Public Address
7. Southern Argumentation and Forensics
8. Language and Social Interaction
9. Instructional Development
10. Applied Communication
11. Gender Studies
12. Popular Communication
13. Interpersonal Communication
14. Public Relations
15. Community College
16. Political Communication

Section 3. Each member of the Association shall be an official member of up to two (2) Divisions and may affiliate with additional divisions for a fee set by the Finance Committee.

Section 4. Meetings. At each annual convention there will be a designated time in the program for a business meeting of each Division.

Section 5. Officers. Members of each Division shall elect the officers for the Division.

1. The officers and their responsibilities shall be:

   1. The Chair, who shall be the chief officer of a Division and shall be responsible to the President of the Association.
   2. The Vice Chair, who shall serve as program chair for the section programs at the annual convention and shall be responsible to the Vice President of the Association and ascends to the office of Chair.
   3. The Vice Chair-Elect, who ascends to the office of Vice Chair and assists the Chair with divisional responsibilities.
   4. The Secretary, who shall take minutes and publicize activities of the Division and shall be responsible to the Executive Director of the Association.
2. Activities and specialty interests within each Division shall be directed by the officers of that Division.

Section 6. Establishment of New Divisions. New Divisions of the Association may be arranged by concerned individuals petitioning the Executive Council for such recognition, detailing the academic rationale for such status, and indicating specifically the membership of the proposed division. A new Division cannot be recognized until 5% of the membership of the Association has indicated their desire to join such a division.

ARTICLE XI: INTEREST GROUPS

Section 1. Purpose. The purpose of the Interest Group structure of the Association shall be to recognize and to encourage the spheres of interest and activities of the expanding specialties of communication.

Section 2. Interest Group Names. Each Interest Group will represent a major or emerging specialization of communication. In order to be an officially recognized Interest Group of the Southern States Communication Association, at least 2% of the Association’s membership shall have indicated membership in the Interest Group. Any Interest Group failing to attract 2% of the membership (as determined 60 days prior to the meeting of the Administrative Committee at the time of the annual convention) shall be placed on a one-year probationary status during which time it has the opportunity to achieve the minimum. Any Interest Group failing to achieve the minimum a second year or failing to elect officers or failing to submit a program will have its status as an Interest Group revoked. The list of recognized Interest Groups will be kept by the Executive Director. Recognized Interest Groups will be guaranteed one program slot and one business meeting at the annual convention. Additional time slots may be allocated if available, based on the size of the membership in the Interest Group.

Section 3. Membership. Each member of the association may be an official member of up to 2 Interest Groups and may affiliate with other Interest Groups for an additional fee set by the Finance Committee.

Section 4. Meetings. At each annual convention there will be a designated time in the program for either a program or a business meeting of each Interest Group (see Section 2 above).

Section 5. Officers. Members of each Interest Group shall elect the officers for the Interest Group.

1. The officers and their responsibilities shall be:
   1. The Chair, who shall be the chief officer of an Interest Group and shall be responsible to the President of the Association.
   2. The Vice-Chair, who shall serve as program chair for the Interest Group program(s) at the annual convention and shall be responsible to the Vice-President of the Association.
   3. The Interest Group shall take minutes and publicize activities of the Interest Group and shall be responsible to the Executive Director of the Association.

2. Activities and specialty interests within each Interest Group shall be directed by the officers of that Interest Group.

Section 6. Establishment of New Interest Groups. New Interest Groups of the Association may be arranged by concerned individuals petitioning the Executive Council for such recognition, detailing the academic rationale for such status, and indicating specifically the membership of the proposed Interest Group. A new Interest Group cannot be recognized until 2% of the membership of the Association has indicated the desire to join such an Interest Group.

ARTICLE XII: PARLIAMENTARY AUTHORITY

Section 1. The American Institute of Parliamentarians Standard Code of Parliamentary Procedure, most recent edition, shall be the parliamentary authority for all matters of procedure not specifically covered in this Constitution.

Section 2. Parliamentarian. The President may appoint a parliamentarian to serve at the President’s pleasure.

ARTICLE XIII: AMENDMENT

This Constitution may be amended:

1. By majority approval of the Executive Council and two-thirds (2/3) of the votes cast at an annual convention business meeting, or
2. By a majority vote at two consecutive annual convention business meetings, or
3. By two-thirds (2/3) approval of the Executive Council and a majority of the votes cast at the annual convention business meeting, or
4. By majority approval of the Executive Council and a majority of the votes cast at an annual convention business meeting provided the Amendment had prior approval of the Constitution Committee and was circulated among the membership at least thirty (30) days before the date of the annual convention.

ARTICLE XIV: DISSOLUTION

Section 1. Dissolution by Vote. The Association may be dissolved only at a special meeting called for that purpose, and in the manner prescribed by the relevant state laws, by vote of three-fourths (3/4) of the members present. Subject to compliance with the applicable provisions of such laws, upon any such dissolution of the Association all its property remaining after satisfaction of all its obligations shall be distributed to one or more corporations, funds, foundations, or learned societies such as the Executive Council may select, organized or operated exclusively for charitable, scientific, literary, or educational purposes, no part of the net earnings of which inures to the benefit of any private shareholder, member or individual, and which does not carry on propaganda or participate or intervene in any political campaign.

Section 2. Dissolution by Inaction. If for any reason the Association shall be unable to elect officers and conduct business in the manner prescribed by its Constitution, including Section 1 above, all property remaining after satisfaction of all its obligations shall be turned over to the National Communication Association, the national organization with which this regional association is affiliated.

Revised April 2014
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**Support** We offer several graduate assistantships, which include a tuition waiver, annual stipend, and support for travel and research. Renewable up to four (4) years for PhD Students and two (2) years for MA Students.

**Research** Faculty and doctoral students collaborated on several publications in 2014:


**Honors** Doctoral candidates in Communication earned the University of Memphis' most prestigious research award for graduate students - the Morton Thesis/Dissertation Award - in 2013 and 2014.

**Investment** Since 2013, the Department increased its doctoral stipends by 50% and in 2015 will invest over $50,000 to create new student offices and renovate existing graduate study areas.

**Excellence** In 2014, the Department began to offer the Michael and Suzanne Osborn Fellowship for the Study of Rhetoric and Public Address, a Graduate Teaching Assistantship, which supports budding scholars and teachers of rhetoric with an enhanced annual stipend.

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**Arrange a chat with the Graduate Studies Coordinator**
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For more information
[memphis.edu/communication/graduate.php](http://memphis.edu/communication/graduate.php)
The Southern States Communication Association recognizes

Dr. Carl Cates
SSCA Executive Director
2010-2015

in honor and appreciation of his outstanding leadership and service as Executive Director. His contributions of hard work, time, and expertise are much appreciated and have prepared the Association for many years of continued success.

Thank You!
In the heart of LBJ’s beloved Hill Country and on the shores of Lady Bird Lake, we can be inspired by the questions of social justice, equality, conservation, caring, and civic responsibility that characterized the vision of the Great Society.

Fifty years later, we can consider how communication intersects with matters of conscience in our personal, professional, and public lives. The word “conscience” comes from Latin, conscientia (knowledge within oneself, sense of right, a moral sense), from consciens, present participle of conscire (to know, to be mutually aware), and from com- (together) + scire (to know).

Certainly we associate “conscience” with our personal sense of values, but “conscience” also resides in our relationships, actions, artifacts, symbols, and sites. The 2016 convention theme invites individual papers, panels, and other innovative programs that explore the significant intersections between communication and conscience.

Each division and interest group is encouraged to program at least one panel consistent with the conference theme. Co-sponsored panels where thematic presentations cut across divisions or interest groups are also welcome. In addition to traditional panels of papers, the Vice President is interested in workshops and interactive programs that maximize opportunities for intellectual engagement and professional development. Where entire panels are proposed, submitters are encouraged to diversify the institutional affiliation of the panel participants. Program proposals that do not fit within SSCA’s divisional and interest group structure may be submitted directly to the Vice President for consideration as part of the Vice President’s Spotlight Series. The deadline for all submissions is September 10, 2015. The complete call for papers will be posted in June 2015. For more information, contact Dr. Roseann Mandziuk by email at rm07@txstate.edu or by telephone at (512) 245-3136.

We look forward to seeing you in Austin in 2016!
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Organizational Communication

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