

***88th Annual Convention
Southern States Communication Association***

***28th Annual Theodore Clevenger Undergraduate
Honors Conference***

April 4-8, 2018 Sheraton Downtown Nashville, Tennessee

Muses and Musings in the Music City

PRESIDENT: Victoria Gallagher, North Carolina State University

FIRST VICE PRESIDENT: Jason B. Munsell, University of South Carolina Aiken

SECOND VICE PRESIDENT: Pamela G. Bourland-Davis, Georgia Southern University

EXECUTIVE DIRECTOR: Jerold L. Hale, College of Charleston

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Welcome to the 88th Annual SSCA Convention!

Howdy and Welcome to Nashville!! There will be no allusions to country songs in this little welcome note; that's a joke. The allusions are fun, though I'm no expert or connoisseur of classic country. I've been everywhere with my musical tastes and I'm partial to eclectic hybrids; Lord, I was born a ramblin' man. Oh, but I do love travel songs. I trust to get here you left on a jet plane. If so, I hope you weren't drunk on that plane (that's a song!). Perhaps some of you drove, you kings and queens of the road—hopefully no lost highways. Whichever way you got here, Welcome to Nashville! The city probably needs little introduction. Folks call Nashville the Music City and folks sing the praises of the city. I would urge you to go online and visit the Nashville Convention and Visitors Corp. website (visitmusiccity.com) for loads of great information about the city. And Nashville is a pitch perfect location for our convention theme, “Muses and Musings in the Music City.” Though the city isn't just about music, of course, there is something inspiring and inspired about this place. Thank you so much for joining us here in Nashville. It is my ultimate hope that you have a wonderful convention and that after you're on the road again and get back home, that you consider this “SSCA” one of your favorites.

Our convention features 208 panels and sessions, including fun meetings; but not including the UHC program that our Second Vice President Pam Bourland-Davis has put together. Pam has planned an amazing undergraduate conference!! Before I highlight a few spotlight panels (as I did in our recent issue of *Connections*—which I'm sure everyone read like 5 times), I want to sincerely thank all the division and interest group planners. As we all know, SSCA is a volunteer organization and a lot of the behind closed doors work goes unheralded. We have 16 divisions and 6 interest groups. The Vice chair/Planners of all division and interest groups worked with countless, unnamed (but you know who you are!) reviewers to bring this program to life, this show on the road. I'm sure all of us spend loads of time studying all the info at the end of our programs and memorize the roles everyone plays. The names of all Vice-chairs/Planners are listed there, but I wanted to give a shout out in the welcome letter as well. And so, **Thank You!** to Andrew Pyle, Philip Madison, Laurie Metcalf, Pat Arneson, Ashton Mouton, Scott Christen, Mary Meares, Gary Beck, Lori Stallings, Dean Cummings, Sarah Jackson, Nick Rangel, Danielle Williams, Amber Smallwood, Kevin Marinelli, Keven Rudrow, Jeanne Pursuit, Andre Johnson, Elizabeth Stephens, Johanna Broussard, Jim Pickett, and John Saunders. The back and forth I've had with these folks during the process of building this program has been great and I hope the program is as error free as humanly possible. But more importantly than error free, I hope it offers a convention that is worthy of our SSCA membership.

I just want to highlight a few things, and I've highlighted most everything that needs highlighting in that *Connections* article. Thursday evening we have a panel at Nashville's Parthenon (full scale replica of the original) in Centennial Park, Nashville's premier urban

park (2701). In the model of a Socratic dialogue, scholars will ask and answer if the Greek tradition of “rhetoric” still carries the same weight in 2018 as it did back in the day. Now, it’s important that everyone understands that, as with all off-site panels, SSCA assumes no responsibility or risk for members traveling to, from, or attending programs outside of the conference hotel. I know that some of the off-site stuff might be hard to get to and get back, but this is sort of an experiment with a stronger engagement with the host community. We have our opening reception, I’m calling it “Friends in Low Places” at the top of the hotel in the gorgeous Skye, 28th floor room/lounge (used to be rotating restaurant); spectacular, panoramic views of Nashville (2801). Friday afternoon we have a live band, The Nobility. This double-slot panel (3401) will be located at a music venue close to the Sheraton. Also Friday afternoon, at the convention hotel, Paul Stobb will be hosting a VP Spotlight Panel that will feature Vanderbilt University faculty and community partners in a roundtable discussion about “town and gown” engagement (3513). After that panel, we’ll have another VP Spotlight that really serves as the premier VP spotlight (3601). The panel will feature the city of Nashville and there will be an open bar during the panel. Saturday afternoon our SSCA President, Vicki Gallagher, will have her President’s Spotlight, “Sound, Body and Mind: Communication and Innovation” (4601). Additional special events include our annual SSCA Awards Luncheon on Saturday (4401). NPR’s Ann Powers will serve as our keynote speaker. Ann serves as NPR Music’s critic and correspondent. She has previously worked for the *LA Times*, *NY Times*, and *Village Voice*. Ann is also an author. Her most recent book, *Good Booty*, is about music, sex, race, and spirituality. There’s so much to highlight, so just thumb through the program and you’ll see the light. And, of course, all the Downtown Nashville attractions are within walking distance, including Music Row. When we did our site visit last August I did some research at Tootsies Orchid Lounge...

One thing I would urge attendees to notice is that we have a full slate on Sunday; this is almost like NCA. This is because 2018’s SSCA is so very, very big. Huge. So huge! So don’t get on the road again too soon. I think we sometimes forget that Sunday is actually one of our conference days. I know folks need to get home, but please check out the Sunday panels—loads of fantastic stuff.

In addition to the work of the Vice Chairs/Planners, I want to thank our SSCA Executive Director, Jerry Hale, and his team, and particularly Janet Fisher of ConferenceDirect. Janet has been invaluable in this process. President Gallagher and the rest of the SSCA leadership team have also been very helpful, especially Ashli Quesinberry Stokes with all the work she’s done as our marketing director. I also want to thank my new colleagues at the University of South Carolina Aiken. They have made my transition there very smooth and, especially my Chair Dr. Charmaine Wilson, they have made me feel very much at home. And huge Kudos to the folks at Vanderbilt, with a special Shout Out! to Paul Stobb. If I had the power and authority I would induct Paul into the Country Music Hall of Fame for his amazing work with convention arrangements. So Welcome Nashville! Welcome to the Music City! Have fun, learn lots, no tears in beers!

Jason B. Munsell, University of South Carolina Aiken
SSCA First Vice President and 2018 Program Planner

UHC Welcome and Acknowledgements

Dear UHCers,

Welcome to the 28th annual Theodore Clevenger, Jr. Undergraduate Honors Conference, and the 88th annual Southern States Communication Association Conference. We are happy to have you join us and look forward to hearing about your research.

As part of the UHC conference, you can cheer on other undergraduates, and you can attend other SSCA panels, where you just might meet some of your citations. And we're in Nashville with many fun venues to explore. I hope you'll take advantage of all of these options, working around your own presentation and these events you are expected to attend (details are in this program):

Thursday: SSCA's opening reception (if you've arrived in Nashville in time)
Friday: The opening day of the UHC with eight panel options
Saturday: UHC Breakfast, with awards announcements for top papers, and Grad School info as well as eight more UHC panel options. Please attend the Osborn Reception—it is in your honor!

SSCA is a wonderful regional communication organization that I have been fortunate to have been part of for some 25 years. I hope you will meet some new people through both the UHC and SSCA, expanding your own network or academic family.

I look forward to meeting you, and perhaps even working with you in the future. While you may be a bit nervous in presenting your research (I was, too, even as a professor), I've had a number of former UHCers, tell me about how the presentations were helpful to them, and that job interviewers even asked them about their presentations. This year, at least four of your reviewers (both professors and Ph.D. students), were former participants in the UHC, so you never know where this experience may lead you.

And speaking of reviewers, the UHC would not run without them. I am so appreciative of their time and their feedback coming between the terms, over the holidays. You may notice that some of these folks will also be serving as panel chairs and/or respondents.

Mary Beth Asbury, Middle Tennessee State University
Patrick Bennett*, Midlands Technical College
Beom Jun Bae, Georgia Southern University
Warren Bareiss, University of South Carolina Upstate
Lauren Bayliss, Georgia Southern University
Shana Bridges*, Georgia Southern University
Abby Brooks, Georgia Southern University
Brigitta Brunner, Auburn University
Caleb Cates, Georgia State University
Carl Cates, Arkansas State University
April Chatham-Carpenter, University of Arkansas, Little Rock

Joan Conners, Randolph-Macon College
Troy Cooper*, University of Kentucky
Holly Cowart, Georgia Southern University
Jean DeHart, Appalachian State University
John Edwards, II, Methodist University
Beth Eschenfelder, University of Tampa
Jennifer Fairchild, Eastern Kentucky University
J. Dean Farmer, Campbell University
Chris Geyerman, Georgia Southern University
Brian Gilchrist, Mount St. Mary's University
Morgan Ginther, Texas A&M
Todd Goen, Christopher Newport University
Bethany Crandell Goodier, College of Charleston
Beverly Graham, Georgia Southern University
Michelle Groover, Georgia Southern University
John Haas, University of Tennessee
Trudy Hanson, West Texas A&M University
Haley Higgs, Georgia Southern University
Corey Hickerson, James Madison University
Sarah Hollingsworth*, Southern Illinois University
Kristen Hungerford, Miami University, Ohio
Brandon Inabinet, Furman University
Cynthia King, Furman University
Richard Leeman, University of North Carolina, Charlotte
Roseann Mandziak, Texas State University
Linda Manning, Christopher Newport University
Jaclyn Marsh, University of Nebraska, Lincoln
Christopher McCollough, Columbus State University
Nina Jo Moore, Appalachian State University
Jason Munsell, University of South Carolina, Aiken
David Nelson, Valdosta State University
Tracy Nichols, Austin Peay State University
Ray Ozley, University of Montevallo
Emily Paskewitz, University of Tennessee, Knoxville
Joshua Pederson, University of Alabama
Melissa Plew, Georgia Southern University
Patrick Richey, Middle Tennessee State University
Caroline Sawyer, University of South Carolina, Beaufort
Jenni Simon, University of North Carolina, Greensboro
Amber Smallwood, West Georgia University
Jennifer Mize Smith, Western Kentucky University
Antonio Lashon Spikes*, Southern Illinois University
Terry Thibodeaux, Sam Houston State University
Andrew Tollison, Merrimack College
Patrick Wheaton, Georgia Southern University
Danielle Williams, Georgia Gwinnett College

Best wishes for a phenomenal conference,
Dr. Pamela G. Bourland-Davis
Chair & Professor, Georgia Southern University
2nd Vice President & Theodore Clevenger, Jr. Undergraduate Honors Conference Planner

P.S. A personal thanks to UHCer Taylor Lanfear who worked with me on the details of the UHC conference. You rock!

*Former UHC participants

Pamela G. Bourland-Davis, Georgia Southern University
Second Vice President and 2018 Theodore Clevenger, Jr. Undergraduate Honors
Conference Planner

Sheraton Downtown Nashville Floor Plan

(To be added from Hotel)

Registration Hours

You can find Registration on the Legislative Terrace, 2nd Floor. If you can't find it, you might be looking for love in all the wrong places...

Wednesday, April 4

3:00 pm – 7:00 pm

Thursday, April 5

7:30 am – 4:00 pm

Friday, April 6

7:30 am – 4:00 pm

Saturday April 7

8:00 am - 3:00 pm

Exhibit Schedule

Please visit our exhibitors on the Legislative Terrace, 2nd Floor; we value their presence and support for SSCA. Exhibitors should always be on our minds...

Thursday April 5

12:00 noon - 5:00 pm

Friday, April 6

10:00 am – 5:00 pm

Saturday, April 7

9:00 am – 12:00 noon

Programs and Business Meetings by Sponsor

(Bold = Division or Interest Group Business Meeting)

American Society for the History of Rhetoric Interest Group:

2209, 2404, 2707, 3202, **3709**, 4206, 4506

Applied Communication Division:

2402, 2405, 2505, 2605, 3312, 3406, 4106, 4205, 4305, 4603, 4604, **4704**, 5105, 5106,
5111, 5202, 5206

Argumentation and Forensics Division:

2401, 3409, 3502, 4204, 4302, 4502, **4706**, 5109

Association for Communication Administrators Interest Group:

2201, 3403, 3404, **3710**, 5208

Communication Theory Division:

2204, 2208, 2303, 2410, 3305, 3403, **4508**, 5108

Community College Division:

2307, 2406, 2603, 3204, 3407, **4709**, 5112

Ethnography Interest Group:

2207, 2607, 3211, 3303, 4611, **4701**

Freedom of Speech Division:

2202, 2411, 2513, 3304, 4112, 4211, 4306, **4707**

Gender Studies Division:

2302, 2507, 2608, 3205, 4202, 4303, 4606, **4702**

GIFTS (Great Ideas for Teaching Students):

4102, 4201, 4301

Instructional Development Division:

2501, 2502, 2603, 2609, 3307, 3402, 3504, 3506, **3706**, 4511, 5204

Intercultural Communication Division:

2203, 2305, 2506, 2606, 3206, 3309, 3405, 3508, 4109, 4510, 4603, 4612, **4705**, 5212

Interpersonal Communication Division:

2205, 2408, 4107, 4209, 4309, **4710**

Kenneth Burke Society Interest Group:

2312, 2511, **3701**

Language and Social Interaction Division:

2311, 2611, 3302, **3707**, 4110

Mass Communication Division:

2206, 2309, 2310, 2407, 2504, 3306, 3412, 3511, 4111, 4311, **4711**

Performance Studies Division:

2210, 2313, 2412, 2612, 3212, 3313, 3414, 3512, **3703**, 4212, 4512, 5103, 5203

Philosophy and Ethics of Communication Interest Group:

2308, 2601, 3201, 3411, **3704**

Political Communication Division:

2409, 2512, 2610, 3203, 3510, **3705**, 4113, 4505, 4609

Popular Communication Division:

2403, 2503, 3401, 3503, **3702**, 4104, 4203, 4312, 4607, 5110

President's Panel:

4601

Public Relations Division:

2306, 2508, 2604, 3210, **3708**, 4105, 4605, 5207

Rhetoric and Public Address Division:

2209, 2304, 2509, 2510, 2602, 2609, 3208, 3311, 3413, 3501, 4103, 4108, 4207, 4307,
4503, 4504, **4703**, 5107, 5204

Southern States Communication Association:

1101 (Administrative Committee), 1201, 2101 (Executive Council), 2801 (Welcome Reception), 3101 (SSCA Breakfast Business Meeting), 3301 (Past Presidents' Luncheon), 5210 (Time and Place Committee), 4101 (UHC Breakfast), 3505 (NCA), 4401 (SSCA Annual Awards Luncheon), 4501 (Convention planning meeting) 4801 (Osborn Reception) 5101 (Nominating Committee), 5102 (Convention Planning Meeting), 5201 (Committee on Committees Meeting)

State Association Interest Group:

4304, **4708**

Theodore Clevenger, Jr. Undergraduate Honors Conference of SSCA (Second Vice President):

3207, 3209, 3308, 3310, 3408, 3410, 3507, 3509, 4101, 4208, 4210, 4308, 4310, 4507, 4509, 4608, 4610

First Vice President:

2301, 2513, 2701, 3401, 3513, 3601

Division and Interest Group Business Meetings

American Society for the History of Rhetoric Interest Group
3709

Applied Communication Division
4704

Argumentation and Forensics Division
4706

Association for Communication Administrators Interest Group
3710

Communication Theory Division
4508

Community College Division
4709

Ethnography Interest Group
4701

Freedom of Speech Division
4707

Gender Studies Division
4702

Instructional Development Division
3706

Intercultural Communication Division
4705

Interpersonal Communication Division
4710

Kenneth Burke Society Interest Group
3701

Language and Social Interaction Division
3707

Mass Communication Division
4711

Performance Studies Division
3703

Philosophy and Ethics of Communication Interest Group
3704

Political Communication Division
3705

Popular Communication Division
3702

Public Relations Division
3708

Rhetoric and Public Address Division
4703

State Association Interest Group
4708

Day 1
Wednesday, April 4, 2018

1101
Wednesday 2:00 pm-3:45 pm
Room: Studio 11

Administrative Committee Meeting/Crazy

Presiding: Victoria Gallagher, President

Participants:

Jason Munsell, First Vice President
Pamela G. Bourland-Davis, Second Vice President
Roseann Mandziuk, Immediate Past President
Jerold L. Hale, Executive Director
Ashli Quesinberry Stokes, Marketing Director
Jennifer A. Samp, SCJ Editor
Joy Hart, Finance Committee Chair

1201
Wednesday 4:00 pm-6:45 pm
Room: Studio 4 (A & B)

Executive Council Meeting, Part 1/Ring of Fire

Presiding: Victoria Gallagher, President

Participants:

Jason Munsell, First Vice President
Pamela G. Bourland-Davis, Second Vice President
Roseann Mandziuk, Immediate Past President
Jerold L. Hale, Executive Director
Ashli Quesinberry Stokes, Marketing Director
Jennifer A. Samp, SCJ Editor
Joy Hart, Finance Committee Chair
Kathryn Anthony, Applied Communication Chair
Chris Mapp, Communication Theory Chair

Monette Callaway, Community College Chair
Grant Cos, Freedom of Speech Chair
Linda Levitt, Gender Studies Chair
Michelle Epstein Garland, Instructional Development Chair
Hsiu-Jung “Mindy” Chang, Intercultural Communication Chair
Fran Dickson, Interpersonal Communication Chair
Jelena Petrovic, Language and Social Interaction Chair
Brian Brantley, Mass Communication Chair
Danielle Dick McGeough, Performance Studies Chair
Marcus J. Coleman, Political Communication Chair
Emily Ryalls, Popular Communication Chair
Amber Smallwood, Public Relations Chair
Lisa Corrigan, Rhetoric and Public Address Chair
Adam Key, Argumentation and Forensics Chair
Nelle Bedner, Association for Communication Administrators Chair
Jefferson Walker, American Society for the History of Rhetoric Chair
Cara Mackie, Ethnography Chair
Ryan McGeough, Kenneth Burke Society Chair
Pat Arneson, Philosophy and Ethics of Communication Chair
John H. Saunders, State Association Chair
Linda DiDesidro, Constitution Committee Chair
Janie Harden Fritz, Publications Committee Chair
Chris Patti, Resolutions Committee Chair
Abby M. Brooks, Resource Committee Chair
Jason Edward Black, Time and Place Committee Chair
Kristy Cates, SSCA K-12 Representative to NCA
Nakia Welch, SSCA Community College Representative to NCA
Linda Jurczak, SSCA 4 Year College/University Representative to NCA
Mary Stuckey, NCA Nominating Committee Representative
Brigitta Brunner, NCA Spectra Representative

Day 2

Thursday, April 5, 2018

8:00am-9:15am

2101

Thursday 8:00 am-9:15 am

Room: Studio 4 (A & B)

Executive Council Meeting, Part 2/Satisfied Minds

Presiding: Victoria Gallagher, President

Participants:

Jason Munsell, First Vice President
Pamela G. Bourland-Davis, Second Vice President
Roseann Mandziuk, Immediate Past President
Jerold L. Hale, Executive Director
Ashli Quesinberry Stokes, Marketing Director
Jennifer A. Samp, SCJ Editor
Joy Hart, Finance Committee Chair
Kathryn Anthony, Applied Communication Chair
Chris Mapp, Communication Theory Chair
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Jason Edward Black, Time and Place Committee Chair
Kristy Cates, SSCA K-12 Representative to NCA
Nakia Welch, SSCA Community College Representative to NCA
Linda Jurczak, SSCA 4 Year College/University Representative to NCA
Mary Stuckey, NCA Nominating Committee Representative
Brigitta Brunner, NCA Spectra Representative

9:30am-10:45am

2201

Thursday 9:30 am-10:45 am

Room: Melody A

Providing a Muse for Online Teaching: Administrative Inspiration for an Online Teaching Environment

Sponsors: Association for Communication Administrators

Chair: April Chatham-Carpenter, University of Arkansas at Little Rock

Panelists:

Karin Becker, University of North Dakota

Kimberly Chandler, Xavier University of Louisiana

April Chatham-Carpenter, University of Arkansas at Little Rock

Robin O'Callaghan, Winona State University

Rita Raho-Gilchrest, Winona State University

Tanya Ryan, Winona State University

Kristi Schaller, University of Georgia

Communication administrators play an important role in supporting faculty as they develop and teach communication courses online. This round-table discussion, led by panelists who have served in various capacities in the online teaching environment, will focus on how administrators can best support online teaching and provide opportunities for professional development.

2202

Thursday 9:30 am-10:45 am

Room: Melody B

Hashtags, Hayseeds, Harlots, and Habermas: A Multiperspectival Approach to Activism

Sponsor: Freedom of Speech Division

Chair: Pat Arneson, Duquesne University

Hashtag Activism: Is it #relevant?

Cynthia Carrico, Florida Atlantic University

Multilayered Rurality in Multimodal *Real Rural*

Kerli Kirch, University of Miami

Ethos, Evidence and Digital Activism:

The Rhetorical Vibrancy of Netflix's *Making a Murderer*

Chandra A. Maldonado, North Carolina State University

Vuk'uzenzele: How South African Sex Workers Are Protesting Against Unjust Law Enforcement
Soroya Julian McFarlane, University of Miami, and Lien Tran, University of Miami

Respondent: William Trapani, Florida Atlantic University

2203
Thursday 9:30 am-10:45 am
Room: Studio 5A

"The Hand that Rocks the Cradle": Cross-Cultural Musings on the Rhetorics of Motherhood

Sponsor: Intercultural Communication Division

Chair: Katherine Hendrix, University of Memphis

Presenters:

Marina Levina, University of Memphis
Noor Ghazal Aswad, University of Memphis
Dianna Watkins-Dickerson, University of Memphis

While Beyoncé suggests "girls run the world," dominant society is not so accepting. As such, ideals of womanhood and motherhood are contestable across cultures, faiths, and languages. In this round table, scholar-mothers explore cross-cultural rhetorics of motherhood based on their respective ontological truths and epistemological influences.

2204
Thursday 9:30 am-10:45 am
Room: Studio 5B

Social Media and Liberating Social Change: Theorizing the Influence of Social Media on Public Engagement for Social Change

Sponsor: Communication Theory

Moderator: Do Kyun Kim, University of Louisiana at Lafayette

A Discourse Analysis of Social Media Posts on the "Forced Virginity Tests" In Egypt
Amal Bakry, University of Louisiana at Lafayette

Rhetoric of Hashtag: #BlackLivesMatter
Andre E. Johnson & Amanda Nell Edgar, University of Memphis

Social Media and Democratic Activism: Relating and Organizing The Public For The President Impeachment in South Korea

Do Kyun Kim, University of Louisiana at Lafayette

Social Media as a Threat To The Chinese Government: Restriction, Oppression, & Ban.
Qi Tang, Tennessee State University

2205

Thursday 9:30 am-10:45 am

Room: Studio 6A

Musings on Monogamy: Breaking Down Boundaries in a Brave New World of Relationships

Sponsor: Interpersonal Communication Division

Chair: Jim Parker, Ethos Evolved

Interracial Interpersonal Relationships: A continuing Innovation with Research Demands
Jean Denerson, Mercer University
J. Thompson Biggers, Mercer University

Implementing Non-Monogamy: Using Equity Theory as Our Mythos
Thomas Roberson Parker, Strategic Management Resources

The Name Game and Racial Identity in Interracial Relationships
Misty Wilson, University of West Georgia

Who or What Are The Muses In Non-Traditional Relationships: A Look At Theory,
Resources, and Practices
Jim Parker, Ethos Evolved

This panel is a continuation of work begun in the panel Communication in Non-Monogamous Relationships – Where, About What and Whose Paying Attention at SSCA in San Antonio in 2012, in Louisville in 2013 with the panel Communication in Non-monogamous relationships: Another Step in New Orleans in 2014 with Further Explorations in Non-traditional Relationships, and in Austin in 2015 with Examining the Conscience of Non-traditional Relationships With greater exposure to and acceptance of alternative lifestyles in the media and in society communication researchers need to explore how this alters our day-to-day interactions. This panel addresses some of the issues raised by our changing society.

2206

Thursday 9:30 am-10:45 am

Room: Studio 6B

Teaching Media Literacy in the Post-Truth Age: Musings on Media Literacy

Sponsors: Mass Communication Division

Chair: Robert John Baron, Austin Peay State University

Teaching Media Literacy in The Post-Truth Age: ‘Truth,’ Rhetoric, And The Questioning Of Everything

Robert John Baron, Austin Peay State University

Deterring Conspiracism and Encouraging Healthy Skepticism in the Media Literacy Course

A. G. Hughes, University of Memphis

“Who Cares?”: Helping Students Connect Their Online Actions to the Realities of the Internet in a Post-truth Culture

Emily Kofoed, University of South Carolina Upstate

Making and Unmaking Media Messages: Teaching Production as a Part Of Media Literacy, Teaching Media Literacy as a Part Of Production

David Ellison, Austin Peay State University

These papers explore various approaches to teaching media literacy in the current political and cultural climate. They offer various strategies for teaching media literacy, investigating the role of creativity as a part of media literacy education, and examining our role in teaching students to be responsible media creators and consumers.

2207

Thursday 9:30 am-10:45 am

Room: Studio 7A

Self-Reflections on Identity & Rites of Passage

Chair: Linda Levitt, Stephen F. Austin University

Sponsor: Ethnography Interest Group

Two Lives Shaped to Make Yours One: An Autoethnographic Account of Adoption Narratives and Identity

Montana Jean Smith, Louisiana State University

Global Mindedness: Culture Shock and Short-Term Study Abroad

Hannah Rose Lou Barton, University of Texas at Tyler

Counting Points to Lose Pounds: An Ethnography of Weight Loss Program Culture.

Adam J. Harvey, Louisiana State University

Musings on that Stuff my Momma and Them Said: An Autoethnographic Reflection on Un-Learning and Rejecting White Supremacy and Racism
Cassidy D. Ellis, University of Denver

Respondent: Deborah Cunningham Breede, Coastal Carolina University

2208

Thursday 9:30 am-10:45 am

Room: Studio 7B

Top Papers in Communication Theory

Sponsor: Communication Theory

Chair: T. Phillip Madison, University of Louisiana at Lafayette

Explicating the Intersection of Brevitas and Competence (Student Paper)*

Clint G. Graves, University of Georgia

Visualization Metaphor and Diversity of Scale (Student Paper)

Joseph Ponthieux, Old Dominion University

Challenges in Coding: The Winding Path to Understanding Misunderstanding

Renee Edwards, Adam J. Harvey, Michael Navarro, Brock T. Bybee, & Jonathon K. Frost,
Louisiana State University

Stories in Sonata Form: Variations on a Theme of Temporal Representation

(Student/Debut Paper)

Leanna Smithberger, University of South Florida

Respondent: Pavica Sheldon, University of Alabama Huntsville

*** Top Paper**

2209

Thursday 9:30 am-10:45 am

Room: Studio 11

Southern Colloquium on Rhetoric (SCoR) Roundtable: Country Muses and Their Musings on Public Controversy

Sponsors: Rhetoric and Public Address Division and the American Society for the History of Rhetoric

Roundtable discussion engages the imbrication of country music and public controversy in the contemporary political landscape.

Moderator: James Darsey, Georgia State University

2210

Thursday 9:30 am-10:45 am

Room: Ballroom 2/3 AV

...But You Don't Look Sick: Using Performative Autoethnography to Address Mental Illness Stigma

Sponsor: Performance Studies Division

Chair: Shelby Swafford, Southern Illinois University

Panelists:

Jake Beck, Southern Illinois University

Devin Collins, Southern Illinois University

Shelby Swafford, Southern Illinois University

Anna Wilcoxon, Southern Illinois University

Recognizing the disciplinary connections between Disability Studies and Performance Studies, this panel examines mental illness through a performative narrative lens. Panelists explore their own experiences with mental illness to speak back to dehumanizing, pathologizing, and stigmatizing medical discourses. To do so, the authors use performative autoethnography to situate their embodied narratives within relational, cultural, and political contexts, attending to Disability Studies' call for personal narratives while nuancing the performing body from multiple mental health perspectives.

11:00am-12:30pm

2301

Thursday 11:00 am -12:15 pm

**Offsite—Nashville Public Library*

Vice President Spotlight

Civil Rights in Nashville

Room: Nashville Public Library/Civil Rights Room

Sponsor: First Vice President

Chair: Vanessa Beasley, Vanderbilt University

Vanessa Beasley will lead a small group on a walking tour of the Nashville Public Library, just a few blocks from the Sheraton, where we will spend most of our time in the Civil Rights Room. The Civil Rights Room is a permanent exhibit of materials documenting the efforts of thousands of African-American citizens in Nashville to end racial segregation in the city and across the South. In September 1957, Nashville took the first steps toward ending segregation in its public schools. Under a court order in accord with the Supreme Court's historic declaration that segregation laws were no longer valid, a handful of courageous parents and their first-grade children registered at five previously segregated Nashville public schools. In February 1960, a group of students from the city's four black colleges—American Baptist, Fisk, Meharry, and Tennessee A&I—set out to confront segregation at lunch counters, movie theaters, and other places of public accommodation.

The Civil Rights Room overlooks the intersection of Church Street and Seventh Avenue North, where nonviolent protests against segregated lunch counters took place. Visitors can sit at the symbolic lunch counter and read the Ten Rules of Conduct carried by the protesters during the sit-ins and examine the timeline of local and national events. Black and white photographs surround the room, illuminating dramatic events in this period of Nashville history. See parents leading their first-grade children past angry protesters, a bombing meant to intimidate those who were challenging segregation, and a peaceful confrontation between Mayor Ben West and African-American student leaders.

*** SSCA assumes no responsibility or risk for members traveling to, from, or attending programs outside of the conference hotel. Program participants and audience members are attending voluntarily and assume all risks associated with attendance and/or participation.**

2302

Thursday 11:00 am -12:15 pm

Room: Melody A

Biblical Sexuality in a “Post-Christian” Era: Musings on the Nashville Statement

Sponsor: Gender Studies Division

Chair: Sean Patrick O'Rourke, The University of the South

Panelists:

Jamie Capuzza, University of Mount Union

Kimberly P. Johnson, Tennessee State University

Melody Lehn, The University of the South

Leland G. Spencer, Miami University

Craig O. Stewart, University of Memphis

In a roundtable format, the participants will each respond to the recent “Nashville Statement” on Human Sexuality, which was published and circulated on August 29, 2017 by a coalition of evangelical Christian theologians affiliated with the Council on Biblical Manhood and Womanhood. Panelists will prepare and present a brief position paper that analyzes a critical aspect of the Nashville Statement’s agenda for religion, gender, and sexuality in the United States. Topics discussed will include the statement’s rhetorical strategies, political implications, theological liabilities, and cultural reverberations beyond the Music City. Following their position papers, panelists anticipate a robust extension of the conversation with the audience.

2303

Thursday 11:00 am -12:15 pm

Room: Melody B

Our Scholarly Sources of Inspiration: Muses and Musings

Sponsor: Communication Theory

Moderator: Terry Thibodeaux, Sam Houston State University

“Muse” as a noun: “a source of inspiration” or “a guiding genius”

Panelists will present brief presentations about their chosen scholarly muse, including theoretical and/or research contributions of the muse that were especially inspiring, followed by open discussion.

Frances E. Brandau, Sam Houston State University, Musings about Sandra Petronio

Richard S. Bello, Sam Houston State University, Musings about Janet Bavelas

Trish Amason, University of Arkansas, Musings about George Kelly

Lisa van Raalte, Sam Houston State University, Musings about Kory Floyd

Monette Callaway, Hinds Community College, Musings about Robert Denton

Dena Horne, Sam Houston State University, Musings about Leslie Baxter

2304

Thursday 11:00 am -12:15 pm

Room: Studio 4A

Musings on the Rhetorical Construction of Public Space

Sponsor: Rhetoric and Public Address Division

Chair: Christina Moss, University of Memphis

Remembering Emmett Till in Mississippi Civil Rights Tourism

Roger Gatchet, West Chester University

Stephen A. King, Eastern Illinois University

Packing Heat: An Examination and Expansion of Rhetorical Situation and Rhetorical Space Theories through “Cocks not Glocks” and “The Pink Pistols”
Abigail Barnes, Middle Tennessee State University

Community Ethos in Environmental Melodrama
Cotton Hensley, University of North Texas

From Swords to Plowshares: Oscillating Space and Place
Max Renner, North Carolina State University

Respondent: Daniel Grano, University of North Carolina Charlotte

2305
Thursday 11:00 am -12:15 pm
Room: Studio 4B

Telling and Re-Telling Our Cultural Stories: On the Importance of Interpretive and Critical Methodologies in Intercultural Communication

Sponsor: Intercultural Communication Division

Chair: Amy N. Heuman, Texas Tech University

In Support Of the Fifth Moment in Intercultural Communication Scholarly Inquiry
Amy N. Heuman, Texas Tech University

Tapping into the Very Moments of Intercultural Encounter: Using Qualitative Methods in Intercultural Communication Research
Yanrong Chang, University of Texas Rio Grande Valley

Tell Me Your Story: The In-Depth Interview And Intercultural Emersion
Mary Grace Antony, Western Washington University

Culture, Power, and Identity Through Critical Ethnography: Understanding Immigrant And Refugee Experience
Nurhayat Bilge, Florida International University

The “Telling and Re-Telling Our Stories” panel contemplates how interpretive and critical methodologies privilege the “cultural stories we tell and re-tell.” Through panelists’ presentations we also illuminate how the depths of intercultural experiences are made more visible and vivid through such methods as in-depth interviews, critical ethnography, and discourse analysis.

2306

Thursday 11:00 am -12:15 pm

Room: Studio 5A

More than Just Music: Sports Musings in the Music City

Sponsor: Public Relations Division

Chair: Christie M. Kleinmann, Belmont University

Panelists:

Cultivating Engagement: Sports Teams Musings on Social Media

Michelle Groover, Georgia Southern University

Christie M. Kleinmann, Belmont University

Directed Distraction

Richard A. Rush, Samford University

Collegiate Sport and Social Media on Game Day: An Overview of Best Practices and Engaging Fans on Game Day

Matthew Stilwell, University of South Carolina

Fanning Fan Engagement with Social Media

Kevin S. Trowbridge, Belmont University

Nashville may be known as the Music City, but its musings are more than just musical. Home to the Tennessee Titans and the Nashville Predators, Nashville is evolving into a sports town. This panel will examine the digital musings of sports teams and their fans and the role of social media in creating fan engagement and expanding team influence.

2307

Thursday 11:00 am -12:15 pm

Room: Studio 5B (2 time slots)

Musings on “Free Community College” programs: The Tennessee Promise

Sponsor: Community College Division

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

Participants:

Leonard Assante, Volunteer State Community College

Katelyn Brooks, Middle Tennessee State University

Scott Christen, Tennessee Tech University

Jennifer James, Volunteer State Community College

Karen H. Johnson, Volunteer State Community College

Shaquille Marsh, Pellissippi State Community College
Malcolm McAvoy, Walters State Community College
Chip McLain, Walters State Community College
Kurtis D. Miller, Tusculum College
Patrick Richey, Middle Tennessee State University

The Tennessee Promise is regarded by many as the model program for “free community college” in the U.S. The program had a tremendous influence on the American College Promise proposed by the last White House administration.

The Tennessee Promise was initiated in 2015 in response to a government initiative in the state of Tennessee to increase the percentage of Tennesseans with a college degree or certificate to 55% by 2025. In response to this “Drive to 55” initiative, the Tennessee Promise has allowed HS graduates to enroll in 2-year college degree programs at no cost utilizing a last-dollar scholarship model. Public community/technical colleges, some 4-year colleges, and even selected private colleges participate in the program.

Student participation has eclipsed estimates. Data indicates that 65% of those enrolled in the program are first-generation students and that 70% are from low-income families. This program has been very popular among students, administrators, and politicians.

However, while data from the young program has shown multiple positive impacts, many faculty members in Tennessee report many unintended consequences and negative impacts of this well-intended program. This round table discussion will explore these issues from the perspectives of 2-year and 4-year faculty from the state of Tennessee.

2308

Thursday 11:00 am -12:15 pm

Room: Studio 6A

Competitive Papers in the Philosophy and Ethics of Communication

Sponsor: Philosophy and Ethics

Chair: Janie Harden Fritz, Duquesne University

Musings on Super-Intelligence, Communication, and Ethics
Slavica Kodish, Southeast Missouri State University

Analog and Digital Cyber-systems and Communication Ethics
Andy Tinker, Duquesne University (Student Paper)

Always be Converting: Moralizing a Post-purchase Funnel Media Environment
Jeremy Langett, Lynchburg College

Respondent: James R. Pickett, Flagler College

2309

Thursday 11:00 am -12:15 pm

Room: Studio 6B

“Follow Your Arrow”: The Sounds of Identity, Expression, Reality and Representation

Sponsor: Mass Communication

Chair: Dean C. Cummings, Georgia Southern University

Podcasts and Productivity: Qualitative Uses and Gratification Study

Lisa Perks, Merrimack College

Jacob Turner, Merrimack College

Sarah Seero, Merrimack College

Kenney Tran, Merrimack College

The Voice: Articulating and Perpetuating Ideology

David Arditi, University of Texas at Arlington

A Different World: The Hyper-reality and Public Relations Manipulation in Pepsi’s “Live for the Now Moments” Fiasco

Hazel James Cole, University of West Georgia

Alison Slade, Columbus State University

Native Advertising on TV: Effects of Ad Format and Media Context

Chad Whittle, University of Southern Mississippi

Fei Xue, University of Southern Mississippi

Respondent: Lauren Smith, Indiana University

2310

Thursday 11:00 am -12:15 pm

Room: Studio 7A

“Down On Music Row”: Top Papers in Mass Communication

Sponsor: Mass Communication

Chair: Melissa M. Smith, Mississippi University for Women

Leveraging the “Serial Effect”: Podcasting and the Criminal Justice Reform ‘Niche’

Lindsey Sherrill, University of Alabama*

Human Interest amid Tragedy: A Content Analysis of Airliner Disaster News Photography
Richard Lewis, University of Southern Mississippi
Jae-Hwa Shin, University of Southern Mississippi

Examining Co-Parenting Relationships and Third-Person Effects in Social Media
Nia Johnson, Samford University
Lee Farquhar, Butler University
Betsy Emmons, Samford University

Respondent: Kenny Smith, Indiana University

*** Top Paper**

2311
Thursday 11:00 am -12:15 pm
Room: Studio 7B

Language and Current Events: Top Student Papers in Language and Social Interaction

Sponsor: Language and Social Interaction

Chair: Bryan Crow, Southern Illinois University

The Symbolic Construction of the Universal Refugee: A Discourse Analysis of Syrian Refugees in the New York Times*
Noor Ghazal Aswad, University of Memphis

The Effect of Gendered Language on Letters of Recommendation for Medical Students Applying to Residency Training Programs
Cameron K. Davis, The University of North Carolina at Charlotte

Opposition Discourse towards President Trump in the U.S. Media from December 2016 to June 2017
Keondre Williams and Eugenie P. Almeida, Fayetteville State University

Insurrection! Recontextualization, Partial Genre Blending and Interdiscursivity of 'Insurgency' in the 2016 Political Establishment
Bradly Knox, University of Memphis

"Why couldn't you just keep your knees together?" Victim-Blaming in the Court Proceedings of Rape Cases
Jennifer Flinn, University of Memphis

Respondent: Bryan Kelso Crow, Southern Illinois University

***Top Paper**

2312

Thursday 11:00 am -12:15 pm

Room: Studio 11

Top Papers in the Kenneth Burke Interest Group

Chair: Johanna Broussard, Louisiana State University

Sponsor: Kenneth Burke Interest Group

Art as Propaganda: Kenneth Burke and the Harlem Renaissance
Raquel M Robvais, Louisiana State University

Kenneth Burke and Malcom Cowley: Charting the A-Musing Implications of Friendship
through Letters
Virginia Jones, Arkansas Tech University

George Meredith and the Comic Spirit in Kenneth Burke's Early Poetry
William Schraufnagel, Northern Illinois University

*Attitude and the Imagined Agent: An Analysis of the Vilification of Sports Heroes
Anna Turnage, Bloomsburg University

Pepper Spray This: The Perspective of Ambiguity and Humor as a Means of Rhetorical
Social Movement
Wade Walker, Auburn University

**An Analysis of HIV/AIDS Stigma and Sexualization of the Gay Male Body in the
#weareALLclean Campaign
Adam J. Harvey, Louisiana State University

Respondent: Clarke Rountree, University of Alabama at Huntsville

***Top Paper**

****Top Student Paper**

2313

Thursday 11:00 am-12:15 pm

Room: Ballroom 2/3 AV

**Resistance You Can Afford: Addressing the Economized Self through Performing
Protest**

Sponsor: Performance Studies Division

Chair: Danielle McGeough, University of Northern Iowa

Panelists:

Laura Oliver, Louisiana State University

Alex Davenport, Southern Illinois University

Greg Langner, Louisiana State University

Lexus Jordan, Louisiana State University

Montana J. Smith, Louisiana State University

Respondent: Danielle McGeough, University of Northern Iowa

By staging protest through performance, each of the performers aim to create a rippling effect that leaves an impression on the viewers through personal stories of hair, Blackness, protest costumes, Pride, and politics of the vagina.

Individual experiences become material, and, to a degree, accessible, as this work manifests, drawing conclusions for broader cultural and political themes. Through critical autoethnography, this panel will, “look at simultaneous and infrequent roles of privilege and marginalization that occur at the intersections of socially ascribed and constructed identities” (Boylorn & Orbe, 2014, p. 235). These performances will create a critical and political response to important social issues through creation, choreography, and cultural critique. The performers believe a critical lens will allow these distinct individual stories to draw connections to broader cultural contexts (Boylorn & Orbe, 2014, p. 235). The performers on this panel seek to critique and challenge societal norms through personal performance protests that explore identity and culture in an effort to not simply describe our world, but, as is the function of protest, begin to change it.

12:30pm-1:45pm

2401

Thursday 12:30 pm-1:45 pm

Room: Room: Melody A

Multiple Musings about the Debate Process: Making Educational Music through Structured Argumentation

Sponsor: Argumentation & Forensics Division

Chair: Timothy J. Bill, University of Kentucky

Musings about Teaching and Coaching New/Novice Debaters

Robert J. Glenn III, Owensboro Community and Technical College

Musings about Parli Prep as Educational Activity

Brian S. Powell, Berea College

Musings about Verbal Communication as Debate Strategy
Taylor B. Deaton, Lexington Idea Academy

Musings about Nonverbal Communication as Debate Strategy
Gary D. Deaton, Transylvania University

Musings about the Ballots from Sender and Receiver Perspectives
Robert E. Pratt II, Walters State Community College

Respondent: Timothy J. Bill, University of Kentucky

This panel explores some of the multiple educational and communication aspects involved in academic debate, with a focus on Parliamentary Debate. The focus of the panel will be on the essential contributions debate experience and knowledge can make to our culture. The panel will also focus on improving the educational aspects of debate.

2402
Thursday 12:30 pm--1:45 pm
Room: Melody B

Engaging Capstones: Harmonizing Theory and New Melete (practice) in Applied Communication

Sponsor: Applied Communication

Chair: John Meyer, University of Southern Mississippi

Panelists:

Audrey W. Allison, Kennesaw State University
Kimberly P. Johnson, Tennessee State University
Leslie J. Reynard, Washburn University
Qi Tang, Tennessee State University

Enacting a *think, link, and create* approach with attendees, this roundtable discussion highlights strategies for (new) engaging, applied capstone experiences with a (1) QuickStart course template, (2) curriculum development and faculty training, (3) assessment coordination, and (4) access to a post-conference, digital capstone depository examining implications for further research.

2403
Thursday 12:30-1:45 pm
Room: Studio 4A

Exploring Ideology in Popular Culture

Sponsor: Popular Communication

Chair: John H. Saunders, The University of Alabama in Huntsville

Hero against Hero: *Captain America: Civil War's* Representation of the Ideological Divide of Liberty and Security
Timothy Wilhelm, Texas State University

“I’m Not Fucked Up or Depressed, Just Paralyzed By Hope:” Maria Bamford’s *The Special Special Special* and Performing Neurodivergency as Political Disability Pedagogy
Jessica S. Rauchberg, University of South Florida

Cultural Tension at Stax and Sun Studio: An Ideological Criticism of Memphis Music Museums
Jonathan M. Smith, University of Memphis

Deadpool: When our (Anti)Heroes do less, and We Reward Them More
Benjamin Triana, University of South Carolina Aiken

Respondent: John H. Saunders, The University of Alabama in Huntsville

2404

Thursday 12:30 pm-1:45 pm

Room: Studio 4B

The History of the Race and the Rhetorical Tradition

Sponsor: American Society for the History of Rhetoric Interest Group

Chair: Keven Rudrow

Panelists:

Lisa Corrigan, University of Arkansas

Ryan Michael Neville-Shepard, University of Arkansas

Amanda Nell Edgar, University of Memphis

Jay Childers, University of Kansas

Damariye Smith, University of Memphis

Ashley Hall, Ithaca College

Andre E. Johnson, University of Memphis

At the recent Southern Colloquium on Rhetoric at the University of Arkansas in October of 2017, attendees focused on the relationship between rhetoric and trauma through the lens of 1968. As we commemorate the fiftieth anniversaries of the My Lai Massacre, the Tet Offensive, Johnson’s decision not to seek reelection, the assassinations of both Martin Luther King, Jr., and Robert F. Kennedy, the riots at the DNC, the Kerner Commission Report, the Fair Housing Act, the election of Richard Nixon, and the launch of Apollo VII,

attendees also examined the role of race to explore how political and rhetorical fields manage, produce, and ameliorate pain. In this roundtable, panelists continue the discussion started at SCoR 2017 by examining the role of race within the rhetorical tradition.

2405

Thursday 12:30 pm-1:45 pm

Room: Studio 5A

Making Use of The EI Muse: Exploring Emotional Intelligence In Applied Manifestations

Sponsor: Applied Communication

Chair: Greg G. Armfield, New Mexico State University

Forming, storming, norming, performing and emotion: Mystical and methodical musings of emotional intelligence and small groups

Abby M. Brooks, Georgia Southern University

“It’s Funny, Because it’s True”: Organizational Lessons on Emotional Intelligence from Popular Culture

Kristina Drumheller, West Texas A&M University

Emotional intelligence and perceived performance: Do peers recognize and reward EI in small group contexts?

Jennifer Mize Smith, Western Kentucky University

Musings of Emotional Maturity: Messages and Mixing Politeness

Abby M. Brooks, Georgia Southern University

Andrew C. Tollison, Merrimack College

Mary Beth Asbury, Middle Tennessee State University

Kenneth J. Levine, Michigan State University

Shelden, Sherlock, small groups and sociability offer ample opportunity for communication scholars to evaluate the muse of emotional intelligence and explore a variety of constructs from media to meetings. This paneling of papers utilize EI constructs to gain a greater understanding of communication in group, organization and other applied contexts.

2406

Thursday 12:30 pm-1:45 pm

Room: Studio 5B

Musings on “Free Community College” programs: The Tennessee Promise, Part 2

Sponsor: Community College Division

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

Participants:

Leonard Assante, Volunteer State Community College
Katelyn Brooks, Middle Tennessee State University
Scott Christen, Tennessee Tech University
Jennifer James, Volunteer State Community College
Karen Hill Johnson, Volunteer State Community College
Shaquille O'Neal Marsh, Pellissippi State Community College
Malcolm McAvoy, Walters State Community College
Chip McLain, Walters State Community College
Kurtis D. Miller, Tusculum College
Patrick Richey, Middle Tennessee State University

2407

Thursday 12:30 pm-1:45 pm

Room: Studio 6A

“9 to 5” Meets 24/7: Tweet it, Text it, Post it: News Production in a Hyper World

Sponsor: Mass Communication

Chair: Melissa M. Smith, Mississippi University for Women

Affinity Toward Using Mobile Devices for Local News
Melony Shemberger, Murray State University

The Impact of Citizen Journalism on News Production
Barrak Alhumaid, Arkansas State University

The MMJ became a McJob: The McDonalidization of Multimedia Journalism
Dean Cummings, Georgia Southern University

The Role of Twitter Influencing Media
Matt Ritter, High Point University

Respondent: Lauren Smith, Indiana University

2408

Thursday 12:30 pm-1:45 pm

Room: Studio 6B

Musings on Mothers: Narrativizing Maternal Relationships

Sponsor: Interpersonal Communication Division

Chair: Joshua R. Pederson, The University of Alabama

What We Are Like Now: Navigating Relational Transgressions Through Continuous Forgiveness

Lacey Corey Brown, Southern Illinois University

Manipulation And Deception In Mother-Daughter Relationships

Natalee M. Briscoe, The University of Alabama

Forgiving Or Forgetting?: Narrativizing Forgiveness And Trauma In Adult Children Of Alcoholics

Cassidy D. Ellis, University of Denver

Your Pain, My Responsibility: Navigating Emotional Parentification In Response To Familial Trauma

Michael L. Forst, Southern Illinois University

Relationships with mothers are arguably one of the most formative in a person's lifetime. While not always positive, the role mothers take in our lives shape how we construct our identities, understand others, and navigate the world around us. For us, our mothers have been our most ardent supporters and our most damaging relational partners. Thus, this panel positions mothers as muses, creating an entryway to discuss relational trauma and abuse, manipulation and deception, and relational maintenance and forgiveness. Papers on this panel conceptualize relationships as being created, maintained, and dissolved discursively, while also underscoring the importance of reflecting on and narrativizing our relationships in order to make sense of them. Our papers use autoethnography and storytelling as a way to make our maternal relationships relatable to both ourselves and others.

2409

Thursday 12:30 pm-1:45 pm

Room: Studio 7A

Revisiting Campaign 2016

Sponsor: Political Communication Division

Chair: Marcus J. Coleman, University of Southern Mississippi

#NotOkay: Stories of Sexual Assault in the Midst of the 2016 U.S. Presidential Election

Alexandria S. Jenkins, Clemson University

Joseph P. Mazer, Clemson University

“The Donald” Trumps the Twitter-sphere: Masterful Management of His Pre- and Post-Inauguration Content

Darrell Roe, Eastern New Mexico University

What Trump’s Speech Announced: An Eclectic Critical Analysis of the Presidential Campaign Announcement Speech by Donald Trump and the Codes He Employs.

Robert S. Sullivan, University of Texas at Tyler

Respondent: Scott Smith, Christopher Newport University

2410

Thursday 12:30 pm-1:45 pm

Room: Studio 7B

Community Musings: Connecting Students and Course Content to Community Needs for Engaged Learning and Better Citizenship

Sponsor: Communication Theory

Chair: Jeff Boone, Angelo State University.

Experiential Learning in a Communication Theory Course

Leslie Rodriguez, Angelo State University

Experiential Learning: What Is It And How Do We Market It To Students?

Natalie N. Pugh & George Pacheco, Jr., West Texas A&M University

Service Learning: Eager Students and Reluctant Faculty & Eager Faculty and Reluctant Students

John Nicholson, Mississippi State University

“Say Hello To My Little Friend”: Big Data And The Experiential Classroom

Dave Nelson, Valdosta State University

The primary goal of this panel is to explore the use of experiential learning as the vehicle to develop students’ capacity to transfer theory into practice. Panelists will discuss various types of experiential learning as tools in instructional development that enables students to bridge the gap between classroom theory and application of those theories and ideas as it allows students to reflect on their own learning. Experiential Learning is a logical expansion of quality teaching and learning that currently takes place and directs the faculty to serve students more effectively as they prepare for their career.

2411

Thursday 12:30 pm-1:45 pm

Room: Studio 11

Viewpoint Diversity in Higher Education

Sponsor: Freedom of Speech Division

Chair: Mark Grabowski, Adelphi University

How Tolerant Should Colleges Be of Controversial Conservative Views?

Grant Cos, Rochester Institute of Technology

How Institutional Structures in Higher Education are Affecting Free Speech

Charles Howard, Tarleton State University

How Much Should Colleges Protect Religious Speech?

Mark Ward, University of Houston-Victoria

Rising Attacks Against Social Justice in Academics

Spoma Jovanovic and Lewis Pitts, UNC-Greensboro

How Corporatization of Higher Ed is Killing Campus Speech

Mark Grabowski, Adelphi University

2412

Thursday 12:30 pm-1:45 pm

Room: Ballroom 2/3 AV

Theorizing At Home and Away

Sponsor: Performance Studies Division

Chair: Leigh Anne Howard, University of Southern Indiana

Panelists:

Daniel W. Heaton, Capital University

Leigh Anne Howard, University of Southern Indiana

Karen Anderson-Lain, University of North Texas

Bennett Paul Whitaker, Ohio State University

These panelists discuss the insights generated when connecting performance to critical autoethnography. Presenters will explore the intersections of personal and social identity as they are lived as well as how they are re-lived via performance. Much as Robin Boylorn and Mark Orbe (2014) use interpersonal theory to clarify everyday interpersonal encounters, this panel situates the performance of personal narrative and other

aesthetically expressive forms as a powerful forum to interrogate positionality, ethical responsibility, personal identity, and every day actions and interactions. These papers go beyond critical reflection, however, as they connect their insights to and ground those insights from performance studies scholarship. As a result, they work to extend the theoretical framework for critical autoethnography by illustrating the impact of performativity and clarifying its central role in our experience and the experiences of others.

2:00pm-3:15pm

2501

Thursday 2:00 pm -3:15 pm

Room: Melody A

Internships in Communication: Musings, Meditations, and Most Used Practices

Sponsor: Instructional Development Division

Moderator: Elizabeth D. Dalton, Middle Tennessee State University

Panelists:

Mary Beth Asbury, Middle Tennessee State University

Abby M. Brooks, Georgia Southern University

Todd Lee Goen, Christopher Newport University

Andrew C. Tollison, Merrimack College

Internships provide students with valuable experiences that can supplement learning and can lead to employment opportunities. However, questions remain as to what does a good internship program look like and how should it be implemented to benefit students? This panel seeks to open a conversation about internships, examining best practices as well as issues that occur with an internship program. With this dialogue, we seek to contribute to SSCA and NCA's Academic and Professional Resources to help guide those who wish to create or alter their internship program.

2502

Thursday 2:00 pm -3:15 pm

Room: Melody B

Theory-Driven Instruction

Sponsor: Instructional Development Division

Moderator: Scott Christen, Tennessee Technological University

Panelists:

Embracing the Uncertainty: Applying Problematic Integration to the Classroom
Braden Hale Bagley, The University of Southern Mississippi

Social Penetration Theory Applied to Facebook and Strangers
Kevin Bryant, Tennessee Technological University

Storytelling and the Student
Brandon Knight, The University of Southern Mississippi

Using Uncertainty Reduction to Create Lessons & Activities
Colleen Mestayer, Tennessee Technological University

Coping with Speech Anxiety: “Managing Student Stressors in the Classroom Using the Transaction Model of Stress & Coping
Carrie Reif-Stice, University of Southern Mississippi, Troy University

Self-Determination Theory: Increasing Motivation through Competence, Autonomy, & Relatedness
Elizabeth Hanson Smith, Austin Community College

As communication scholars, we often use theory to help explain our research findings; however, we may not “use” these same theories to help us teach our classes. Our jobs as instructors should be to develop lessons and activities that lead to appropriate learning; therefore, using a well-developed theory to develop lessons will enhance student learning, both about course content and theory. This panel will offer specific ways to use theory to drive and develop course instruction.

2503

Thursday 2:00 pm -3:15 pm

Room: Studio 4A

Tattoo You: Professors, Their Tattoos, *The Stories*

Sponsor: Popular Communication

Chair: Stacy Rusnak, Georgia Gwinnett College

William V. Faux, II, Valdosta State University
David R. Nelson, Valdosta State University
Patrick McElearney, Louisiana State University
Ryan Rasner, Louisiana State University

Respondent: Stacy Rusnak, Georgia Gwinnett College

This panel will highlight experiences of being a faculty member who is tattooed and how that effects perception inside and outside of the classroom when dealing with students,

peers, and administrators. The discussions will may include subjectivity, decorum, stereotypes, perceptions of immediacy and the represented efforts they communicate to those that are inked. Audience participation is encouraged.

2504

Thursday 2:00 pm -3:15 pm

Room: Studio 4B

Fake News, Different Views, Readers Choose: The Importance of Media Literacy

Sponsor: Mass Communication

Chair: Barry P. Smith, Mississippi University for Women

Participants:

Barry P. Smith, Mississippi University for Women

Melissa M. Smith, Mississippi University for Women

Brian C. Brantley, Texas A&M University – San Antonio

Kenny D. Smith, Indiana University

Lauren Reichart Smith, Indiana University

This panel explores the many nuances of fake news, incorrectly reported news and partially reported news, and how to help practitioners and audiences differentiate fact from fantasy or opinion.

2505

Thursday 2:00 pm -3:15 pm

Studio 5A

Snack Foods & Nuclear Safety: Persuasion, Organizations, & Health

Sponsor: Applied Communication

Chair: Kathryn E. Anthony, University of Southern Mississippi

Trusty Snacks: A Food-Based Honor System in an Academic Setting

Darrin Griffin, The University of Alabama

Jordan Nittinger, Emory University

Andrew Laningham, The University of Alabama

Walk a Mile in Their Shoes: A Narrative Experience in Persuasion

Julie Mission, Bob Jones University

Improving Communication within Nuclear Security Training: Qualitative-Critical Competency Analysis (QCCA) Application
Clint G. Graves, University of Georgia

A Meta-Analysis on Narrative Persuasion in Health Communication: Gaps in the Literature
Serena M. Daya, University of Kentucky

Respondent: Darren L. Linvill, Clemson University

2506
Thursday 2:00 pm -3:15 pm
Room: Studio 5B

Musings on Mediated Intercultural Communication

Sponsor: Intercultural Communication Division

Chair: Chair: Hsiu-Jung Mindy Chang, Western New England University

Understanding Emerging Dimensions of the New Hate
Michael Waltman and Ashley A. Mattheis, University of North Carolina at Chapel Hill

Online Activism: An Analysis of the Standing Rock Movement
Caitlin Brooks, Kyeland Jackson, Krista Sutherland, Scott W. Sanders, and Margaret D'Silva, University of Louisville

Testing Relationship Between Contextual Age and Behavioral Outcomes of Instagram Use among Young Adults in Croatia
Pavica Sheldon, University of Alabama in Huntsville

"...Can we talk?": Cultivating Intercultural Dialogue Through the Short Film
Mary Grace Antony, Western Washington University

Using Social Media for Socialization in International / Intercultural Communication Classes
Philip Auter, University of Louisiana at Lafayette

2507
Thursday 2:00 pm -3:15 pm
Room: Studio 6A

Gendered Spaces at School and Work

Sponsor: Gender Studies Division

Chair: Caroline Sawyer, University of South Carolina Beaufort

“Typewrite Anywhere”: Gendered Mobilities of Typewriting
Rachel Plotnick, University of North Carolina at Charlotte

Male versus Female College Students’ Accounts of Initiating Safer Sex Talk: The Case
for Gender Schema Theory and Sexual Scripts
Lynne M. Webb, Florida International University
Patricia Amason, University of Arkansas

It is Only a Foul if the Referee Blows the Whistle: An Examination of how Male
Hegemony Adversely Impacts Female Basketball Players from Historically Black
Colleges and Universities
Andrew Dix, Middle Tennessee State University

Blending In or Standing Out?: An Examination of the Communicative Experiences of
Women Applying for Predominantly Male Residency Programs
Cameron K. Davis, The University of North Carolina at Charlotte

Respondent: Michael H. Eaves, Valdosta State University

2508

Thursday 2:00 pm -3:15 pm

Room: Studio 6B

**From Melete and Melpomene to Marketing Metrics And Management: Providing
PR Students With Research Tools For Success in the Field**

Sponsor: Public Relations Division

Chair: Lisa Fall, Pellissippi State Community College

Panelists:

Pamela Bourland-Davis, Georgia Southern University
Lisa T. Fall, Pellissippi State Community College
Charles A. Lubbers, University of South Dakota
William Thompson, University of Louisville

With the convergence of the traditional fields of public relations, advertising and marketing, it is important that public relations students have a basic understanding of some of the fundamental marketing, advertising and management measures that they will encounter upon graduation. This presentation will discuss some of the most essential indices and matrices typically used, including the Gap Matrix, Attribute Matrix,

Competitor Matrix, Brand Development Index (BDI), Category Development Index (CDI), the Brand Potential Index, Patti's Advertising for Decision Making Model and the Reputation Institute's RepTrak Model.

2509

Thursday 2:00 pm -3:15 pm

Room: Studio 7A

Muses and Musings of Social Protest and Counter-Protest Rhetoric

Sponsor: Rhetoric and Public Address Division

Chair: Kevin Marinelli, Davidson College

Articulating the Reemergence of Black Populism Against the Post-Racial Mystique
Kevin Marinelli, Davidson College

Race and Visibility: How and Why Visual Images of Black Lives Matter
Candice Edrington, North Carolina State University
Victoria Gallagher, North Carolina State University

The Violence of the Dialectic: Institutional Responses to Police Violence
Benjamin Clancy, University of North Carolina Chapel Hill

Attacking Frames of Dallas: Strategies Activists and Police Used to Frame the 2016
Dallas Shooting of Police
LaQuae Aughtman, University of Georgia

Respondent: Ryan Neville-Shepard, University of Arkansas

2510

Thursday 2:00 pm -3:15 pm

Room: Studio 7B

Disarticulating Whiteness and Masculinity in the Time of Donald J. Trump

Sponsor: Rhetoric and Public Address Division

Chair: Atilla Hallsby, North Carolina State University

Aggressive Leak Campaigns and the Emasculation of Julian Assange
Atilla Hallsby, North Carolina State University

When is a Dream not a Death Wish? When It is a Death Wish
Paul E. Johnson, University of Pittsburgh

On Ferguson, Whiteness, Force, and Injury: A Reading of White Masculine Rhetoric
through Black Studies
Terrell Taylor, Vanderbilt University

“But What About Blue Racism?” #BlueLivesMatter and White Masculine Victimization
James Alexander, University of North Carolina, Chapel Hill

Respondent: Claire Sisco King, Vanderbilt University

There are many reasons to think whiteness and masculinity constitute one and the same problem when it comes to political discourse leading to and following the 2016 presidential election. Donald Trump’s repeated appeals to “fine people” in reference to neo-Nazis and “both sides” when assigning blame to Charlottesville counter-protesters is clear evidence of his preference for whiteness. Trump’s blatant sexism has been evident when, in the past year-and-a-half, he has hurled insults at, for instance, Hillary Clinton, Ruth Bader Ginsburg, Rosie O’Donnell, Megyn Kelly, Carly Fiorina, Elizabeth Warren, and Mika Brzezinski. Although it may be easy or convenient to collapse these two categories of bad behavior into a single overarching presidential pathology, the panel explores ethical correctives to the endemic problems of whiteness and masculinity of which Donald Trump is merely the most recent example. These problems are personally relevant also for rhetorical critics and communication scholars, who publicly continue employ appeals to white fragility and misandry as a warrant for their claims. Scholars of rhetoric who find the Rawlsian/Rortian investment in discursive norms of civility, reasonableness, and concurrent moderation of political content persuasive should not disregard such claims as merely outliers to a functioning discursive system, but rather as tangible elements which must be grappled with urgently and immediately.

2511
Thursday 2:00 pm -3:15 pm
Room: Studio 11

Piety of our Muses: Interpretations of Public Memory and Burkean Terminology

Chair: A.G. Hughes, University of Memphis

Sponsor: Burke Interest Group

Piety of the Enlightenment: Tensions in the Remembrance of Science
Alexander W. Morales, University of South Carolina

American Piety: Remembering the Founding In the Face Historicity
Max Plumpton, University of North Carolina at Chapel Hill

Remembering to Forget: Public Memory as Identity Construction
Jaime Robb, University of South Florida

Mark Zuckerberg: Political Ambition and the Piety of Silicon Valley
Jacob Abraham, Florida State College at Jacksonville

Respondent: Antonio de Velasco, University of Memphis

2512

Thursday 2:00 pm -3:15 pm

Room: Ballroom 2/3

The (Special) Political Winds of the post-Trump Era: Assessing the Handel/Ossoff Political Campaign

Sponsor: Political Communication Division

Chair: Patrick Wheaton, Georgia Southern University

A New Hope or Revenge of the Sith? Jon Ossoff and the Rhetoric of Media Expectations
Joe Bellon, Georgia State University

“I didn’t know he was Jewish!.” Jon Ossoff’s Hesitant Silences in the Georgia 6th Special Congressional Election
Rebecca Steiner, University of Georgia

Sidestepping Democratic Rage: Jon Ossoff’s Moderate Tone in the GA 6th Debates
Edward Panetta, University of Georgia

Pin the Coattail on the Pelosi: Karen Handel’s Effective Use of Dissociation and Identification in the Georgia 6th Special Congressional Election
William Hays Watson, University of Georgia

Respondent: Patrick Wheaton, Georgia Southern University

This year’s conference theme calls on communication scholars to “consider inspiration, engage in reflection, and to listen to each other.” Such a call is particularly appropriate in light of its absence in contemporary political campaigns and discourses. As we approach the 2018 midterm elections, political communication scholars are interested in the ways in which the digital age has impacted and continues to impact political debates. In particular, the highly-publicized 2017 special election in Georgia’s 6th Congressional district serves as a powerful case study from which to analyze modern argument strategies in political campaigns. In the post-Trump political era, analyzing contests like the Handel/Ossoff campaign can produce innovative, novel approaches to political communication.

2513

Thursday 2:30-3:45 p.m.

**Offsite— Vanderbilt University Law School*

Vice President Spotlight

Free Speech, Diversity, and Law

Room: Renaissance Room

Sponsor: Freedom of Speech Division

Chair: Mark Grabowski, Adelphi University

Vanderbilt Law School's Federalist Society has been active in the issue of viewpoint diversity because lawyers need to be exposed to and understand all sides of a controversy so they can effectively argue for their clients. However, law school faculty are increasingly less and less politically diverse, studies show. This panel will focus on these issues.

“Impact on Research by Academia’s Reluctance to Consider Taboo Topics”

Jay Baldwin, Abraham Baldwin Agricultural College

“Preventing Micro-Aggressions against Conservative Faculty and Students”

Jean Goodwin, North Carolina State University

“Zero Tolerance Hate Speech Policies and Free Speech”

Brandy Mmbaga, University of Tennessee

“Are Institutional Neutrality Laws like Tennessee’s Necessary for Viewpoint Diversity?”

Ben Medeiros, University of California-San Diego

“The Paradoxical Emergence of Anti-Semitism among Progressives”

Larry Amsel, Columbia University Medical School

***SSCA assumes no responsibility or risk for members traveling to, from, or attending programs outside of the conference hotel. Program participants and audience members are attending voluntarily and assume all risks associated with attendance and/or participation.**

3:30pm-4:45pm

2601

Thursday 3:30-4:45

Room: Melody A

Musings on Research, Ethics, and the Law

Sponsor: Philosophy and Ethics of Communication Interest Group

Chair: Sally Vogl-Bauer, University of Southern Indiana

Sean Penn, Celebrity Activist or Journalist?

Chad Tew, University of Southern Indiana

Fieldwork, Ethics and the Law: On the Run with Alice Goffman

Leigh Anne Howard, University of Southern Indiana

Journalism and Standards of Research: Are human subject reviews an overreach?

David N. Black, University of Southern Indiana

Considering Ethics in Online Communications Research

Erin E. Gilles, University of Southern Indiana

2602

Thursday 3:30-4:45

Room: Melody B

Engaging Visual Rhetoric in the Twenty-First Century

Sponsor: Rhetoric and Public Address Division

Chair: Jason Williamson, University of South Carolina

“Swoosh There It Is: Refiguring Public and Private Space in Nike’s Middle East Campaign”

Erin Forest, University of Georgia

“Make America a Conquest Again: Colonialism and Conquest Rhetoric in the Visual and Textual Narrative of Trump’s Campaign Slogan”

Ryan Kor, University of Georgia

Visual Arguments as Scientific Persuasion”

Alexander W. Morales, University of South Carolina

“Contemporary Photographs of Black Protest and Du Bois’ Aesthetics”

Max Plumpton, University of North Carolina, Chapel Hill

Respondent: Stephen Heidt, Florida Atlantic University

The increasing interest in visual rhetoric within the field of communication studies is both significant and appropriate, opening a variety of areas of inquiry into the ways in which social/political movements are moved and shaped by visual artifacts. The diversity of visual rhetorical uptake within movements deserves further scholarly attention and raises the question of how visual rhetorics enable the unification and mobilization of various movements, while also leaving these same movements open to having their rhetoric co-opted by institutional forces.

2603

Thursday 3:30-4:45

Room: Studio 4A

Musings on Communication Education

Sponsors: Community College Division & Instructional Development Division

Chair: Scott Christen, Tennessee Tech

Always On': Using Social Media in the Battle to Shed a Poor News Diet
Melony A. Shemberger, Murray State University

Comfort in Familiarity: Examining the Effects of Learning Communities on
Communication Apprehension
Jennifer L. Fairchild & Krista M. Kimmel, Eastern Kentucky University

Graduating Seniors' Perceptions of the Basic Course in Public Speaking
Barbara G. Tucker & Sean D. Self, Dalton State College

Speaking Right or Speaking White?: A Critical Discourse Analysis of the NCA standards
for public speaking competency
Adam Key, Texas A&M University

The Effects of Instructor Credibility, Grade Incentives, and Framing of a Technology
Policy on Students' Intent to Comply and Motivation to Learn
Kelsey P. Moore, University of Kentucky & Adam S. Richards, Texas Christian
University

2604

Thursday 3:30 pm-4:45 pm

Room: Studio 4B

Trouble in Paradise: Responses to Public Relation Crises within the Air and Cruise Line Industries

Sponsor: Public Relations Division

Chair: Lisa T. Fall, Pellissippi State Community College

Crash-landing a Crisis: A Case Study of the United Airlines Response to Flight 3411
Thomas Duke, University of Alabama

Airlines, Mountain Ranges, and Mental Health: A Burkean Critique of the Germanwings
9525 suicide flight
Josie Burks, University of Alabama

Check This One Off the Bucketlist: Analysis of Malaysia Airlines Flight 17 Crash
Through the Discourse of Renewal Theory
Brandon Boatwright, University of Tennessee, Knoxville & Andrew Pyle, Clemson
University

I'm Leaving (before I get) on a Jet Plane: United Airlines' Stance against Yoga Pants
Matthew Roberts, Belmont University

Examining Carnival's Response to its Poop Cruise Debacle
Rod Carveth, Morgan State University

Respondent: Lisa T. Fall, Pellissippi State Community College

Air and sea travel have long been common means of transportation for billions of individuals across the globe. Due to the accessibility afforded these industries, crises incurred by customers and employees garner great public scrutiny. Through the use of public relations and rhetorical literatures, the papers represented in this panel seek to illuminate the ways in which various air and cruise lines responded to high profile crises that threatened the public image of their individual organizations. Each paper explores a distinct crisis unique to these two specific industries. Customer relations, employee relations, and crises involving physical air and sea crafts are each addressed within this panel.

2605

Thursday 3:30-4:45 pm

Room: Studio 5A

Culture, Identity, and Technology

Sponsor: Applied Communication

Chair: Carrie Reif-Stice, The University of Southern Mississippi

Where Do We Go from Here? Recommendations to Facilitate the Cultural Adaptation of Child Migrants

Mary Grace Antony, Western Washington University

Acculturation and Perceptions of Peer Norms: Implications for Hispanic Women and Mammography Adherence

Philip S. Poe, Mississippi State University

Designing Communication for Increasing Public Transit Use: A Social Identity Approach

DeAnne Priddis, Middle Tennessee State University

Mary Beth Asbury, Middle Tennessee State University

Communicating With A Purpose: Risk, Race, And The Increased Interactions Of Predictive Policing

Sean Fourney, The University of Southern Mississippi

Respondent: Thomas J. Socha, Old Dominion University

2606

Thursday 3:30-4:45

Room: Studio 5B

Building Intercultural Competencies in Diverse Contexts: Bridging Theory and Practice

Sponsor: Intercultural Communication Division

Chair: Piyawan Charoensap-Kelly, University of Southern Mississippi

Speech Tutoring for ESL Students: A Message Design Logic Paradigm

Mohamed Ismail, University of Southern Mississippi

Global Online Work: Educating Globally Working Virtual Teams in Intercultural Communication

Minna Mars, Logemann Aalto University

Appreciative Intercultural Training: A New, Provocative, and Effective Way to Create Global Understanding in the Twenty First Century

Federico Varona, San Jose State University

Leading English Language Learners: What ELI Students Need from Consultants to Become Competent Communicators

Carley Young, University of Southern Mississippi

This panel addresses the application of communication theory in the diverse intercultural contexts. Specific consideration will be given to fostering intercultural awareness among global virtual teams, using appreciative inquiry to create global understanding, crafting messages appropriate for cross-cultural peer-consulting contexts, and helping English as a Second Language Learners become competent communicators.

2607

Thursday 3:30-4:45

Room: 6A

Managing the Digs: Narrative Excavations of Family, Home, and Elder Care

Sponsor: Ethnography Interest Group

Chair: C. Wesley Buerkle, East Tennessee State University

Panelists:

Andrew F. Herrmann, East Tennessee State University

Frederick N. Herrmann, Independent Scholar

James S. Herrmann, Independent Scholar

Amber Kinser, East Tennessee State University

Lesli K. Pace, University of Louisiana Monroe

Kelly A. Dorgan, East Tennessee State University

C. Wesley Buerkle, East Tennessee State University

Focusing on the conference theme, this session is inspired by the muses Calliope and Clio to write and speak eloquently about histories [and presents] of family life, and by Nashville as a site of major healthcare industry. In particular, session panelists employ narrative as a tool for unearthing and sifting through their experiences of/as adults caring for aging/ill parents. They examine ways that they make sense of and communicatively manage a variety of “digs”—home places, relational slights, career hits, and emotional excavation sites—that trouble and are troubled by the physical, emotional, and psychological labor of caregiving. Recognizing that caring for family members is culturally understood to be morally-grounded, and that this complicates agency and identity for caregivers, panelists boldly confront the multi-layered relational work of caring for the parents who cared for them, or didn’t much care for them.

2608

Thursday 3:30-4:45

Room: Studio 6B

Exploring Femininity and Masculinity in Culture Industries

Sponsor: Gender Studies Division

Chair: Beth Bradford, Florida Southern College

It's Kill or Be Killed: A Content Analysis focused on the Gender and Race of the Victims and Killers in AMC's The Walking Dead Television Series

Jacob S. Turner, Merrimack College

Lisa G. Perks, Merrimack College

Lea Nielsen, Merrimack College

Bobby Tolan, Merrimack College

Eric Uhl, Merrimack College

Pushing Back Against Gender and Black Masculinity: Jaden Smith Does "Women's" Fashion

Megan Mapes, Georgia State University

The Past and the Future Merge to Meet Us Here: The Radical Politics of Beyoncé Knowles' Black Motherhood Subjectivation in the (Post) Lemonade Era

Mick Brewer, Southern Illinois University Carbondale

A "Legend- wait for it-Dary" Online Audience Analysis Of HIMYM's Hegemonic Masculine Character Barney Stinson

Kailin Regutti, Florida Atlantic University

Respondent: Christopher J. Vincent, Louisiana State University

2609

Thursday 3:30 pm-4:45 pm

Room: Studio 7A

Teaching Public Speaking in the Age of Trump: Muses and Musings on Discordant Music

Sponsors: Rhetoric and Public Address and Instructional Development

Moderator: Kathleen J. Turner, Davidson College

Discussants:

Michael Osborn, University of Memphis

Randall Osborn, University of Memphis

Suzanne Osborn, University of Memphis

Kathleen J. Turner, Davidson College

Consider the standard advice given in public speaking textbooks, including adapt to your audience, build responsible knowledge, support your assertions, provide well-reasoned arguments, celebrate commonalities on ceremonial occasions, avoid ad hominem attacks, shun hasty generalizations, be culturally sensitive, use language eloquently, and

understand the ethical implications of your choices. From his raising of the birther specter for President Barack Obama to his performance on the campaign trail to his inaugural address to his rhetorical performances as president, Donald J. Trump has consistently violated the wisdom of our traditional muses. These disparities raise challenges for communication studies faculty, particularly for instructors of public speaking. This workshop offers an opportunity for those instructors to share musings and insights into the challenges and opportunities afforded by these disparities, with guidance by four teacher-scholars of public speaking.

2610

Thursday 3:30 pm-4:45 pm

Room: Studio 7B

Amusing Ourselves to Death? A Roundtable Discussion of the 2018 U.S. Midterm Elections

Sponsor: Political Communication

Chair: William F. Harlow, University of Texas of the Permian Basin

Participants:

Marcus J. Coleman, University of Southern Mississippi

Melissa M. Smith, Mississippi University for Women

Larry Powell, University of Alabama at Birmingham

Lauren Reichart Smith, Indiana University

Brian C. Brantley, Texas A&M University San Antonio

Kenny D. Smith, Indiana University

Barry P. Smith, Mississippi University for Women

Patrick Wheaton, Georgia Southern University

William F. Harlow, University of Texas of the Permian Basin

Panelists will discuss the candidates, issues, and strategies of the 2018 U.S. midterm elections. The current reality-show-like atmosphere of U.S. politics will be the backdrop for the analysis. President Trump will not be there.

2611

Thursday 3:30pm-4:45pm

Room: Studio 11

Top Papers in Language and Social Interaction

Sponsor: Language and Social Interaction Division

Chair: Lori Stallings, University of Memphis

*Constituting the Fifth Estate Symbolically and the Naming of Dan Rather
Susan K. Opt, James Madison University

“Our Call to be Salt and Light”: An Ethnography of Evangelical Speech Codes in the 2016 Election
Mark Ward, University of Houston-Victoria

“Between the Lines”: The Southern Obituary and the Construction of End of Life Stories
Deborah Cunningham Breede, Coastal Carolina University, & Christine S. Davis,
University of North Carolina, Charlotte

A Narrative-Discourse Analysis of African American and Hispanic American Family Stories
Eugenie P. Almeida and Lenora Hayes, Fayetteville State University

Respondent: Jelena Petrovic, Stetson University

***Top Paper**

2612

Thursday 3:30 pm-4:45 pm

Room: Ballroom 2/3 AV

More Than Mere Musings: Revisiting the Vagenda

Sponsor: Performance Studies Division

Co-Chairs: Brianne Waychoff, Borough of Manhattan Community College, CUNY
Rebecca A. Walker, Southern Illinois University

Panelists:

Emily Graves, Louisiana State University

Jade C. Huell, California State University

Sarah K. Jackson, Southern University at New Orleans

Danielle McGeough, University of Northern Iowa

Lyndsay Michalik Gratch, Georgia Gwinnett College

Holley Vaughn, University of North Texas

Rebecca A. Walker, Southern Illinois University

Brianne Waychoff, Borough of Manhattan Community College, CUNY

A few years ago, a meme surfaced on the Internet containing a startling image – a lettered sign for a Maine gunsmith stating, “Beware The Beast: Hildabeast Clinton and Its Vagenda of Manocide” (sic). This panel reclaims the term “vagenda” from those intent on using it as an insult, and explores the various ways in which innovative feminist discourse contributes to the national political (and academic) conversation. Each performance represents a specific genre of feminist praxis (for example, a diatribe, a

personal narrative, a silent body-based performance, a dance, a mixed media piece, poetry, prose, etc.). One year ago, we met and began discussing the agenda. This year, join us as we revisit, revamp, and revive the agenda.

2701

Thursday 5:30 pm-6:30 pm

**Offsite—Nashville's Parthenon*

Vice President Spotlight

Make Athens Great Again? The Place of Classics in Contemporary Communication

Room: Nashville Parthenon, Centennial Park

Sponsor: American Society for the History of Rhetoric, First Vice President

Chair: Brandon Inabinet, Furman University

This panel will take place at Nashville's Parthenon. The Parthenon stands proudly as the centerpiece of Centennial Park, Nashville's premier urban park. The re-creation of the 42-foot statue Athena is the focus of the Parthenon just as it was in ancient Greece. The building and the Athena statue are both full-scale replicas of the Athenian originals.

In the model of a Socratic dialogue, scholars will ask and answer if the Greek tradition of "rhetoric" still carries the same weight in 2018. Each panelist will both pose questions to an interlocutor and respond. After the dialogues, there will be time for conversation and audience questions.

Working with the city of Nashville and the staff of the Parthenon, this panel will be open to the public.

Panelists:

Vanessa Beasley, Vanderbilt University

Brandon Inabinet, Furman University

Cynthia King, Furman University

Michael Milford, Auburn University

Ryan Michael Neville-Shepard, University of Arkansas

Mary E. Stuckey, Penn State University

Emily Winderman, North Carolina State University

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2801

Thursday 6:30 pm-8:30 pm

Room: Skye, 28th Floor

***SSCA Welcome Reception/
Friends in Low Places***

Day 3

Friday, April 6, 2018

8am—Breakfast and Business Meeting

3101

Friday 8:00am-10:00 am

Room: Ballroom 4 (2nd floor)

88th Annual Southern States Communication Association Breakfast and Business Meeting/Beans for Breakfast

Sponsor: Southern States Communication Association

Presiding: Victoria Gallagher, North Carolina State University

Please join us for breakfast, the association's annual members' business meeting, and President Gallagher's address.

10:15am-11:30am

3201

Friday 10:15am-11:30am

Room: Melody A

Musing on the Political: Political Economy, Political Theory, and the Philosophy of Communication

Sponsor: Philosophy and Ethics of Communication

Chair: Richard Thames, Duquesne University

Hobbes: Politics, Ethics, and Capitalism

Richard Thames and Matthew Mancino, Duquesne University

Recovering the Bourgeois Civic Virtues(?): The Political Economy of Civil Public Discourse

James R. Pickett, Flagler College

Attending to Agamben's Anti-rhetoric: Comments on a Theory of Destituent Power

Nick J. Sciallo, University of Central Florida

These papers are reflections upon the notion of the “political”—from the perspectives of a rereading of a classic text in politics, from an inquiry into the relationship between political economy and civic virtue, and finally, a cautionary tale of a reading of power and its implications for rhetoric.

3202

Friday 10:15-11:30

Room: Melody B

Spotlight on Scholar

Reexamining the Legacy of Michael C. Leff

Sponsor: American Society for the History of Rhetoric

Chair: Andre E. Johnson, University of Memphis

In 2016, Antonio de Velasco, along with John Angus Campbell and David Henry, published *Rethinking Rhetorical Theory, Criticism, and Pedagogy: The Living Art of Michael C. Leff*. The book is a collection of essays from Leff that charts his “decades-long development as a scholar, revealing both the variety of topics and the approach that marked his oeuvre, as well as his long-standing critique of the disciplinary assumptions of classical, Hellenistic, renaissance, modern, and postmodern rhetoric.”

In this roundtable, panelists will reflect on Leff's legacy and wrestle with the questions that Leff also wrestled with throughout his career. Questions such as, “What distinguishes the study of rhetoric from other pursuits in the liberal arts? From what realms of human existence and expression, of human history, does such study draw its defining character? What, in the end, should be the purposes of rhetorical inquiry? And amid so many competing accounts of discourse, power, and judgment in the contemporary world, how might scholars achieve these purposes through the attitudes and strategies that animate their work?”

Panelists:

Melody Lehn, Sewanee: The University of the South

Brad McAdon, University of Memphis

Robert Terrill, Indiana University

Andre E. Johnson, University of Memphis

Kimberly Johnson, Tennessee State University

Victoria Gallagher, North Carolina State University

Respondent: Antonio de Velasco

3203

Friday 10:15-11:30

Room: Studio 4A

Hillbilly Elegy: Race, Class, and Culture in Today's South

Sponsor: Political Communication Division

Panel Moderator: Navita James, University of South Florida

Participants:

Navita James, University of South Florida: Race and Ethnicity

Emmett Winn, Auburn University: Working Class and the South

Leanna Smithberger, University of South Florida: Culture and Cultural Change

Cody Hawley, University of South Florida: Community and Faith

David Payne, University of South Florida: Identity Politics and Narrative

J.D. Vance's *Hillbilly Elegy: A Memoir of a Family and Culture in Crisis* gained national attention for both the author, his story, and his point of view during the final weeks of last year's presidential election. A New York Times bestseller, the book was named by the Times as one of the "six books to help understand Trump's win." This panel will explore how this book speaks to issues that concern scholars of politics and culture—particularly communication scholars in the Southern States—in ways our national conversations have not. Each panelist will make a short presentation of five minutes on a given element, and the audience will be invited to participate in the conversation.

3204

Friday 10:15-11:30

Room: Studio 4B

Dueling over Duel Credit: Musing it Over with Scholars and Presidents

Sponsor: Community College Division

Chair: Monette Callaway, Hinds Community College

Panelists:

Clyde Muse, President, Hinds Community College

Tom Huebner, President, East Mississippi Community College

Brad Bailey, Mississippi Gulf Coast Community College

Frances Brandau, Sam Houston State University

Monette Callaway, Hinds Community College

Associate's Degrees in high school? Dual credit courses? Dual enrollment courses? Early college? These are the now and the future. The outcome will have an effect on both community colleges and universities. Come and hear both sides of the story discussed with faculty and presidents. Get the information and make up your mind on whether these are good for our colleges and students. Throw your two cents in as well...and away we go!

3205

Friday 10:15-11:30

Room: Studio 5A

Queer Worldmaking in the Trump Era

Sponsor: Gender Studies Division

Chair: Charles E. Morris III, Syracuse University

Panelists:

Jeffrey A. Bennett, Vanderbilt University

Charles E. Morris III, Syracuse University

Thomas K. Nakayama, Northeastern University

Erin J. Rand, Syracuse University

Isaac N. West, Vanderbilt University

Except perhaps for Log Cabin Republicans, LGBTQ people inside and outside of the United States knew well to treat with deep skepticism and trepidation Donald Trump's hollow gesture to LGBTQ communities and rights at the Republican National Convention last fall. In the months since his inauguration, Trump's tweets and emergent policy agenda, and those emboldened by them, have deepened and amplified queer peril, present and future. With this exigency urgently in mind, scholars in Communication and across the academy are redoubling efforts to reassess what queer worldmaking might mean in the Trump era: the possibilities, the limits, the risks of productive criticism in these times of heightened queer precarity. Participants will begin this roundtable session with brief opening remarks, each taking a particular topoi relevant to the crisis (though of course all of the topoi intersect)—health, employment, civil rights, immigration, terror—as well as the recent anti-LGBTQ Coalition for Biblical Sexuality's "Nashville Statement," followed by open discussion among the panelists and with the audience.

3206

Friday 10:15-11:30

Room: Studio 5B

Study Abroad as a Muse for Teaching, Research, and Service

Sponsor: Intercultural Communication Division

Chair: Todd Lee Goen, Christopher Newport University

Panelists:

Todd Lee Goen, Christopher Newport University

Joy L. Hart, University of Louisville

Linda D. Manning, Christopher Newport University

Nina-Jo Moore, Appalachian State University

Kandi L. Walker, University of Louisville

This panel explores the ways in which leading a study abroad program provides inspiration for other components of academic life. Panelists will discuss the ways in which study abroad enhances their teaching/curricula, research agendas, and service responsibilities with special attention to specific exemplars from their study abroad experiences.

3207

Friday 10:15-11:30

Room: Studio 6A

Unforgettable: Trump & The 2016 Election

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Andrew Tollison, Merrimack College

Tweet vs. Statement: Examining Typographic Influence on Framing Statements Tweeted by President Trump

Katelyn Brooks, Middle Tennessee State University

Communicative Competence and Twitter: The Unethical President

Nova Clark, Western Washington University

Imprudent Impoliteness: Extending Politeness Theory to the 2016 Presidential Debates

*Lincoln Heffley, University of Arkansas

How Social Media Influenced the 2016 Presidential Election in the United States between Hillary R. Clinton and Donald J. Trump

Logan Smart, Georgetown College

Fear, Faith, and Nostalgia: A Rhetorical Analysis of Donald Trump's Relationship with Evangelical Voters

Jonas Taylor, University of Georgia

Political Memes and Cultural Division: How the Usage of Metaphor Shapes the Political Other

Dakota Yates, Kansas Wesleyan University

Respondent: Patrick Wheaton, Georgia Southern University

*A Clevenger Scholar Paper (within the top 10% of submissions)

3208

Friday 10:15-11:30

Room: Studio 6B

A Lie by Omission? Memory and History in the Debate over the Removal of Confederate Memorials

Sponsor: Rhetoric and Public Address Division

Chair: Ryan Kor, University of Georgia

“Carved in Granit” Rhetorical Complexities in (Confederate) Public Memory
Jason Williamson, University of South Carolina

“Confronting Confederate Nostalgia in Charlottesville”
Dustin Greenwalt, Pennsylvania State University

“‘The Statue is Where It Belongs’: Iconoclasm, Analepsis, and the Monumental History of White Supremacy”
Atilla Hallsby, North Carolina State University

“Anti-Nostalgia and the Dilemma of History’s Erasure in Mitch Landrieu’s Speech on the Removal of Confederate Monuments”
Jeremy Grossman, Baylor University

Respondent: Roseann Mandziuk, Texas State University

In the wake of the explosion of public controversy surrounding the removal of confederate monuments, public discussion about the relationships between memory, history, commemoration, and political responsibility have come to the fore in the United States. Although this panel was conceived long before the tragic events in Charlottesville, VA, during which time pro-Confederacy groups committed violence and murder in support of their shared values, those events have make our topic imperative to theorize and critique. Spanning theoretical focus from the redress of systemic injustice, to the iconography of memorialization, to class politics, to nostalgia, the panel addresses a broad range of

questions about the rhetoric surrounding the removal of monuments. The central question of the panel concerns how these discourses function rhetorically in ways that supersede the specific political motivations that drive debates over their removal.

3209

Friday 10:15-11:30

Room: Studio 7A

Anything Goes: Applied Communication

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair & Respondent: Beth Eschenfelder, University of Tampa

“Love, Little Rock: Breakup of the Year”

Matthew Brown & Alexis Raymo, Arkansas State University

“Building a Brand: An Examination of Social Media as a tool in the Event Planning Industry”

Haleigh Donovan, College of Charleston

“How a Single Episode Brought Back a 19-Year-Old McDonald's Dipping Sauce to Stores for Good”

John Hakenewerth, Arkansas State University

“Fyre Festival Failure”

Shelby O'Brien, Arkansas State University

“CHAOS: A Study of Emergency Room Culture”

Bethany Quist, University of Portland

“Dollars Feed the Scholars Campaign and Case Study”

Carlee Smith, Michelle Cheesman, Robert Morris, Jorge Garcia Zavala, Arkansas State University

“Starbucks' Red Cup Controversy of 2015”

Kaitlin Whiteside & Lydia Bailey, Belmont University

3210

Friday 10:15-11:30

Room: Studio 7B

Top Papers in Public Relations

Sponsor: Public Relations Division

Chair: Amber Smallwood, University of West Georgia

From Silence to Condemnation: Institutional Responses to 'Travel Ban' Executive Order
13769 *

Andrew S. Pyle, Clemson University
Darren L. Linvill, Clemson University
S. Paul Gennett, Clemson University

The Current Status of Risk and Crisis Communication Research: An Analysis of
Published Articles from 1983 to 2015

Jae-Hwa Shin, University of Southern Mississippi
Ecaterina Stepaniuc, University of Southern Mississippi
Emmanuel Nwachukwu, University of Southern Mississippi

Transnational Corporations' Ethical Dilemmas with Product Recalls: A Cross-National
Conflict Shifting Theory Perspective**

Ying Xiong, University of Tennessee

"Déjà Vu All over Again: U-Turn Strategy of Volkswagen's Emission Cheating Crisis"
Richard Lewis, University of Southern Mississippi

Overcoming an October Surprise: Donald Trump's Access Hollywood Video Image
Repair

J. Scott Smith, Christopher Newport University

Respondents: Brigitta Brunner, Auburn University and Christopher McCollough,
Columbus State University

***Top Paper**

***Top Graduate Student Paper**

3211

Friday 10:15-11:30

Room: Studio 11

The Muse of *13 Reasons Why*: Parenting, Media, Gender, and Beyond

Chair: Katherine Loh, Florida Southern College

Sponsor: Ethnography Interest Group

Panelists:

Theresa MacNeil, Florida Southern College
Cara Mackie, Florida Southern College
Pamela Dykes, Florida Southern College

Mike Trice, Florida Southern College
Kate Kurtin, California State University

The current panel analyzes the infamous Netflix show, 13 Reasons Why, which centers around two high school students, Hannah Baker and Clay Jensen. Due to a series of unfortunate events, Hannah commits suicide and the show details her 13 reasons for committing suicide over the course of the series. Over the past few months this show has garnered many reviews, both positive and negative, and while the crux of the series focuses around teenage suicide, it also discusses a myriad of other themes as well. The current panel discusses some of these themes including, parenting, gender and rape culture, investigations of real-life teen viewership, explorations of media coverage, and overall suggestions for real-life applications.

3212

Friday 10:15-11:30

Room: Ballroom 2/3 AV

Cash Me Outside: Johnny Cash as Muse for Performance Studies' Rebels, Outlaws, and Activists

Co-Chairs: Lisa Flanagan, Xavier University of Louisiana
Melanie Kitchens O'Meara, Augusta University

Sponsor: Performance Studies

Panelists:

Amy Burt, Georgia College and State University
Lisa Flanagan, Xavier University of Louisiana
Justin Trudeau, University of North Texas
Ariel Gratch, Georgia College and State University
Lyndsay Michalik Gratch, Georgia College and State University
Jade C. Huell, California State University Northridge
Rebecca Kennerly, Georgia Southern University
Jason Munsell, University of South Carolina Aiken
Melanie Kitchens O'Meara, Augusta University
David Terry, Louisiana State University
Rebecca A. Walker, Southern Illinois University

This panel pays homage to Johnny Cash, his music, poetry, performances, and advocacy. These performative tributes to the Man in Black seek to sing his praises; celebrate the memory of the man, the myth, his musings; and practice the philosophies and principles he espoused.

11:45am-1pm

3301

Friday 11:45am –2:00pm (double slot)

Room: Broadway Kitchen/2nd Floor

Past Presidents' Luncheon

3302

Friday 11:45 am-1:00 pm

Room: Melody A

Musings on the Deception of Donald Trump: Theoretical Explanations and Implications

Sponsor: Language and Social Interaction Division

Chair: Kelly Morrison, The University of Alabama at Birmingham

Using IMT2 to Explain the Deceptive Message Production of Donald Trump

Steve McCornack, The University of Alabama at Birmingham

Kelly Morrison, The University of Alabama at Birmingham

Using the Social Norm Model to Explain 'Trumpist' Tolerance for the Deception of Donald Trump

Jeffrey Walczyk, Louisiana Tech University

TDT and Trump: Truth-Default Theory as a Lens to Understand how the Public Understands the Communication of Donald J. Trump

Timothy R. Levine, The University of Alabama at Birmingham

Prolific Liar in Chief: Donald Trump and the Roller-Coaster of Lies

Kim B. Serota, Oakland University

Respondent: Caroline Sawyer, University of South Carolina Beaufort

3303

Friday 11:45 am-1:00 pm

Room: Melody B

Top Papers in Ethnography

Sponsor: Ethnography Interest Group

Chair: Cara Mackie, Florida Southern College

More than Just Musing: Music, Social Justice, and the Dave Matthews Band*

Deborah Cunningham Breede, Coastal Carolina University

Jennifer L. Erdely, Prairie View A&M University

Homemakers and Wise Leaders: Mary Holmes Seminary in the Religious Genealogy of the Greer Clan of Alabama**

Pamela E. Foster, Georgia State University

Exit, Voice, and Millennial Loyalty: An Autoethnography Examining Psychological Contract Breach and Generational Values.

Kayla Pack Watson, North Carolina State University

***Top Paper**

**** Top Student Paper**

3304

Friday 11:45 am –1:00 pm

Room: Studio 4A

Top Competitive Graduate Student Papers in Freedom of Speech

Sponsor: Freedom of Speech Division

Chair: Dave Dewberry, Rider University

International Discord and Harmony:

Organizational Abridgement of Musical Expression*

Pauline Theeuws, Montclair State University

What Both Sides Fear: Contextualizing Hate Speech in the Struggle for Racial Harmony

Christopher M. Bondi, Duquesne University

“Stomping” on the University:

Deandre Pool, Academic Freedom, and the Socio-Politics within the University

Kailin Regutti, Florida Atlantic University

Say It Ain't So: Free Speech at a Cost

Kavon Franklin, Alabama State University

*** Top Competitive Graduate Student Paper**

3305

Friday 11:45 am-1:00 pm

Room: Studio 4B

Muses and Musings Theorizing: Established and Burgeoning Scholars Discuss Developing Communication Theory

Sponsor: Communication Theory

Moderators:

Leah E. LeFebvre, University of Alabama

Ryan Rasner, Louisiana State University

The blueprint of theoretical construction remains ambiguous and better understanding would benefit all in the communication field. Often communication theory emerges by trial and error, watching others, and/or experience. Therefore, following the thematic undertones, this panel aims to investigate those we aspire to be: the Muses, established scholars, who provide insight in theoretical usefulness, development and application; whereas the Musings, or burgeoning scholars, will generate their questions and insights into creation, adaptation, and growth through exploration of the field.

Muses:

Graham Bodie, University of Mississippi

James Honeycutt, Louisiana State University

Matt McGlone, University of Texas at Austin

Jennifer Samp, University of Georgia

Tom Socha, Old Dominion University

Musing:

Leah E. LeFebvre, University of Alabama

Josh Pederson, University of Alabama

Lynsey Romo, North Carolina State University

Brad Haggadone, University of Texas at Austin

Ryan Rasner, Louisiana State University

3306

Friday 11:45 am-1:00 pm

Room: Studio 5A

‘Not Ready To Make Nice’: Global Storytelling – Media Campaigning: Beyond Headlines

Sponsor: Mass Communication

Chair: Brian C. Brantley, Texas A&M University San Antonio

An Exploratory Study into Sayidaty Media Campaign to Stop the Minors Marriage

Ahmed Makhareh (student), Arkansas State University

A Rogue Nation: News Headline Tone in International Coverage of North Korea's
September 2017 Nuclear Test

Butler Cain, University of North Alabama

Kristina Drumheller, West Texas A&M University

Storytelling and Advertising Production in a Global Matrix: Selling People Stories,
Community and Authenticity

Susannah McMonagle, Eastern University

Narrative Framing of Syrian Migrants in British Religious News

Gregory Perreault, Appalachian State University

Newly Paul, Appalachian State University

Respondent: Darrell Roe, Eastern New Mexico University

3307

Friday 11:45 am-1:00 pm

Room: Studio 5B

**21st Century Presentation Muses: Lessons from Nine Contemporary Gods and
Goddesses to Transform Your Public Speaking Classroom**

Sponsor: Instructional Development Division

Chair: Beau Foutz

Panelists:

Brad Bailey, Mississippi Gulf Coast Community College, Gautier, MS

Sally Blomstrom, Embry-Riddle Aeronautical University, Daytona Beach Campus

Steve Master, Embry-Riddle Aeronautical University, Daytona Beach Campus

Alex Rister, Embry-Riddle Aeronautical University, Worldwide Campus

Jennifer Woitmon, Embry-Riddle Aeronautical University, Daytona Beach Campus

In our 21st century world of texting, instant messaging, and social media posting, a generation of students struggle to communicate their ideas through public speaking. Have no fear! The work of nine modern presentation muses can transform your face-to-face or online classroom and inspire your students. This panel will cover musings from Chris Anderson, Jeremy Donovan, Nancy Duarte, Carmine Gallo, Chip and Dan Heath, Patti Sanchez and Scott Schwertly. Join us to discuss what we can learn from them and one another! We encourage participants to bring along their own public speaking muses to further teach and inspire us.

3308

Friday 11:45 am-1:00 pm
Room: Studio 6A

Setting the World on Fire: Politicians & Policies on the International Stage

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Bethany Goodier, College of Charleston

A Movement on Two Fronts: A Rhetorical Analysis of Argentina's Ni Una Menos Movement

Charles Joiner, Georgia Southern University

Global Media and Soft Power Representation: A Comparative Analysis of Indian Tourism as Experienced & Represented in *The New York Times* & Travel Channel

Grace Linebarger, Stephen F. Austin State University

Intimacy in NGO Mass Communication: A Pentadic Analysis

Molly McSweyn, University of Portland

The Importance of Being Earnest: Rhetoric of Precedent and Citizenship in Confederate Foreign Diplomacy

Christopher Anthony Ryan, Sewanee: University of the South

Shining a Light on Burma: Revisiting Laura Bush's Rhetorical Advocacy

Nick Santamaria, University of South Carolina

A Not So Innocent Abroad: Communication Autoethnography in Germany

Alexis Weidner, Campbell University

Respondent: Shana Bridges, Georgia Southern University

3309

Friday 11:45 am-1:00 pm

Room: Studio 6B

Outstanding Scholarship in Intercultural Communication: Top Papers

Sponsor: Intercultural Communication Division

Chair: Hsiu-Jung "Mindy" Chang, Western New England University

An emergent Pattern of IC Discrimination Within the World of Intercollegiate Athletics*

Andrew Dix, Middle Tennessee State University

How Moral Disengagement Facilitates the Detention of Refugee Children and Families

Mary Grace Antony, Western Washington University

Competing Discourses of Racism in Response to Racial Satire: South Asian Americans
Speak Up

Anjana Mudambi, Curry College

Respondent: Mary Meares, University of Alabama

***Top Paper**

3310

Friday 11:45 am-1:00 pm

Room: Studio 7A

Kick the Dust Up: Conflict & Crises

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Ashli Quesinberry Stokes, University of North Carolina, Charlotte

Gender Based Leadership Styles in Managerial Roles During Crisis Situations

Abigail Hackett, Georgetown College

Memorializing the Shooter and Dehumanizing the Victim: A Common Flaw in the Media

Catherine Luke, Furman University

Hurricane Harvey Makes History: How Social Media Saved Lives during a Natural
Disaster

Katherine Vaughan, Arkansas State University

Environmental Crises at the Industrial Level: Blame and Sensemaking in Corporate
Leader - Stakeholder Relationships

Lillian Vogelsong, University of Alabama

Rangers and the Resistance: Applying the Underdog Effect to the Emergence of "Alt"

NPS Twitter Accounts

Emily Williams, Schreiner University

Congrats, You Survived: How Acting Fast Can Save a Company's Image

Sydni Woodard, Arkansas State University

Respondent: Christie Kleinmann, Belmont University

3311

Friday 11:45 am-1:00 pm
Room: Studio 7B

Spotlight on Scholar

Sport, Rhetoric, Media and Religion

Sponsor: Rhetoric and Public Address Division

Panel features leading scholars in rhetoric, sport, and media to examine Daniel Grano's recent book: *The Eternal Present of Sport: Rethinking Sport and Religion* (Temple UP, 2017)

Chair: Christina Moss, University of Memphis

Panelists:

Michael Butterworth, University of Texas, Austin

Kenneth Zagacki, North Carolina State University

Abraham Khan, Pennsylvania State University

Atilla Hallsby, North Carolina State University

Respondent: Daniel Grano, University of North Carolina, Charlotte

3312

Friday 11:45 am-1:00 pm
Room: Studio 11

Trust, Leadership, and Faith: Communication in Organizations and Families

Sponsor: Applied Communication

Chair: Jennifer Mize-Smith, Western Kentucky University

Constructing Organizational Trust Online
Slavica Kodish, Southeast Missouri State University

Relating Charismatic Leadership and Organizational Commitment: A Religious Perspective
Brian Perna, The University of Southern Mississippi

Families Affected by Autism and Families of Faith: Negotiating Identity Ambiguity in a Church Context

Andrew Phillips, Regent University

Respondent: Greg G. Armfield, New Mexico State University

3313

Friday 11:45 am-1:00 pm

Room: Ballroom 2/3AV

Assembling the Performance Ensemble: Artistic Retrospectives on Performance Troupe Making

Sponsor: Performance Studies Division

Chair: Justin Thomas Trudeau, University of North Texas

Panelists:

Justin Trudeau, University of North Texas

Jade C. Huell, California State University Northridge

Andrea Baldwin, University of Houston-Clear Lake

Lisa Flanagan, Xavier University of Louisiana

Melanie Kitchens O'Meara, Augusta University

This panel provides artistic retrospectives from scholar/artists who have, in various forms, led performance ensembles at their local universities. We muse on the muse of such artistic models, exploring both the exigencies and possibilities of performance group praxis. In climates increasingly pressured by budgetary and spatial limitations, we pay homage to the endurance of group advocacy art practice(s) and theorize their erudite potentials.

1:15pm-2:30pm

3401

Friday 1:15pm-4pm (double slot)

**Offsite-TBA*

Vice President Spotlight

Musing with the Band about Their Muses and Music

Co-Sponsors: Popular Communication Division and the First Vice President

Chair: John H. Saunders, University of Alabama in Huntsville

Panelists: The Nobility

This double-slot panel will serve two purposes. During the first panel slot, the chair will ask questions to the entire band concerning how they create and use music, lyrics, and their performance to communicate in unique ways with their audiences. There will also be a Q and A session with the audience. During the second panel slot, the band will perform. This event will be held in a suitable music venue very close to the conference hotel. The band, The Nobility, is a local Nashville band who tours all over the South and beyond, has been the focus of a children's book, and has eight albums. Their website is <http://www.thenobility.com/>

***SSCA assumes no responsibility or risk for members traveling to, from, or attending programs outside of the conference hotel. Program participants and audience members are attending voluntarily and assume all risks associated with attendance and/or participation.**

3402

Friday 1:15 pm-2:30 pm

Room: Melody A

Are You Teaching “Number 22”?: Muses, Musings And Music Of Veteran Students Experiencing PTSD

Sponsor: Instructional Development Division

Chair: Brett Borton, University of South Carolina Beaufort

Songs in the Key of PTSD: Music as a Method of Understanding Post-Traumatic Stress Disorder

Erin McCoy, University of South Carolina Beaufort

Veterans' Assimilation to Higher Education: A Communication Approach

Eric Meiners, Eastern Kentucky University

Stories from the Frontline (of the classroom): What Instructors Need to Know About Veteran Students

Mr. Brian Vosicky, College of Charleston and Veteran, United States Marine Corps

Reaching and Teaching Each Other: Reframing Instructional ‘Best Practices’ for Veteran Students with PTSD

Jayne Violette, University of South Carolina Beaufort

As college and university instructors find themselves face-to-face with increasing numbers of veterans in our classrooms, we are now more often confronted with the challenging

presence of Post-Traumatic Stress Disorder (PTSD) many veteran students experience. Panelists will explore the realities of having veteran students with PTSD in class, framed by instructional communication research and social identity theories, and offer musings and music to support both instructors and students seeking to manage teaching and learning challenges uniquely associated with PTSD.

3403

Friday 1:15 pm-2:30 pm

Room: Melody B

How to Write a Successful Book Proposal: From Idea to Contract

Sponsors: Communication Theory Division, Association for Communication Administrators

Moderator: John Nicholson, Mississippi State University

Panelists:

Fran Dickson, Eastern Kentucky University, co-editor of *Communication for Families in Crisis: Theories, Methods, Strategies*

Tina Harris, University of Georgia, co-author of *Interracial Communication: Theory into Practice*.

Marceline Thompson Hayes, Arkansas State University, co-author of *From Awareness to Commitment in Public Health Campaigns: The Awareness Myth*

Nina-Jo Moore, Appalachian State University, co-author of *Nonverbal Communication: Studies and Applications*

Jennifer A. Samp, University of Georgia, editor of *Communicating in Interpersonal Conflict in Close Relationships: Contexts, Challenges, and Opportunities*

Michael Waltman, University of North Carolina, Chapel Hill, coauthor of *The Communication of Hate*

Lynne M. Webb, Florida International University, co-editor of *A Communication Perspective on the Military: Interactions, Messages, Discourses*

Successful book authors and editors discuss the details of preparing a book proposal. In this workshop-style session, panelists respond to questions from the moderator and audience on issues such as choosing a publisher, documenting financial feasibility of your proposed project, and the desirability of proposing an edited volume versus an authored book.

3404

Friday 1:15 pm-2:30 pm

Room: Studio 4A

Musings on the Muses in Our Community: Exploring the Needs of Local Media and Employers to Enhance Curriculum, Promote Programs, and Improve Degree Outcomes

Sponsor: Association for Communication Administrators

Chair: Danna M. Gibson, Columbus State University

“Your Needs Define Our Needs: Partnership with Local Media Managers that Enhance a Program”

Danna M. Gibson, Columbus State University

“Defining the 21st Century Newsroom: Needs, Demands, and the Face of the Entry Level Reporter”

David Hart, WRBL Channel 3, Columbus, Georgia

“Broadcast Radio in the 21st Century: Opportunities for Aspiring Broadcasters”

Joseph Brannon, PMB Broadcasting, Columbus, Georgia

“Building a Film Program From the Ground Up”

Bryan Krass, Columbus State University

“The Value of Integrated Media in Economic Development”

Peter Bowden, Greater Columbus Georgia Convention and Visitors’ Bureau

Respondent: Christopher J. McCollough, Columbus State University

This panel will offer its musings the evolution of an academic department from an enrollment of 170 to 450 since the fall of 2012. A key element behind its growth was the strategic attention paid to local media organizations, small business and their specific needs in the modern media economy. By making local media organizations its muse, the faculty and staff redefined its curricular focus and developed student media groups that served the needs of local broadcast news, broadcast radio, film, and small businesses. In addition to hearing the administrative perspective of its chair, the panel will also provide a platform for local media partners and the chamber of commerce to present their perspective on the current focus of their organizations and the needs they have for new graduates from communication, mass communication, and journalism programs. A member of the faculty will speak to cultivating the latest curricular demand, a film production program, from the ground up. Finally, a member of the department’s faculty will tie together each panelist’s perspective, while considering balancing the demands of

the new media economy while sustaining best practices in journalism, media production, and public relations.

3405

Friday 1:15 pm-2:30 pm

Room: Studio 4B

Integrating Intercultural Communication in the Basic Course

Sponsor: Intercultural Communication Division

Chair: Jill Stapleton Bergeron, University of Tennessee (Knoxville)

Cultural Awareness is the Key to Self-Awareness

Jill Stapleton Bergeron, University of Tennessee (Knoxville)

Communication Is Symbolic, Yet How Is “Love” As A Symbol Construed Cross-Culturally?

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

Intercultural Sensitivity and the 'Culture Bump' Speech

Mary Grace Antony, Western Washington University

Using Intercultural Communication to Arouse a Cultural Awareness in the Basic Course: Why and How

Yanrong (Yvonne) Chang, University of Texas-Rio Grande Valley

Drawing from Cultural Value Frameworks and Sensibilities: Lessons in 'Knowing Your Audience' from an Interculturalist's Perspective

Amy N. Heuman, Texas Tech University

This panel will present creative ways to incorporate the concept and practices of intercultural communication into the basic speech course. The basic speech course may be the only speech communication course most students take. Integrating intercultural communication into standard assignments and class exercises is a simple way to introduce them to thinking culturally about themselves and others.

3406

Friday 1:15 pm-2:30 pm

Room: Studio 5A

Health Technologies and Mediated Contexts

Sponsor: Applied Communication

Chair: Brian Perna, The University of Southern Mississippi

Electronic Cigarettes and Communication: An Examination of College Students' Perceptions of Safety and Use

E. Paige Hart, University of Louisville

Clara G. Sears, University of Louisville

Joy L. Hart, University of Louisville

Kandi L. Walker, University of Louisville

An exploratory study of child-audience educational videos on YouTube: Opportunities for promoting health behaviors and outcomes among children

Yiyi Yang, University of Memphis

Kim Baker, Alabama State University

Xueying Zhang, The University of Alabama

Sarah Pemper, The University of Wisconsin-La Crosse

Kim Bissell, The University of Alabama

Assessing a Bilingual mHealth Resource with Oncology Providers and Family Caregivers for Submission to Hispanic Health Care International

Joy V. Goldsmith, University of Memphis

Sachiko Terui, University of Memphis

Amanda J. Young, University of Memphis

Catherine Goldsmith, Independent Scholar

Dale Goldsmith, McPherson College

Lisa Dale, University of Memphis

Understanding Young Adults E-Cigarette Use through the Theory of Planned Behavior

Emily Scheinfeld, The University of Texas at Tyler

Brittani Crook, The University of Texas at Austin

Cheryl L. Perry, The University of Texas Health Science Center at Houston

Respondent: Kristina Drumheller, West Texas A&M University

3407

Friday 1:15 pm-2:30 pm

Room: Studio 5B

Creative Conformity: Maintaining the Muse of Creativity in the Face of Standardization and Assessment Demands

Sponsor: Community College Division

Chair: Jeff Sorrels, East Texas Baptist University

Panelists:

Cole Franklin, East Texas Baptist University
Laurie Metcalf, Blinn College
Marcia Moore, Delta College
Nakia Welch, San Jacinto College
Jeff Sorrels, East Texas Baptist University

In the face of increasing assessment demands and increased reliance on adjunct instructors and online courses, colleges and universities are increasingly standardizing courses. This is especially true in the basic course. Many instructors may find it difficult to be creative and innovative when their textbooks, syllabi, assignments, and assessments are all prescribed for them. This panel will discuss the rationale behind course standardization as well as strategies to innovate despite these limitations.

3408
Friday 1:15 pm-2:30 pm
Room: Studio 6A

Head over Boots: Feminist Criticism

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: April Chatham-Carpenter, University of Arkansas, Little Rock

Female Flirting Cues and Male Perception
Latoya Tisdale Binford, Autumn Abron, Allison Billingsley, Juniya Bradford, Damien Moore, Tyler Poulsen & Alexander Scruggs, University of Alabama, Huntsville

I Walk Through Life Wearing Really Nice Shoes: A Critical Analysis of Gender, Class, and Sexuality Within *Schitt's Creek*
Courtney Crowe, Georgia Southern University

Miley Cyrus from 2012 to 2013: Feminist Icon or Flop
Rachel Gallagher, Western Washington University

“Moms Don't Take Sick Days”: A Rhetorical Analysis of Gendered Stereotypes and Health Stigma in OTC Advertisements
Jessica Ledford, University of Montevallo

Embodying & Reimagining the Female Healthcare Experience for Young Adults
*Mara Midiere, University of Portland

“Who Lives, Who Dies, Who Tells Your Story”: A Feminist Criticism of Eliza Hamilton's Role in Preserving Hamilton's Legacy
Katie Rowan, West Texas A&M University

Respondent: Jenni Simon, University of North Carolina, Greensboro

*A Clevenger Scholar Paper (within the top 10% of submissions)

3409

Friday 1:15 pm-2:30 pm

Room: Studio 6B

In Favor of Music in Speech and Debate Preparation

Sponsor: Argumentation & Forensics Division

Chair: Lakelyn Taylor, University of Central Florida

How Playing with “Garage Band” Can Help Make Your Students Better Debaters

Michael J. Gray, Arkansas State University

Building Interpersonal and Group Cohesion through Preparation Music in Speech and Debate

Lakelyn Taylor, University of Central Florida

Musically-Reinforced Rituals as Pre-Competition Preparation

Natalie Bennie, Wake Forest University

Using African Music as Preparation for Individual Events Competition

Natonya Listach, Middle Tennessee State University

Patrick Richey, Middle Tennessee State University

Respondent: Nick J. Sciuлло, University of Central Florida

3410

Friday 1:15 pm-2:30 pm

Room: Studio 7A

Losing Sleep: Communication and College Students

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair & Respondent: Joshua Pederson, University of Alabama

The Effect of Leadership Communication within Sororities

Cailyn Carter & Mary Adams, Western Kentucky University

Impostor Syndrome and its Effects on College Students

Mary Hill, John Jones & Brian Medrano, Middle Tennessee State University

Hitting the Pillow: Encouraging Adequate Sleep in College
Delaney Holt, Western Kentucky University

“Whoa, We Can Eat As Much As We Want”: The Role of Social Support Messaging for
College Freshmen's Nutrition Habits
Elle Johnson, University of Tennessee

Residence Halls and Race Relations: Intercultural Communication and Conflict
Carson Murphy, Campbell University

Cognitive Flexibility and its Relationship with Collaboration and Avoidance
Zachary Rodriguez, University of Georgia

3411
Friday 1:15 pm-2:30 pm
Room: Studio 7B

Spotlight on Scholar

**Musings on Ronald C. Arnett's *Levinas's Rhetorical Demand: The Unending
Obligation of Communication Ethics***

Sponsor: Philosophy and Ethics of Communication Interest Group

Chair: James R. Pickett, Flagler College

Participants:

Michael J. Hyde, Wake Forrest University

Spoma Jovanovic, University of North Carolina at Greensboro

Kristine Warrenberg Rome, Flagler College

Respondent: Ronald C. Arnett, Duquesne University

This panel will examine Arnett's latest work in terms of the trajectory of his work on dialogue and communication ethics, conjunctions and disjunctions with other work done on Levinas, and the challenges Levinas poses for the philosophy and ethics of communication

3412
Friday 1:15-2:30pm

Room: Studio 11

‘A Million Hands Can Build a Wall’: The Meanings of Social Media Photography

Sponsor: Mass Communication

Chair: Darrell Roe, Eastern New Mexico University

News Organization Framing of Police Shootings on Social Media

Erin Ash, Clemson University

Yiwei Xu (student), Clemson University

Alexandria Jenkins (student), Clemson University

If Video Killed the Radio Star, Will Instagram Save the Photojournalist?: An Analysis of Photojournalism in the Era of Social Photo Sharing.

Katherine Fleck, Ohio Northern University

Respondent: Darrell Roe, Eastern New Mexico University

3413

Friday 1:15pm-2:30pm

Room: Ballroom 2/3 AV

Musings on Music’s Rhetorical Forms: Topoi, Protest, Context, and Resistance

Sponsor: Rhetoric and Public Address Division

Chair: Kasi Williamson, Fontbonne University

Popular Tunes as Dissonant Topoi of Resistance: Woody Guthrie’s Peekskill Songs

Kasi Williamson, Fontbonne University

Beats as Rhetoric: Art Blakey, Tribal Rhythms, and the Use of Jazz as Political and Social Protest in the 1950s and 60s

Michael McFarland, Stetson University

“You Can’t Always Get What You Want” and the Connotative Shifts of Sonic Icons”

Amanda Nell Edgar, University of Memphis

Looking Toward a Different “Girl in a Country Song”: Gender, Race and Rhetorical Voice in Country Music

Christina Moss, University of Memphis

Jason Edward Black, University of North Carolina, Charlotte

Respondent: James Darsey, Georgia State University

3414
Friday 1:15-2:30pm
Ballroom 4 2nd Level AV

The 2018 Digital Showcase: Sights and Sounds of the South

Sponsor: Mass Communication

Moderator: Dean C. Cummings, Georgia Southern University

The 2018 Digital Showcase highlights student works from video production and media design courses. These works are presented as pedagogical examples to spur discussion and innovation in such courses. The producers and/or course instructors for various works will discuss the background of each work and how it fits into a production curriculum.

Panelists:

Kenny D. Smith, University of Indiana
John Goshorn, Georgia Southern University
Matt Hashiguchi, Georgia Southern University

2:45pm-4:00pm

3501
Friday 2:45-4:00 pm
Room: Melody A

Top Student Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address Division

Chair: Kevin Marinelli, Davidson College

Outspoken Allies and Passing Athletes: Open Letter as Mediating Presence *
Jeff Nagel, Pennsylvania State University

“Between Provincialism and Therapy: The Regional Musings of Southern Gospel”
Cody Hawley, University of Southern Florida

“The Latent Manifest: Abortion and Woman’s Citizenship, Roe v. Wade to Present”
Aya Farhat, Baylor University

“Rhetorical Placemaking and Pan-African Thinking: Activist Efforts to Commemorate an African Burial Ground in New York City”
Megan Fitzmaurice, University of Maryland

Respondent: Carole Blair, University of North Carolina, Chapel Hill

***Top Paper**

3502

Friday 2:45-4:00 pm

Room: Melody B

Town Hall Debate: On the Advantages and Disadvantages of Unregulated Free Speech

Sponsor: Argumentation & Forensics Division

Moderator: Michael H. Eaves, Valdosta State University

Panelists:

Lakelyn Taylor, University of Central Florida

Hannah Tabrizi, Valdosta State University

An annual tradition of the Argumentation & Forensics Division, the Town Hall Debate features members of the division arguing on a resolution related to current events. This year's resolution will address the advantages and disadvantages of unregulated free speech. Audience members will be asked to participate through comments and questions after the debate.

3503

Friday 2:45-4:00 pm

Room: Studio 4A

Top Papers in Popular Communication

Sponsor: Popular Communication

Chair: Dave Nelson, Valdosta State University

Whistlin' Past Graveyards: The Drive-By Truckers & Southern Identity

Chad Harriss, University of Tennessee at Chattanooga

A Semiotic Analysis of The White Stripes: Authenticity and the Carnavalesque

Noah Franken, West Texas A& M University

Faction before Blood: Family Communication Patterns in the Dystopian Teen Drama Film Divergent (2014)

Devyn Mullis, University of Florida

In Zootopia Anyone Can be Anything: Tragic Framing in Disney's *Zootopia*
Taylor Bell, University of North Texas

Respondent: Dave Nelson, Valdosta State University

3504

Friday 2:45-4:00 pm

Room: Studio 4B

Inspiration, Innovation, and Insight in Online Courses

Sponsor: Instructional Development Division

Chair: Scott Anderson, Arkansas State University

Join us as we share practical and theoretical insights regarding online COMM education, and ruminate about current innovations in this course delivery mode. Leaving ample time for discussion, participants will briefly discuss the challenges of online course assessment, how to efficiently adapt in-person courses for the web, building community and clustering effects in synchronous sessions, what steps to take before teaching online and how it may affect your greater pedagogical choices, using screencasting to provide feedback on various assignments, and the use of web conferencing software in public speaking courses.

Panelists:

Dena Counts, Abilene Christian University

Elizabeth Robertson Hornsby, Southeastern Louisiana University

A.G. Hughes, University of Memphis

Spoma Jovanovic, University of North Carolina at Greensboro

Brandi Quesenberry, Virginia Tech

Zack Sowder, Virginia Tech

Haijing Tu, Indiana State University

3505

Friday 2:45-4:00 pm

Room: Studio 5A

National Communication Association: Advocacy, Data Resources, and Program Initiatives

This panel features NCA office staff and elected leadership discussing the role NCA plays in disciplinary advocacy, the data resources available through NCA to support teaching, research, and career development, and future programming ideas.

NCA Representatives:

LaKesha N. Anderson and Caitlyn Reinauer

3506

Friday 2:45-4:00 pm

Room: Studio 5B

Top Papers in Instruction: Musings on Pedagogy, Practice, Program Assessment and Student Outcomes

Sponsor: Instructional Development Division

Chair: Scott Christen, Tennessee Tech

Assessing Student Satisfaction in the Introductory Course: A 5-year Analysis of Student Evaluations

Katherine R. Fleck, Ohio Northern University

Alisa Agozzino, Ohio Northern University

Dialogic Grading through a Skilled Wager System**

Clint G. Graves, University of Georgia

Elliot D. Greenlee, University of Tennessee

Humor in the Classroom: The Effects of Integrated Humor on Students' Intentional Learning *

San Bolkan, California State University, Long Beach

Darrin J. Griffin, University of Alabama, Tuscaloosa

Alan K. Goodboy, West Virginia University

Musings about Critical Thinking in Evaluating Online Discussion

Arla G. Bernstein, Mercer University

Carol A. Isaac, Mercer University

Undergraduate Information Literacy and Heuristic Decision Making in the Introductory Communication Course

Ryan Erik McGeough, University of Northern Iowa

C. Kyle Rudick, University of Northern Iowa

Respondent: Michelle Garland

* **Top Paper**

** **Top Student Paper**

3507

Friday 2:45-4:00 pm

Room: Studio 6A

Stay Downtown: Politicians and Policies

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Mary Beth Asbury, Middle Tennessee State University

A Crisis of Definition: Gun Control Policy and the Limitations of Barack Obama's National Eulogies Following Mass Shootings
Ryann Alonso, University of Arkansas

Jimmy Carter's TEDWomen Speech: A Modern American Jeremiad
Taylor Higginbotham, Georgia Southern University

President Obama's Speeches Following the Sandy Hook Elementary School Shooting and the Orlando Shooting: A Narrative Criticism
Taylor Lanfear, Georgia Southern University

George W. Bush's Effective Jeremiadic Eulogy for the United Flight 93 Memorial Dedication
Rachel McConnell, Georgia Southern University

Mass Shooting Rhetoric Through Political Language
Brecken Settles, Appalachian State University

Respondent: Jean DeHart, Appalachian State University

3508

Friday 2:45-4:00 pm

Room: Studio 6B

Cultural Identity in Conflict

Sponsor: Intercultural Communication Division

Chair: Michael Forst, Southern Illinois University

Case Study: EU Refugee Crisis through the Lens of Conflict Communication
Nazanin Bani Amerian, University of Southern Mississippi
Puck Winchester, University of Central Florida

Limits of Strategic Communication for Nation-Building: The Case of Spain's Catalan Region
César Garcia, Central Washington University

Media and IC Shifts: A Semiotic Analysis of the Cultural Identity in Two International Films

Ali Hussain Alawi, University of Memphis

Respondent: Linda Jurczak, Valdosta State University

3509

Friday 2:45-4:00 pm

Room: Studio 7A

Hunting, Fishing & Loving Every Day: Sports Culture & Communication

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair(s) & Respondent(s): Caleb Cates, Georgia State University & Carl Cates, Arkansas State University

Collision of Race and Gender - Serena Williams

Brye Epley, University of South Carolina Aiken

Women in Sports

Bonnie Hansley, College of Charleston

A Cluster Criticism of the 2016 Super Bowl Halftime Show

Kiersten Alexandra Newton, West Texas A&M University

Leadership, Management, and Organizational Culture in High School Athletic Departments from the Perspective of Athletic Directors: A Thematic Approach

Matthew Posey, Middle Tennessee State University

All In! Examining the Impact of Social Media on the Culture of Clemson Football

Christopher Reese, College of Charleston

3510

Friday 2:45-4:00 pm

Room: Studio 7B

Top Student Papers in Political Communication

Sponsor: Political Communication Division

Chair: Nick Rangel, Houston Community College

“Death, Destruction, Terrorism, and Weakness” as Tragic Muses in Donald Trump’s 2016 RNC Speech: Narrative Rationality and Fear Appeal in Political Speech

Austin W. Allen, Texas State University-San Marcos

Who Was More Charismatic? An Exploration of the Rhetoric of Hillary Clinton and Donald Trump in the 2016 Election

Noor Ghazal Aswad, University of Memphis

“Fighting to be Heard”: Shirley Chisholm and the Makings of a Womanist Rhetorical Framework

Dianna Watkins-Dickerson, University of Memphis

Respondent: William F. Harlow, University of Texas Permian Basin

3511

Friday 2:45-4:00 pm

Room: Studio 11

‘Your Cheatin’ Heart’: Social Media/Personal Relationships - Can You Hear ME Now?

Sponsor: Mass Communication

Chair: Melissa M. Smith, Mississippi University for Women

Voicemail Archival Practices

Leah LeFebvre, University of Alabama

Brad Haggadone, University of Texas at Austin

The Paradox of Parasocial Breakups

Holly Willson Holladay, Missouri State University

Amanda Nell Edgar, University of Memphis

Respondent: Emma Butterworth, University of North Carolina at Charlotte

3512

Friday 2:45-4:00 pm

Room: Ballroom 2/3 AV

Top Student Performances in Performance Studies

Sponsor: Performance Studies Division

Chair: Sarah K. Jackson, Southern University at New Orleans

Bitch Kitty

Sally McGreevey, Schreiner University

Bless Our Hearts
Colin Whitworth, Southern Illinois University

The Boogyman: A Mystory of Abortion
Shelby Swafford, Southern Illinois University

3513
Friday 2:45-4:00 pm
Room: Ballroom 4

Vice President Spotlight

Engagement beyond the Academy: A Conversation with Vanderbilt Faculty and Community Partners

Sponsor: First Vice President

Panelists:

M. L. Sandoz, Department of Communication Studies, Vanderbilt University
Adrienne Neal, 4th grade teacher, Cumberland Elementary
Kenisha Hawthorne, Assistant Principal, KIPP Kirkpatrick Elementary School
Claire Sisco King, Department of Communication Studies, Vanderbilt University
Ilison Inman, Education and Engagement Director, Belcourt Theatre
Joe Bandy, Center for Teaching and Department of Sociology, Vanderbilt University

Moderator: Paul Stob, Vanderbilt University

This panel will feature Vanderbilt University faculty and community partners in a roundtable discussion about the prospects of intellectual engagement beyond the academy. Panelists are involved in a variety of community-based projects, including a debate league for elementary- and middle-school students, educational programming at Nashville's independent theatre, and service-learning opportunities throughout the city. This discussion will address the importance of community engagement and explore the obstacles that inhibit such efforts.

4:30pm-5:45pm

3601
Friday 4:30-5:45 pm
Room: Ballroom 4, 2nd Level

Vice President Spotlight

Understanding Nashville: History and Pop Culture in America's "Music City"

Sponsor: First Vice President

Chair: Claire Sisco King, Vanderbilt University

Panelists:

David Ewing, lawyer, historian, community organizer

Beverly Keel, Middle Tennessee State University professor and journalist

Dave Pacula, music industry executive, Black River Publishing

Music City. The Country Music Capital of the World. The Buckle of the Bible Belt. For all the glitz, twang, and gospel associated with Nashville, telling the city's story remains a challenge for local leaders. This panel will explore the challenge of representing Nashville with some of the people responsible for crafting those representations. Panelists include a local historian creating diverse accounts of the city's past, a veteran journalist fighting gender inequality in the music industry, and an industry executive crafting the songs that remain central to Nashville's identity.

Our good friends at Vanderbilt are sponsoring an open bar during this panel which is why it's starting at 4:30pm (for bar set up). We know a lot of folks will have to saunter to business meetings at 5:45, but the bar will remain open a spell after the panel for folks to muse about Nashville.

5:45pm-7:00pm or there abouts...

3701

Friday, 5:45-7:00 pm

Room: Melody A

Kenneth Burke Society Business Meeting

3702

Friday 5:45-7:00 pm

Room: Melody B

Popular Communication Division Business Meeting

3703

Friday 5:45-7:00 pm

Room: Ballroom 2/3

Performance Studies Division Business Meeting

3704

Friday 5:45-7:00 pm

Room: Studio 4A

Philosophy and Ethics in Communication Interest Group Business Meeting

3705

Friday 5:45-7:00 pm

Room: Studio 4B

Political Communication Division Business Meeting

3706

Friday 5:45-7:00 pm

Room: Studio 5A

Instructional Development Division Business Meeting

3707

Friday 5:45-7:00 pm

Room: Studio 5B

Language and Social Interaction Division Business Meeting

3708

Friday 5:45-7:00 pm

Room: Studio 6A

Public Relations Division Business Meeting

3709

Friday 5:45-7:00 pm

Room: Studio 6B

American Society for the History of Rhetoric Business Meeting

3710

Friday 5:45-7:00 pm

Room: Studio 11

Association of Communication Administrators Business Meeting

DAY 4

SATURDAY

4101

Saturday 8:00 am—9:15 am

Room: Ballroom 4, 2nd level

Theodore Clevenger, Jr. Undergraduate Honors Conference Breakfast/Beans for breakfast once again...

Pamela G. Bourland-Davis, Georgia Southern University
Second Vice President

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

4102

Saturday 8:00 am--9:15 am

Room: Ballroom 2/3

Great Ideas For Teaching Students/GIFTS Session I

Sponsor: Community College Division

Moderator: Nakia Welch, San Jacinto College

Unpacking the Metaphors of Leadership: Images, Skills, Knowledge, and Abilities*
Eric B. Meiners, Eastern Kentucky University

Musings on Bias to Enhance the Persuasive Speech: From Project Implicit to Jane Elliott's
"Blue Eye-Brown Eye"
Jenilee Crutcher Williams and Courtney N. Wright, University of Tennessee

#SEMOSkinDeepProject: The Power of Words
Jeanne Harris, Southeast Missouri State University

Funemployed: The Student's Guide to Acing Public Speaking
Ryan Goke, Murray State University

Thank You!
Amber M. Schmisser, St. Louis Community College

The Speech Muse: My Intro, Your Intro, Our Intro
S. Brad Bailey, Mississippi Gulf Coast Community College

The Stories Tunes Tell
Terilyn J. Goins, Emmanuel College

Slides Against Humanity

Kurtis D. Miller, Tusculum College and Douglas E. Pruiem, Purdue University

***Top GIFTS**

4103

Saturday 8:00 am--9:15 am

Room: Melody A

Musings on Rhetorical Topoi

Sponsor: Rhetoric and Public Address Division

Chair: Chris Geyerman, Georgia State University

Myth Maker, Myth Maker, Make Me a Myth: C.S. Lewis, Mythopoesis and the Rhetoric of Glory

Gregory Knight, University of Southern Mississippi

Technological Revolution: Ideographs and Memes in Silicon Valley and Beyond”

A.G. Hughes, University of Memphis

The Price to Pay for ‘20 Minutes of Action’: A Narrative Critique of Character Reference Through the Stanford Rape Case

Logan Carpenter, Texas State University

The Art of the Sublime: Longinus’ Vision for a ‘Free’ Rhetoric

Luke D. Christie, University of Georgia

Memory and the Civil Rights Movement: Three Women’s Memoirs and the Construction of a Feminist Collective Memory

Nikki Orth, Pennsylvania State University

Respondent: Emily Winderman, North Carolina State University

4104

Saturday 8:00 am-9:15 am

Room: Melody B

Exploring Gender, Identity, and Narrative in the Post-Network Era

Sponsor: Popular Communication

Chair: Alison Slade, Columbus State University

Adam Mansplains Everything: The Power-Knowledge of a White-Hipster Masculinity

C. Wesley Buerkle, East Tennessee State University

Shiny, Happy People: Analyzing the Tragic/Romantic Dystopia of Black Mirror
Tori Miller, Texas State University

Counter-Strike as Globalization: A Critical Analysis of ELeague on TBS
Steve Young, University of Southern Mississippi

Shameless Acceptance: An Examination of the Comic Clown
Jordan Winget, University of North Texas

Respondent: Alison Slade, Columbus State University

4105

Saturday 8:00 am--9:15 am

Room: Studio 4A

Best Practices in Partnering With University Communications: Experiential Learning, Department Promotion, Internships And Scholarship

Sponsor: Public Relations Division

Chair: Brigitta Brunner, Auburn University

Selling Applied Pedagogy: Best Practices in Experiential Learning That Improve Civic Life and Advance University Mission
Christopher McCollough, Columbus State University

Camera One Ready, And Take: Giving Students the Opportunity to Learn Live Video Coverage
Brad Yates, University of West Georgia
Rory Wojcik, University of West Georgia

Helping Students Hit the Ground Running: Preparing and Improving the Internship Experience
Michelle Groover, Georgia Southern University

Highlighting Success: Partnering to Position the University as a Case Study Example
Amber Smallwood, University of West Georgia, and Jami Payne Bower, University of West Georgia

University Communications Offices can serve as a resource for public relations faculty and students in capacities beyond event coverage and promotion. This panel examines multiple types of partnership opportunities that exist among Public Relations programs, faculty, students and university communications. Panelists take different approaches to the relationships—developing civic engagement through a class project partnership with

university relations and the community; expanding event coverage and student experiential learning outside the classroom through a mutually-beneficial partnership with university communications and marketing; drawing on campus resources to address and strengthen internship opportunities for public relations students; and showcasing university successes through co-authoring a chapter in a public relations case studies book.

4106

Saturday 8:00 am--9:15 am

Room: Studio 4B

Health & Healing: Supportive Communication and Addressing Grief

Sponsor: Applied Communication

Chair: Abby M. Brooks, Georgia Southern University

Bad News Delivery: Best Practices during Miscarriage Diagnosis

Maria Brann, Indiana University-Purdue University Indianapolis

Jennifer J. Bute, Indiana University-Purdue University Indianapolis

Susanna Foxworthy Scott, Indiana University-Purdue University Indianapolis

@Coping_with_ptsd: A textual and visual thematic analysis of Instagram as supportive communication

Catherine E. Bahn, Arkansas State University

Providers of Medicaid-Medicare Patients

Jennifer Flinn, University of Memphis

Andrea Jacobo, University of Memphis

Community-Based Participatory Research: Improving Mississippi Public Health Association Membership Rates

Braden Hale Bagley, University of Southern Mississippi

Carrie Reif-Stice, University of Southern Mississippi

Respondent: April Chatham-Carpenter, University of Arkansas at Little Rock

4107

Saturday 8:00 am--9:15 am

Room: Studio 5A

Interpersonal Communication across the Lifespan

Sponsor: Interpersonal Communication Division

Chair: Mary Beth Asbury, Middle Tennessee State University

“I’m sorry, like, it wasn’t supposed to happen this way”: Relational Turbulence in Adolescent Pregnancy

Elizabeth D. Dalton, Middle Tennessee State University

Sharing Emergency Alerts on a College Campus: How Gender and Technology Matter

Pavica Sheldon, University of Alabama Huntsville

Mary Grace Antony, Western Washington University

An Examination of How Southern Emerging Adults Communicatively Manage Multiple Goals in Talking About Race

Jenna Abetz, College of Charleston

Lynsey Romo, North Carolina State University

Swiping ‘Right’: How Tinder Users Use Metaphors to Up Their Game

Malinda Dietrich, North Carolina State University

Abbey Schneider, North Carolina State University

Kayla Pack Watson, North Carolina State University

Meredith Foulke, North Carolina State University

Permanent Birth Control Decision-Making within Blended Family Couples: A Communication Accommodation Theory Perspective.

Wesley T. Durham, University of Southern Indiana

Erin E. Gilles, University of Southern Indiana

Respondent: Thomas J. Socha, Old Dominion University

4108

Saturday 8:00 am--9:15 am

Room: Studio 5B

Musings on Rhetoric and Public Controversy

Sponsor: Rhetoric and Public Address Division

Chair: Jason Edward Black, University of North Carolina, Charlotte

Substantiating the “Religious Issue”: Familial and Dialectical Transcendence in the Presidential Campaign Discourse of John F. Kennedy and Barack Obama

Scott Anderson, Arkansas State University

Jonathan M. Smith, University of Memphis

A Tragic-Comic Discourse: Martin Luther King Jr. Four Little Girls, and the 16th Street Bombing

Raquel Robvais, Louisiana State University

From Terror to Oratory: The Rhetorical Education of Lady Bird Johnson

Melody Lehn, University of the South

Au Nom du Peuple: Unifying Aspects of the Discursive Construction in Marine Le Pen's Populist Rhetoric: Her Campaign Announcement Address

Virginia Massignan, Georgia State University

Respondent: Jason Edward Black, University of North Carolina, Charlotte

4109

Saturday 8:00 am--9:15 am

Room: Studio 6A

We Sing from the Margins: Musings on Non-Dominance and the Power of Creating and Owning Space within a Hegemonic Structure

Sponsor: Intercultural Communication Division

Chair: Melissa Jacobs, University of South Carolina Beaufort

Co-Chair: Avery Allen, Independent Scholar

Panelists:

Jumah Taweh, Clemson University

Sarah Beach, Ohio University

Vanessa Condon, Clemson University

Respondent: Kelsey Abele, Arizona State University

Marginalized communities are not only looked over in the narrative of our society, but are often pitted against each other by the dominant society. Our panel will give voice to nondominant groups, and discuss how we can lift each other up, create and own our spaces, and thrive in a hegemonic society that wishes to push us down.

4110

Saturday 8:00 am--9:15 am

Room: Studio 6B

Language and Conflict

Sponsor: Language and Social Interaction Division

Chair: Craig O. Stewart, University of Memphis

Charlottesville, David Duke, and Donald Trump: How Ambiguous Language Can Create a Space for Violence

Claire D. Rhodes, Florida State College at Jacksonville

History v. History: On Conflicting Appeals to a Regional Past.

Antonio de Velasco, University of Memphis

Confirming What We Want to Hear: Language Bias in Studies of Cochlear Implanted Deaf Children

Sarah Mayberry Scott, Arkansas State University

You Don't Own My Words: Domestic Violence survivors' Twitter responses to Media Discourse Following the Ray Rice Incident

Caroline E. Sawyer, University of South Carolina Beaufort

'It's Not Hip Hop': Language and Conflict in Country and Rap Fan Communities

Amanda Nell Edgar, University of Memphis

Respondent: Craig O. Stewart, University of Memphis

4111

Saturday 8:00 am--9:15 am

Room: Studio 7A

Black Women in Media

Sponsor: Mass Communication Division

Chair: Danette M. Pugh-Patton, Southern Illinois University Carbondale

From Mammy to Mary: A Black Feminist Critique of Proud Mary

Antonio L. Spikes & Danette M. Pugh-Patton, Southern Illinois University Carbondale

She's a FREAK [Futuristic Retro Enigmatic Aesthetic Kween]: Missy Elliot, Temporally Situated in the History of Black Aesthetics"

Zach Moss, Southern Illinois University Carbondale

The Future is Female, Black, and Intersectional: Black Women in Science Fiction

Caleb McKinley-Portee, Southern Illinois University Carbondale

4112

Saturday 8:00 am--9:15 am

Room: Studio 7B

**Controversy in the Contemporary Agora:
Musings on Current Free Speech Cases and Projections of Future Change**

Sponsor: Freedom of Speech Division

Chair: Rebekah L. Fox, Texas State University

“Can Words Kill? An Analysis of the Free Speech Principles Presented in the *Commonwealth v. Carter Case*”

Sierra Kane, Texas State University

“Disputes on Freedom of Speech, Freedom of Expression, and Equality in Higher Education: Reflections on *Turning Point USA v. Macomb Community College*”

Regina Alabere, Texas State University

“Displaying Anti-Sexual Harassment Messages: A Case in Free Speech”

Holly Van Eynde, Texas State University

“Make them Bake Cakes! Issues of Compelled Speech

in *Masterpiece Cakeshop v. Colorado Civil Rights Commission*”

Austin W. Allen, Texas State University

“Advocating for Free Speech in Pro-Life Organizations:

An Analysis of *National Institute of Family and Life Advocates v. Becerra*”

Lucas Hackenburg, Texas State University

The agora served as a physical marketplace of ideas for the ancient Athenians. This forum space serves as an inspiration to contemplate how current free speech controversies are shaping our own public discourse spaces.

4113

Saturday 8:00 am--9:15 am

Room: Studio 11

The 2016 American Presidential Campaign and the News: Implications for the American Republic

Sponsor: Political Communication Division

Chair: Kayla Hastrup, Louisiana State University

The ‘Othering’ of Donald Trump

Stephen Cooper, Marshall University

The Pundit Problem: A Look at Bias and Negativity in Cable News Coverage as the 2016 Election Came to a Close

Mike Horning, Virginia Tech

Mainstream Press Framing of the Donald J. Trump and Hillary Clinton 2016 Presidential Nomination Acceptance Speeches: Terministic Screens and the Discovery of the Worldview of the Press

Jim A. Kuypers, Virginia Tech

Long Story Short: Social Media Candidate Attacks in 2016

Stephanie A. Martin, Southern Methodist University

Sports Figures, Social Commentary, and the Role of Sports Journalism During the 2016 Presidential Election

Erin Whiteside, University of Tennessee

9:30am-10:45am

4201

Saturday 9:30 am-10:45 am

Room: Ballroom 2/3

Great Ideas for Teaching Students: GIFTS Session II

Sponsor: Community College Division

Moderator: Monette Callaway, Hinds Community College

Qualitative Methods as International Teaching Tools

Laura E. Miller, University of Tennessee

Musing on the Speeches of Others: Improving Audience Memory of Main Points via Good Delivery Practices

S. Brad Bailey, Mississippi Gulf Coast Community College

Research Rewind

Colleen L. Mestayer, Tennessee Technological University

Credibility Bingo—Identifying Credibility Appeals in Everyday Life

Ruth Martin, Blinn College

Speech Dating: A Multi-Purpose Ice-Breaker Introduction Speech Assignment

Nakia Welch, San Jacinto College

Escaping the Circle: Emphasizing the Fundamentals of Persuasive Speaking Through the Real-Life Application of Advocacy Speeches Modeled after the Movie The Circle
Lakelyn Taylor, University of Central Florida

Musing on the transactional communication model: Creating a mural in class
Laurie D. Metcalf, Blinn College

Fostering Honors College Application from Community College to University
Dena Horne, Sam Houston State University

4202

Saturday 9:30 am-10:45 am

Room: Melody A

Gendered Stereotypes, Perception, and Public Memory

Sponsor: Gender Studies Division

Chair: Ashton Mouton, Purdue University

A Funeral Fit For A Queen: Expanding the Rhetorical Genre of Eulogy to Drag Culture
Christopher J. Vincent, Louisiana State University

“In Whose Name We Organize:” Martyrdom and Queer Grief in the Suicide of Leelah Alcorn

Evan Mitchell Schares, Louisiana State University

I Want a Pink Hippopotamus for Christmas: A Holiday Wish Book Content Analysis
Mary S. Norman, Texas Tech University

Terri Manley, Texas Tech University

The Rhetoric of J. Marion Sims: An Attempt at Preserving a Legacy

Rico Self, Louisiana State University

Respondent: Janine Armstrong, University of Arkansas - Pulaski Technical College

4203

Saturday 9:30 am-10:45 am

Room: Melody B

Media & Pedagogy: Incorporating Popular Communication Activities and Digital Learning into the Classroom

Chair: Garret Castleberry, Mid-America Christian University

Sponsor: Popular Communication

Rhetorical Form and the Four Chord Song

John H. Saunders, The University of Alabama in Huntsville

Exploring Narrative using Rocky Horror Picture Show and Sweeney Todd

Alison Slade, Columbus State University

The Candy Bar – CHEAT TEST: SIX reasons why journalists take the bait of “Fake News”

Dean Cummings, Georgia Southern University

Using Popular Music to teach the Inverted Pyramid Style

Elizabeth Christian, Louisiana College

Teaching History, Political Responsibility and Activism through Media Texts.

Stacy Rusnak, Georgia Gwinnett College

Danielle Williams, Georgia Gwinnett College

Respondent: Garret Castleberry, Mid-America Christian University

4204

Saturday 9:30 am-10:45 am

Room: Studio 4A

Musings on Developing a New Debate and Forensics Program: An Examination of both the Difficulties and Successes in Starting a New Program

Sponsor: Argumentation & Forensics Division

Chair: Jacob L. Metz, Tennessee Technological University

Panelists:

Karen H. Johnson, Volunteer State Community College

Shaquille O’Neal Marsh, Pellissippi State Community College

Laurie Rowland, Cleveland State Community College

Becky Richey, Motlow State Community College

Patrick Richey, Middle Tennessee State University

While it is often difficult for established debate and forensics programs to compete for the attention of students amidst a myriad of other student organizations seeking student involvement or for programs to receive necessary funding from their institutions when budgets are tight, it is even more difficult for new programs to develop and thrive amidst these and other challenges. This panel brings coaches together who have recently worked to develop debate and forensics programs to discuss their successes, their failures, tips

they would give other developing programs, and suggestions as to how established programs can help developing programs grow.

4205

Saturday 9:30 am-10:45 am

Room: Studio 4B

Top Papers in Applied Communication

Sponsor: Applied Communication

Chair: Andrew S. Pyle, Clemson University

Communication, Ritual, and Stigma at a Local Comic Book Shop
Andrew F. Herrmann, East Tennessee State University

Death's terror and the promise of immortality as a recruitment strategy:
A Terror Management Theory Perspective of Daesh's Dabiq
Randall G. Rogan, Wake Forest University

*Think Pink! Dialectical Tensions in Survivor Discourse about Corporate Support of
Breast Cancer Awareness
Jennifer Mize Smith, Western Kentucky University

"Luxury, Lifestyle, and Location": Communicating Organizational Image Through Master
Planned Community Websites
Michael Forst, Southern Illinois University Carbondale
Lacey Corey Brown, Southern Illinois University Carbondale

**Patient Perspectives of Online Health Information: How "Dr. Google" Aids Shared
Decision-Making
Katie D. Scott, University of Georgia

Respondent: Kathryn E. Anthony, University of Southern Mississippi

***Top Faculty Paper**

**** Top Student Paper**

4206

Saturday 9:30 am-10:45 am

Room: Studio 5A

Top Papers in the History of Rhetoric

Sponsor: American Society for the History of Rhetoric

Chair: Steven Gaines, University of Memphis

Drive-By Truckers and the Scapegoating of Southern Ills through the Song “Wallace”
Vernon Ray Harrison, Jefferson State Community College

Memorials to the Empire in a Postcolonial Age: Materiality and Rhetorical Performance
of the Queen Victoria Memorial in London
Wanda Fenimore, University of South Carolina Sumter

Dorothy Day and Elizabeth of Hungary: A Progressive Vision of Catholic American
Womanhood
Lori Stallings, University of Memphis

*What Has Montgomery to Do with Vietnam?: The Prophetic Call Form as a Rhetorical
Resource in King’s “Beyond Vietnam” Address
Daniel Overton, Freed-Hardeman University

Respondent: Melody Lehn, Sewanee: The University of the South

*Top Paper

4207

Saturday 9:30 am-10:45 am

Room: Studio 5B

The South and the City: Rural and Urban in Dialogue

Sponsor: Rhetoric and Public Address Division

Chair: Leslie K. Pace, University of Louisiana at Monroe

“Come and Sit a Spell” When ‘Down Home Cooking’ Becomes Fine Dining”
Ashli Quesinberry Stokes, University of North Carolina, Charlotte

“City Slickers Selling the South: The NRA, Hunting and Southern Heritage”
Wendy Atkins-Sayre, University of Southern Mississippi

“Urban vs. Rural Commemorative Narratives of Civil Rights”
Christina Moss, University of Memphis

“Placing ‘Freedom’: Urban Slavery, Plantation Survival, and Heritage Tourism”
Kristan Poirot, Texas A&M University

Respondent: Atilla Hallsby

Nashville provides the perfect setting for a discussion about the relationship between the concept of urban and rural. The city prides itself on offering all of the options of a large urban city, but with a downhome, rural feel. The distinction between urban and rural can certainly be explicated, but the rhetorical meaning of the settings speaks to the way that the South, in particular, balances between the two worlds. The papers on this panel will each explore one facet of the urban/rural dichotomy, reflecting more broadly on how the concept of urban and rural is used rhetorically to define issues that are unique to the South. We will have short presentations of the papers before opening the discussion up to larger questions about the rhetorical construction of urban and rural.

4208

Saturday 9:30 am-10:45 am

Room: Studio 6A

***I Like the Sound of That: Clevenger Top Five UHC Papers**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Nina-Jo Moore, Appalachian State University

The New and Improved Racism: Condoleezza Rice in Conservative Media
Noah Cline, University of North Carolina, Greensboro

Mitch Landrieu's Address on Confederate Monuments: A Metaphoric Criticism
Lily Kowtko, Georgia Southern University

Reconstituting A Transcendent University: Rhetorical Criticism of William Giles Dix's *An Address*
William Merriman, Sewanee: University of the South

Examining the Lived Experiences of Children of Incarcerated Black Males
Emilia Rogers, Chance Young, Jermaine Roberts & Ked Mayaux, Sam Houston State University

Too Dark or Not Dark Enough: The Effects of Colorism within Black Men
Kyanna Washington, Crystal Williams & Regina Atandu-Salau, Sam Houston State University

Respondent: Chris Geyerman, Georgia Southern University

*For the second year, and with encouragement from the Clevenger family, we are naming our top UHC paper panel the Clevenger Panel. Furthermore, each presenting student is considered a Clevenger Scholar. Additionally, we have labeled other UHC participants as

Clevenger Scholars if their submission scored in the top 10% of all submissions. Those papers are scattered throughout the UHC program. The Franklin Shirley Award for the top UHC paper will be announced at the Saturday morning UHC breakfast and SSCA awards luncheon.

4209

Saturday 9:30 am-10:45 am

Room: Studio 6B

Top Papers in Interpersonal Communication

Sponsor: Interpersonal Communication

Chair: Gary Beck, Old Dominion University

The Influence of Family Relationship Schemas, Parental Support, and Parental Verbal Aggression on Mental Health*

Lindsey Aloia, University of Arkansas

“I May Not Even Go To Graduation”: Hurtful Messages Received During Transitions From College to Work Life.

Gary A. Beck, Old Dominion University

Josh R. Pederson, University of Alabama

The Relative Effects of Perceived Partner Uniqueness and Dispositional Characteristics on Post-Transgression Communication and Relationship Outcomes

Megan Dillow, West Virginia University

A Comprehensive Review of Deception in Interpersonal Communication: Directions for Future Research**

Xiaoti Fan, University of Arkansas

Respondent: Fran Dickson, Eastern Kentucky University

***Top Paper**

****Top Student Paper**

4210

Saturday 9:30 am-10:45 am

Room: Studio 7A

Three Chords & The Truth: Stories

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair & Respondent: Tracy Nichols, Austin Peay State University

This Song Speaks to Me: An Analysis of Storytelling in Music
Emily Adkins & Gabrielle Short, Western Kentucky University

Stories and Sustainability: How One Affects the Other
Emma Berry, College of Charleston

Motivations and Emotional Expressions in Musical Creation and Performance
Laura King & Sabrina Carr, Western Kentucky University

Our Story is Your Story: A Call for Dialogic Narrative in Nonprofit Community
Engagement
Kate McMahan, Transylvania University

Masks and Badges: Real Heroes in the Fiction of *Daredevil*
Allison Moss, Coastal Carolina University

4211
Saturday 9:30 am-10:45 am
Room: Studio 7B

Education, Politics, and the Court

Sponsor: Freedom of Speech Division

Chair: Ann E. Burnette, Texas State University

Communicating Judicial Fairness and Justice: Moral Integrity and the Law
Pat Arneson, Duquesne University

Free Speech in the Crosshairs:
An Analysis of Turning Point USA's "Professor Watchlist"
Rebekah L. Fox, Texas State University, and Ann E. Burnette, Texas State University

Trigger Warnings as Respect for Student Boundaries in University Classrooms
Leland G. Spencer, Miami University, and Theresa A. Kulbaga, Miami State University

When Privacy Becomes Public Relations: The Other Woman in Political Sex Scandals
Nancy Wiencek, Rider University, and David R. Dewberry, Rider University

4212
Saturday 9:30 am-10:45 am
Room: Studio 11

Top Student Papers in Performance Studies

Sponsor: Performance Studies Division

Chair: Sarah K. Jackson, Southern University at New Orleans

A Suite in Six Attitude: Subverting (and Succumbing to) the Textual Bias
Leanna Smithberger, University of South Florida

Dialogue in One Body: The Praxis of Scripting Oral History for the Stage
Colin Whitworth, Southern Illinois University

Stage Name: Performing Sexuality
Dianah McGreehan, Southern Illinois University

Performing the Gap: Learning to Achieve Dance at a Distance
Gregory J. Langner, Louisiana State University

“Is this Place Inside or Out?”: Issues of Space in Kentucky Route Zero
Jesse Snider, University of North Texas

11:00am-12:15am

4301
Saturday 11:00 am-12:15 pm
Room: Ballroom 2/3 AV

Great Ideas for Teaching Students: GIFTS Session III

Sponsor: Community College Division

Moderator: Laurie D. Metcalf, Blinn College

Analyzing Commencement Speaking in Rhetorical Criticism
Trudy Hanson, West Texas A&M University

Using PechaKucha to Enhance Communication Students Understanding of Statistics
Jennifer Morrow, University of Tennessee, Stephanie Kelly, North Carolina A&T State University, and Lisa Shipley, University of Tennessee

Public Discourse & Social Media Analytics
Brandon Boatwright, University of Tennessee, Knoxville and Andrew Pyle, Clemson University

Using Music to Discuss the Nature of Language
Jay Pedregosa, Blinn College

Teaching Maslow's Hierarchy
Jill Stapleton Bergeron, University of Tennessee

A man is.../A woman is...
Christopher H. Smejkal, St. Louis Community College at Meramec

Managing Campus and Community Social Media Accounts in New Media
Kim Bruce, West Texas A&M University

"Meetingopoly" Exercise for Future Business Managers
Charlotte Klesman, Abraham Baldwin Agricultural College

4302
Saturday 11:00am --12:15 pm
Room: Melody A

Top Papers in Argumentation & Forensics

Sponsor: Argumentation & Forensics Division

Chair: Jonathan M. Smith, University of Memphis

Narrative Ethnographies of Culture Change and Coaching Challenges in High-Turnover Programs

Garret Castleberry, Mid-America Christian University
Stephanie Schartel Dunn, Missouri Western State University

Argument Education in Higher Education: Preliminary Validity and Reliability Evidence for an Argumentation Assessment Instrument*

Paul E. Mabrey III, James Madison University

Collegiate Forensics and Community Resistance: Pockets of Resistance and an Unwelcoming Home

John Mikolajcik, Arkansas State University – Queretaro

"Since I'm A Black Woman": Experiences of Black Women in Intercollegiate Debate**

Hannah Tabrizi, Valdosta State University
Keven J. Rudrow, University of Memphis

Respondent: Christopher J. Vincent, Louisiana State University

***Top Paper**

****Top Student Paper**

4303

Saturday 11:00am --12:15 pm

Room: Melody B

Top Papers in Gender Studies

Sponsor: Gender Studies Division

Chair: Ashton Mouton, Purdue University

Hillary, History, and the Evangelical Household Code: Why Conservative Christians Rejected the Clinton Candidacy

Mark Ward Sr., University of Houston-Victoria

Disclosing Lives, Reading Bodies: A Duoethnography of Queerness in the Classroom

Colin Whitworth, Southern Illinois University

Anna Wilcoxon, Southern Illinois University

“It is Embarrassing When He is Mistaken for My Father (Which is Often):” An Exploration of Age Gaps in Gay Male Relationships*

Adam J. Harvey, Louisiana State University

One Women’s Wine is Another’s Poison: A Narrative Analysis of Women’s Stories about Drinking**

Yiyi Yang, University of Memphis

Lu Tang, Texas A&M University

Respondent: Ashton Mouton, Purdue University

***Outstanding Student Paper**

**** Outstanding Faculty Paper**

4304

Saturday 11:00am --12:15 pm

Room: Studio 4A

Undergraduates: The Muses of State Associations

Sponsor: State Association Interest Group

Chair: John H. Saunders, University of Alabama in Huntsville

Participants:

Brad Bailey, Mississippi Gulf Coast Community College, (Mississippi)
Jason Edward Black, University of North Carolina at Charlotte (Carolinas)
Janet Hoffman, Georgia College and State University (Georgia)
Leslie Rodriguez, Angelo State University (Texas)
John H. Saunders, University of Alabama in Huntsville (Alabama)
Patrick Richey, Middle Tennessee State University (Tennessee)

This panel features current and previous officers of state communication associations across the South to discuss one of the main reasons for our existence, undergraduate students. Several Southern state associations mention undergraduate students in their mission statements because state associations can serve those students in ways that regional and national conferences cannot. The panelists will focus on how different associations have uniquely served undergrads, some of the challenges of getting undergrads interested and involved, and ways in which we can continue to serve them.

4305

Saturday 11:00am --12:15 pm

Room: Studio 4B

Health Contexts: Family, Providers, and Education

Sponsor: Applied Communication

Chair: Cathlin Clark-Gordon, West Virginia University

“It’s Like Moving the Titanic:” Organizational Tensions in School Lunch Programs
Kristen E. Okamoto, Clemson University

Patient Autonomy and Communication in Cystic Fibrosis: A Case Study
Amanda J. Young, University of Memphis
Loel Kim, University of Memphis

Family caregivers of children with Down syndrome: A photovoice study of health literacy barriers and pathways
Kelly Ford, University of Memphis
Monique Bailey, University of Memphis

Respondent: Slavica Kodish, Southeast Missouri State University

4306

Saturday 11:00am-12:15 pm

Room: Studio 5A

Top Three Competitive Papers in Freedom of Speech

Sponsor: Freedom of Speech Division

Chair: Grant Cos, Rochester Institute of Technology

Entertaining Free Expression on Public Sidewalks:

Are City Ordinances Kicking Musical Muses to the Curb?*

Susan H. Sarapin, Troy University, and Pamela Morris, Indiana University-Purdue University, Columbus

The Evolution of the Nature of Speech under the First Amendment:

From What Speech Does to What Speech Is

David R. Dewberry, Rider University

Student Free Speech and the Schoolhouse Gate in Cyberspace

Amanda Kearney, Rochester Institute of Technology, and Grant Cos, Rochester Institute of Technology

*** Top Competitive Paper**

4307

Saturday 11:00am --12:15 pm

Room: Studio 5B

Racial Rhetoric(s): A Roundtable

Sponsor: Rhetoric and Public Address Division

In a time of heightened interest in the production and consequences of racialized rhetorics, the panel investigates the historical and political features of blackness (and whiteness) in the United States. Each member of this roundtable uses their unique mode of analysis and communicative event (different speeches, media coverage, or protest acts) to locate the rhetorical features of racialized rhetoric from the publication of Senator Daniel Moynihan's *The Negro Family: The Case for National Action* to the Trump Administration's deployment of evangelical whiteness.

Panelists:

Lisa Corrigan, University of Arkansas

Paul Johnson, University of Pittsburgh

Samuel Perry, Baylor University

Amanda Nell Edgar, University of Memphis

Andre E. Johnson, University of Memphis

4308

Saturday 11:00am --12:15 pm

Room: Studio 6A

The Rest of Our Life: Children, Friends, Families and Colleagues

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair & Respondent: Jaclyn Marsh, University of Nebraska, Lincoln

Community and Collaboration in a Co-working Space

Catherine Caplan, College of Charleston

Friendships as Researched Through the Dialectical Theory Perspective

Maddison Csernica, University of South Carolina Beaufort

Who am I?: Discovering Identities Constructed By Adopted Children Foster

Megan Foster, Coastal Carolina University

Family and Peer Communication about Safe Sex: How Conversations About Sex Impact Sexual Behavior

Mackenzie Marquess, University of Texas, Tyler

Understanding the Importance of Interpersonal Communication During Service Encounters

Rachel Panichella, Coastal Carolina University

An Investigation on Teacher Apprehension based on Professor Self Disclosure on Facebook

Jessica Rosenberg, University of Tennessee

4309

Saturday 11:00am --12:15 pm

Room: Studio 6B

Exploring Positive and Dark Sides of Interpersonal Communication

Sponsor: Interpersonal Communication Division

Chair: Andrew Tollison, Merrimack College

Studying Interpersonal Communication Metapatterns: A Positive Interpersonal Communication Research Example and Agenda

Thomas J. Socha, Old Dominion University

Martial Advice to Friends who Experience Infidelity: Leave, Live with It, or Something In-Between?

Jennifer Jackl, Roanoke College

Jenny L. Crowley, The University of Tennessee

An Examination of Communication Negotiation of Purebred Stigma

Lynsey K. Romo, North Carolina State University

Rachel Lloyd, University of Texas at Austin

Zoe Grimaila, North Carolina State University

Dear Diary: Narrative Types and Emotional Communication in Adolescent Journals from a Residential Treatment Center

Andrea Lambert South, Northern Kentucky University

Jessica Elton, Eastern Michigan University

Alison M. Lietzenmayer, Old Dominion University

Social Rejection Experiences among First-Year College Students

Joshua R. Pederson, University of Alabama

Kelly E. Tenzek, University of Buffalo

Dayna Kloeber, Arizona State University

Katie Margavio Striley, University of North Carolina-Chapel Hill

Jennifer Bender, University of South Florida

Respondent: Linda Manning, Christopher Newport University

4310

Saturday 11:00am --12:15 pm

Room: Studio 7A

NOISE: Masculinity, Gender & Relationships

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: David Nelson, Valdosta State University

Gender/Sex and Inclusion Impact on Students

Autumn Callahan, Georgia Southern University

The Culture Surrounding Masculinity and Male Victims of Domestic Violence

*Desiree Doyle, University of Arkansas, Little Rock

African American Men vs. Society: How We Feel about Protesting

Nigel Spears, University of Arkansas, Little Rock

Transgender <Rights> and the Political Appropriation of Gender: An Ideological Analysis
of HB 2 Discourse
Miranda Swaim, Georgia Southern University

I Am the One Who Knocks:" On Visual Imagery as a Window to Toxic Masculinity
*Matthew Travagline, North Carolina State University

Respondent: Emily Kofoed, University of South Carolina Upstate

*Clevenger Scholar Papers (within the top 10% of submissions)

4311
Saturday 11:00am --12:15 pm
Room: Studio 7B

The Muses All Get Into the Act: Narrative And Video Mediated Storytelling

Sponsor: Mass Communication Division

Chair: Marsha Little Matthews, The University of Texas at Tyler

Narrativity and Tellability: An Analysis of the Six-Second Video
Marsha Little Matthews, The University of Texas at Tyler

No One Is Watching: Millennial Disengagement from The Main Stream
Dean Cummings, Georgia Southern University

Psycholinguistic Analysis of Narrative Structures of Video News Packages
Derik Gray, Tyler Junior College

The Kpop Experience: Can Narrative in International Music Videos Connect Cultures
Anita Brown, The University of Texas at Tyler

4312
Saturday 11:00am --12:15 pm
Room: Studio 11 –*Will need to find place with AV. No AV in 11*

The Power of Digital & Social Media within Popular Culture

Sponsor: Popular Communication

Chair: C. Wesley Buerkle, East Tennessee State University

Redeploying the UAV: Democratization, Privatization, and Commodification of the
“Transhumanist” Drone Stare in the Consumer Market
Bradly Allen Knox, The University of Memphis

She Could Be Me: A Narrative Analysis of Barbie’s Body and Feminine Empowerment in
Mattel’s “Evolution of Barbie” Campaign
Taylor Moran, Louisiana State University

You Know You That Bitch When You Cause all This Conversation: A Critical Analysis
of the Discourse Surrounding Beyoncé’s Super Bowl 50 Halftime Show
Lily Kunda, Old Dominion University

The Big Game is Just an App Tap Away: The Uses and Gratifications of Online Streaming
of Sports Video Content by Millennials.
Chad Whittle, University of Southern Mississippi

Respondent: C. Wesley Buerkle, East Tennessee State University

12:30pm-2:30pm

4401
Saturday 12:30 pm-2:30 pm
Room: Ballroom 4

Southern States Communication Association 88th Annual Awards Luncheon

Presiding: Victoria Gallagher, President

Keynote Speaker: NPR’s Ann Powers

This is a ticketed event

2:45pm-4pm

4501
Saturday 2:45 pm-4:00 pm
Room: Melody A

Planning Meeting for 2019 SSSCA Convention

Chair: Pamela G. Bourland-Davis, 2nd Vice President

All division and interest group planners for 2019 should attend this meeting or the one on Sunday morning at 8am.

4502

Saturday 2:45 pm-4:00 pm

Room: Melody B

Trumping Argumentation: Exploring Best Practices for Teaching Argumentation in the Trump Era

Sponsor: Argumentation & Forensics Division

Chair: Christopher J. Vincent, Louisiana State University

Panelists:

Hannah Tabrizi, Valdosta State University

Aaron E. Weathers, California State University - Fresno

Rico Self, Louisiana State University

Christopher J. Vincent, Louisiana State University

This panel brings together persuasion and argumentation instructors of various regions to unpack the significance of teaching argumentation and persuasion in a modern political landscape. This panel explores tactics and strategies for teaching and keeping argumentation relevant within a Trump era. More specifically, several questions guide this panel. What is the role of argumentation? And, what is the responsibility of argumentation and persuasion instructors? The individuals that comprise this panel have taught persuasion, argumentation, and debate, and incorporate various strategies for keeping deliberation relevant.

4503

Saturday 2:45 pm-4:00 pm

Room: Studio 4A

Configuring Subjectivity and Space in Contemporary Health and Medical Rhetoric

Sponsor: Rhetoric and Public Address Division

Chair: Emily Winderman, North Carolina State University

“Risk and the Rhetoric of Pre-Existing Conditions”

Jeffrey Bennett, Vanderbilt University

“Post-Mortem Archive: Chronic Traumatic Encephalopathy, the NFL, and the Boston University Brain Bank”

Daniel Grano, University of North Carolina, Charlotte

“Zika Virus, Media Representations and Rhetoric at the Intersection of Gender, Race and Disability”

Marina Levina, University of Memphis

“Touch with Care: Telesurgery and the Rhetoric of Robotic Touch”

Brandon Rogers, North Carolina State University

“The Material and Affective Rhetorics of Clinical Space at a Woman’s Choice of Raleigh, NC”

Emily Winderman, North Carolina State University

Respondent: Meredith Bagley, University of Alabama

As an increasingly well-established field within rhetorical studies, *Rhetorics of Health and Medicine* integrate an array of concerns under a shared aim to promote the flourishing of human and non-human bodies. According to Judy Z. Segal, health and medical rhetoric can occur in a variety of domains, shaping the subjectivity of patients, practitioners, and citizens in the process: “Medicine is not only rhetorical as it is reproduced in published texts; it is also rhetorical as a system of norms and values operating discursively in doctor-patient interviews, in conversation in hospital corridors, in public debate on health policy, and in the apparatus of disease classification.” The panel draws upon Segal’s expansive definition of rhetoric and examines five contemporary cases of health rhetoric that have the potential to constrain and transform the capacities of subjects. Each panelist is concerned with the formation of a health-related subjectivity within a particular space or classificatory domain: healthcare debates of coverage denials, geographical representation of Zika’s impact, tissue repositories, surgical theaters, and protested women’s health clinics. The panel suggests that rhetorics of health and medicine are a central site to interrogate larger issues of economic and cultural disparity.

4504

Saturday 2:45 pm-4:00 pm

Room: Studio 4B

Top Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address Division

Chair: Kevin Marinelli, Davidson College

Invoking <Reagan>: The 40th President as Ideograph in Presidential Debates, 1988-2016*

Ryan Neville-Shepard, University of Arkansas

Skye de Saint Felix, University of Maryland

The Emmett Till Memorial Tree and the Limitations of Treescape Rhetoric

Jason Edward Black, University of North Carolina, Charlotte

Constitutive Community, the Social Gospel and Martin Luther King, Jr.'s "A Time to Break Silence"

Richard Leeman, University of North Carolina, Charlotte

Respondent: Lisa Corrigan, University of Arkansas

*Top Paper

4505

Saturday 2:45 pm-4:00 pm

Room: Studio 5A

Top Faculty Papers in Political Communication

Sponsor: Political Communication Division

Chair: Nick Rangel, Houston Community College

'Convenience,' 'Short-Circuited,' and an October Surprise: Hillary Clinton's Email Server Image Repair Discourse

Scott Smith, Christopher Newport University

The Power of Myths and Storytelling in Nation Building: The Campaign for the Independence of Catalonia from Spain (2012-2015)

César García, Central Washington University

Wilson and Angell: The Politics of the Economic Entanglement

Joseph Bailey, Hardin-Simmons University

Respondent: Melissa M. Smith, Mississippi University for Women

4506

Saturday 2:45 pm-4:00 pm

Room: Studio 5B

Student Papers in the History of Rhetoric

Sponsor: American Society for the History of Rhetoric

Chair: Thomas Fuerst, University of Memphis

A Re-Examination of the Rhetoric of Benjamin Hooks: An Impetus for Civil Disobedience in a Trump Presidency
Damariyé L. Smith, University of Memphis

Antilogies and Sophistic Method: Protagoras, Antisthenes, and the Strong Case for Rhetoric
John Banister, University of Georgia

*Performance, Freakery and National Identity in 19th Century Slave Auctions
Max Plumpton, University of North Carolina at Chapel Hill

“Give Me a Display of Your Talent”: Callicles, Socrates, and Rhetorical Deadlocks in the Gorgias.
Nathan Rothenbaum, University of Georgia

Respondent: Wanda Fenimore, University of South Carolina Sumter

*Top Paper

4507
Saturday 2:45 pm-4:00 pm
Room: Studio 6A

Middle of a Memory: News, Names & Authors

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Amber Smallwood, University of West Georgia

Cultural Studies Theory and Climate Change Denial in News Media
Jimmy Bonneau, Curry College

Is Funny News Fake News? Analyzing the Role of Satirical News and its Implications in Mainstream Media
Angela Gazzillo, Appalachian State University

Online Online Anonymity, Civility, and Comment Sections
Kiersten Helmey, College of Charleston

History Unfolded US Newspapers and the Holocaust, The Crime Now Has a Name: Genocide
Hayley McDowell, Austin Peay State University

Fake News and Trust in News Article Accuracy within News Gateways
Ruthanna Rubin & Sophia Searce, Trinity University

Respondent: J. Dean Farmer, Campbell University

4508

Saturday 2:45 pm-4:00 pm

Room: Studio 6B

Communication Theory Business Meeting

4509

Saturday 2:45 pm-4:00 pm

Room: Studio 7A

Crushin' It: Rhetorical Criticism

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Morgan Ginther, Texas A&M

The United Daughters of the Confederacy's Collectivization of Confederate Resentment:
White Supremacy's Call to Action

Zia Gray, North Carolina State University

Pass the Honey: Rupi Kaur's Milk and Honey Helps People Relate

Gabriel Hidalgo, Southern Adventist University

Brooks and the Re-occupation of Public Morality

Cole Porter, Sewanee: University of the South

A Rhetorical Criticism of "The Murder of Lovejoy" by Wendell Phillips

Julia Siebert, Sewanee: University of the South

A Generic Critical Analysis of J.K. Rowling's (2008) Harvard Commencement Address

Lorenzo Soler, Georgia Southern University

Respondent: Trudy Hanson, West Texas A&M University

4510

Saturday 2:45 pm-4:00 pm

Room: Studio 7B

Encountering Intercultural Differences: From Competence to Destructive Communication

Sponsor: Intercultural Communication Division

Chair: Amy N. Heuman, Texas Tech University

Rome Wasn't Built in a Day: An Analysis of the Use of Student Reflections during Short-Term, Faculty-Led Study Abroad Programs to Build Intercultural Communication Competence

Todd Lee Goen, Christopher Newport University

Linda D. Manning, Christopher Newport University

“Feeling Unsafe in America”: Exploring International Students’ Musings on the Discourses Surrounding the Travel Ban

Audra K. Nuru, Fairfield University

Meghan Guarnieri, Fairfield University

“All These People Abuse the System”: Towards Developing a Typology of Memorable Hate Messages

Angela M. Hosek, Ohio University

Valerie Rubinsky, Ohio University

Nicole Hudak, Ohio University

Shermineh Davari Zanjani, Ohio University

Savvanah Sanburg, Ohio University

Respondent: Ramesh Rao, Columbus State University

4511

Saturday 2:45 pm-4:00 pm

Room: Studio 11

Musings on Instructor Feedback: Improving the Process and Quality of Feedback

Sponsor: Instructional Development Division

Chair: Monette Callaway, Hinds Community College

Hashtag Feedback: Using Text Expansion To Streamline The Process Of Providing Detailed Effective Feedback

Kurtis D. Miller, Tusculum College

Musings On Instructor Feedback In An Honors Oral Communication Classroom

S. Brad Bailey, Mississippi Gulf Coast Community College

Musings On The Humble Rubric: Examining How To Maximize The Effectiveness Of This Form Of Feedback In The Basic Communication Course
Jacob L. Metz, Tennessee Technological University

Can You Hear Me Now?: Using Audio Feedback In An Online Speech Course
L'Oreal Stephens, Middle Tennessee State University

Face-Off: Providing Feedback While Maintaining Student Face In The Public Speaking Course
Karen Hill Johnson, Volunteer State Community College

Providing effective comments on students' work is an important part of effective teaching, but research shows that students are generally dissatisfied with the feedback they receive. Feedback has been shown to be problematic for a number of reasons, and studies show that many students report spending less than 5 minutes reading feedback. In this panel, instructors from several different types of institutions will focus on techniques to improve both the process of providing feedback to students and the quality of the feedback we provide to students, both in face-to-face and in online courses.

4512
Saturday 2:45 pm-4:00 pm
Room: Ballroom 2/3 AV

Page to Stage: From Page (to Screen) to Stage: The Process of Compiling and Adapting the Novels and Screenplays of *Chocolat* and *A Very Long Engagement* for the Stage

Sponsor: Performance Studies Division

Chair: Sharon E. Croft, Capital University

From page (to screen) to stage: The Process of Compiling and Adapting the Novels and Screenplays of *Chocolat* and *A Very Long Engagement* for the Stage
Daniel Heaton
Capital University

4:15pm-5:30pm

4601
Saturday 4:15 pm-5:30 pm
Room: Ballroom 4 2nd level AV

SSCA President's

Spotlight Panel:

Of Sound, Body and Mind: Communication and Innovation

Chair: Victoria Gallagher, North Carolina State University

The goal of this panel is to further the conversation on Communication and Innovation begun at the 2017 SSCA conference, focusing attention on the innovations occurring across related subfields in rhetoric, communication and media studies particularly in relation to sound, bodies, and digital technologies. The projects included here are a mix of creative works, digital projects for the public, and theory building all of which feature sound and theorize sound in relation to bodies and materiality.

Participants/Projects:

Justin Eckstein, Pacific Lutheran University, “‘Comey is not my Homey’: The acoustics of Image-Events.”

Through a critical examination of former FBI Director, James Comey’s September 2017 convocation address at However University and the chanting response of audience members, the author introduces an approach that extends the work done on “image events” to incorporate the sounds of the event as an important strategic feature. Whereas the previous work on “image events” state that the force of an argument trades on ineffable visuality, this essay illustrates the force of sound is also important to dissemination. In the case of the Comey protest, the sound of voices amplified to the right volume captured the “shot gun” audio recording (a particular kind of microphone technology attached to the camera) to force Black Lives Matter into the conversation about deliberation itself. Thus, Comey’s Convocation event provides an opportunity to theorize the importance of sonic force to the image event.

Keon Pettway Eastern Michigan University, “The Virtual Martin Luther King Project (vMLK)”

This project explores and illustrates the relationship between oratory and action, between changes of heart and changes in material, lived, day-to-day experiences. This relationship has long been examined, articulated, challenged, and denied. Yet, as King’s 1960 speech at the White Rock Baptist Church indicates, public address is a significant part of a larger set of conversations, actions, and relationships that ultimately lead to changes in both hearts and minds, thinking and acting. Investigators on the Virtual Martin Luther King, Jr. Project began with a digital humanities vision: to develop an immersive sound-based recreation (an interactive digitally rendered experience) of an historic moment in the 20th century US civil rights movement. Using advanced digital and audio technology, the resulting vMLK project provides students, scholars, and citizens with a deeper encounter

with civil rights history and a material understanding of the nature and process of social transformation.

Stephen Hammer, St. Joseph's University, "Circuited Bodies, Glitches, and the Sounds They Make."

This presentation offers a materialist approach to sonic composition that weaves indigenous understandings of human and nonhuman personhood and agency with glitch philosophies that reject assumptions of noiselessness in or in-between nodes of communicative systems. This approach is illustrated both through creative practices such as circuit bending and through a course assignment in which students co-design digital sound devices with community artists who identify as living with physical (dis)Ability.

Respondent:

G. Thomas Goodnight, University of Southern California

4602

Saturday 4:15 pm-5:30 pm

Room: Melody A

Open

4603

Saturday 4:15 pm-5:30 pm

Room: Melody B

Narrative Approaches to Message Design across Disciplines

Sponsor: Applied Communication

Chair: Yan Huang, Southern Methodist University

Applying Narrative Research in Teaching Social Media Strategies for Public Relations Students

Jiangxue Han, Appalachian State University

The Application of Narrative Theory to Advertising Campaign Design

Shanshan Lou, Appalachian State University

Approaching Rhetorical Invention as Dramatic Arrangement

Jeffrey Motter, University of Colorado Boulder

Scott Welsh, Appalachian State University

'Same Same but Different': Narrative Identification with Others in Everyday Life

Chris Patti, Appalachian State University

An exploration of how the language and theory of narrative might guide students and practitioners in the creation of effective messages beyond the telling of traditional linear stories. Each paper explores how narrative concepts can aid students in the process of understanding and addressing diverse audiences.

4604

Saturday 4:15-5:30pm

Room: Studio 4A

The Tempo of Organizational Life: Examining the Role of Music in Sense-making of Work, Identity and Well-being

Sponsor: Applied Communication

Chair: Emily Rine Butler, University of Florida

Attributes Of Work And Professional Life As Depicted In Country Songs

Jean L. DeHart, Appalachian State University

The Song Remembers When: Organizational Identity Construction, Maintenance, And Sense-Making Through Turning Point Songs

Kelli L. Fellows, Pfeiffer University

Music and Medicine: The Potential Impact of Music On Healing

Edward C. Brewer, Appalachian State University

Understanding Organizational Change Resistance through Music Genre Preference And Listening Behavior

Bradford R. Frazier, Belmont Abbey College

This panel examines the applications of music in organizational settings and how music directs our sense-making of work, identity and wellness. Panelists analyze the attributes of work as depicted in songs, the way music connects with identify construction, how music functions in healing, and how listening behaviors relate to change-resistance.

4605

Saturday 4:15-5:30PM

Room: Studio 4B

Social Media Muses & Musings

Sponsor: Public Relations Division

Chair: Pamela Bourland-Davis, Georgia Southern University

Isn't All The Same (or is it?): Teaching Social Media at the Undergraduate Versus Graduate Levels

Karen Freberg, University of Louisville

Using Social Media as a Pedagogical Tool: Strategies and Tactics

Ai Zhang, Stockton

Proprietary Matters: Considerations for Hypothetical vs Actual Clients in the Social Media Class

Michelle Groover, Georgia Southern University

Audits and Analytics: Real Time Class Assessments of Social Media

Haley Higgs, Georgia Southern University

Picturing Student Research: Using Social Media to Create a Digital, Publishable Class Archive

Ashli Quesinberry Stokes, University of North Carolina Charlotte

Social media is a newer course in the public relations curriculum, and it's also a communication medium which can be used to stay in touch with students, to model public relations work, and/or to provide a base medium for other student research projects. Social media, for better or worse, clearly has power to change the course of events, or to create events ranging from the viral ice bucket challenge to social-media-created crises. Students need to understand its potential and limitations. Posting an image or video and/or creating a 140-character message are small parts of the learning process which must also consider strategy, messaging, branding, and evaluation. This panel pulls together leaders in social media pedagogy as well as faculty who are testing out new approaches. The result is a panel of both muses and musings that will provide inspiration for the next academic year, both in and out of the classroom.

4606

Saturday 4:15 pm-5:30 pm

Room: Studio 5A

Maternity, Motherhood, and Gendered Politics

Sponsor: Gender Studies Division

Chair: Linda Levitt, Stephen F. Austin University

“Let’s Make ‘Em Squeal” and “Mitch, That’s Not How You Hold a Gun:” Joni Ernst and Allison Lundergrun Grimes Faux Maternal Performance in 2014 Senate Ads
J. Scott Smith, Christopher Newport University

The Biopolitical Spectacle: “Look at that face!” Gendered Surveillance and the Forced Surrogacy of Hillary Clinton in the 2016 Presidential Campaign
Bradly Knox, University of Memphis

Motherhood, Abortion, and the Politics of Hillary Rodham Clinton
Aya Farhat, Baylor University

The Changing Birth Preference Trends in South Korea: South Koreans’ Perception of a Humorous Statement related to Birth Preference
Jeyun Park, Western Kentucky University

Respondent: Rico Self, Louisiana State University

4607

Saturday 4:15 pm-5:30 pm

Room: Studio 5B

Conspiracy Theories, Identity, and Discourse: Examining Implications of Conspiracy Theories in Social Discourse and Popular Culture

Sponsor: Popular Communication

Chair: Steve Herro, College of Southern Nevada

Identity and Conspiracy Belief: An SEM Examination of Identity Gaps, Generic Conspiracist Beliefs, and Verbal Aggression
Matthew C. Ramsey, Shippensburg University

Zero Sum Gain: The Rhetorical Functions of Conspiracy Theories Surrounding the Coca-Cola Company
Rich A. Knight, Shippensburg University

Give Me My Soros Money. After All, We Are All Paid Actors: The Infowars Conspiracy of Liberal Social Movements
Robert J. Glenn, Owensboro Technical and Community College

Berenstain or Berenstein Bears? A Critical Examination of the Mandela Effect Conspiracy and America’s Favorite Bear Family
Gary Deaton, Transylvania University

Respondent: Steve Herro, College of Southern Nevada

4608

Saturday 4:15 pm-5:30 pm

Room: Studio 6A

Happens Like That: Applied Communication

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Laura Miller, University of Tennessee

Yoga: Style, Space, and Spirituality on the Construction of Identity and Culture
Kailey Charles, College of Charleston

Personal Branding: Looking for Jobs in the Digital Age
Margaret Chase, Clemson University

Fine Arts in Speech Language Therapy
Brooke Darnell, Arkansas State University

Communication Historiography within Training and Development Programs
Hope Freeman, Campbell University

Political Affiliation, Liberal Arts Education, and Indoctrination as seen by Transylvania
University First Year Students
Kerby Standifer, Transylvania University

Respondent: Emily Ann Paskewitz, University of Tennessee

4609

Saturday 4:15 pm-5:30 pm

Room: Studio 6B

Political Campaign Communication: Past and Future

Sponsor: Political Communication Division

Chair: Austin W. Allen, Texas State University-San Marcos

The Importance of Identification and Plain Style in Truman's "Democratic National
Convention Acceptance Address."
Mark LaVoie, Dixie State University

The Rhetorical Dimensions of the Antichrist

Michael Milford, Auburn University

Big Data and American Presidential Campaigns: Anticipating the “Secret Sauce” of
Future Data Driven Campaigns
Caleb Cates, Georgia State University

Respondent: Joseph Bailey, Hardin-Simmons University

4610

Saturday 4:15 pm-5:30 pm

Room: Studio 7A

Save it for a Rainy Day: Media Criticism

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Caroline Sawyer, University of South Carolina Beaufort

The Media Effects of Psychological Crime: A Content Analysis of Popular TV Show:
Criminal Minds
Madison Crockett, Coastal Carolina University

More Than Friends of Dorothy: Queer Character Development of Mulan and Dorothy in
ABC's *Once Upon a Time*
Shelbi Felblinger, Miami University, Ohio

Gossip Girl, Your One and Only "All-knowing" Source into the Upper Class Domination
of Manhattan's Elite: A Critical Cultural Analysis of Realism and Ideology
Julien Lunsford, Georgia Southern University

The Stone Table and the Redemption of Man: A Metaphoric Criticism of C.S. Lewis' *The
Lion, the Witch and the Wardrobe*
Karis Stephens, West Texas A&M University

Investigating the Significance of Color in *Heathers* (1989)
April Vincent, University of Arkansas

A Rhetorical Criticism of Edward Hopper's *Nighthawks*
Sreelakshmi Yallapragada, North Carolina State University

Respondent: Antonio Spikes, Southern Illinois University

4611

Saturday 4:15 pm-5:30 pm

Room: Studio 7B

From Personal to Organizational: Using Ethnography to Better Understand Others and Ourselves

Chair: Garret Castleberry, Mid-America Christian University

Sponsor: Ethnography Interest Group

Researching Sensitive Topics: Reflections on a Cancer Project
Dinah Tettah, Arkansas State University

Reframing Organizational Exit via Relational Dialectics: An Autoethnography
Andrew F. Herrmann, East Tennessee State University

Crystallizing the Rhythms of the Road: A Personal, Political, and Rhythmical Setting of America's Blue Ridge Parkway
Leanna Smithberger, University of South Florida

Melancholia in Absence of Closure: Using Autoethnography to Gain Control
Victoria L. Brown, University of Southern Mississippi

Respondent: Ben Triana, University of South Carolina Aiken

4612

Saturday 4:15 pm-5:30 pm

Room: Studio 11

Top Student Papers in Intercultural Communication

Sponsor: Intercultural Communication Division

Chair: Jill Stapleton Bergeron, University of Tennessee (Knoxville)

Contextualizing Joseph Addison's Cato: A Muse for Early Black College Students*
Pamela E. Foster, Georgia State University

Preconceptions of Culture: Poison or Medicine for a Cross-Cultural Relationship?
Eunhui Kim, University of Alabama

Irie Subalternity: Locating Communication Resistance within the Rastafari Subaltern Context
Jaime Robb, University of South Florida

Respondent: Mary Grace Antony, Western Washington University

***Top Student Paper**

5:45pm-7:00pm

4701

Saturday 5:45 pm-7:00 pm

Room: Melody A

Ethnography Interest Group Business Meeting

4702

Saturday 5:45 pm-7:00 pm

Room: Melody B

Gender Division Business Meeting

4703

Saturday 5:45 pm-7:00 pm

Room: Studio 4A

Rhetoric and Public Address Division Business Meeting

4704

Saturday 5:45 pm-7:00 pm

Room: Studio 4B

Applied Communication Division Business Meeting

4705

Saturday 5:45 pm-7:00 pm

Room: Studio 5A

Intercultural Communication Business Meeting

4706

Saturday 5:45 pm-7:00 pm

Room: Studio 5B

Argumentation and Forensics Business Meeting

4707

Saturday 5:45 pm-7:00 pm

Room: Studio 6A

Freedom of Speech Division Business Meeting

4708

Saturday 5:45 pm-7:00 pm

Room: Studio 6B

State Association Interest Group Business Meeting

4709

Saturday 5:45 pm-7:00 pm

Room: Studio 7A

Community College Division Business Meeting

4710

Saturday 5:45 pm-7:00 pm

Room: Studio 7B

Interpersonal Communication Division Business Meeting

4711

Saturday 5:45 pm-7:00 pm

Room: Studio 11

Mass Communication Division Business Meeting

6:30 pm-8:30 pm

4801

Saturday 6:30 pm-8:30 pm

Room: Skye/28th Floor

The Annual SCA Osborn Reception

Sponsors: Drs. Michael and Suzanne Osborn, University of Memphis, and Pearson Publishing

DAY 5

SUNDAY

8:00am-9:15pm

5101

Sunday 8:00 am-9:15 am

Room: Melody A

Nominating Committee Meeting

Chair: Victoria Gallagher, SSCA Immediate Past President

Participants: Immediate Past Chairs of SSCA Divisions

5102

Sunday 8:00 am-9:15 am

Room: Melody B

2019 Convention Planning Meeting Number 2

Chair: Pamela G. Bourland-Davis, Georgia Southern University, VP

All division and interest group planners for 2019 should attend this meeting or the one on Saturday afternoon at 2:45 pm.

5103

Sunday 8:00 am-9:15 am

Room: Ballroom 2/3 AV

Current Topics in Performance Studies

Sponsor: Performance Studies Division

Chair: Lindsay Greer, University of Southern Indiana

Panelists:

Lil' Mama D': Excerpts From a Black Superhero Arises
Danette M. Pugh-Patton, Southern Illinois University

A Dream and the Reality: An Excerpt from My Solo Performances *Ibis and Olu: An Afrofuturist Comic Book*
Caleb McKinley-Portee, Southern Illinois University

My Collective Memory: Lynching; Capitalism; and Socialism; And Education And Faith
Prosper Yao Tsikata, Valdosta State University

“Summoning the Spirit of Obsolescence: A Post-Human Séance
Lindsay Greer, University of Southern Indiana

5104

Sunday 8:00 am-9:15 am
Room: Studio 4A

‘I Like It, I Love It’: Student Papers

Sponsor: Mass Communication

Chair: Melissa M. Smith, Mississippi University for Women

Space, Place and Media Representations of Disability: A textual Analysis of
Speechless

Jessica Montalvo, University of Southern Florida

Discussing Nationality in Major league Baseball Broadcasts at the Local and
National Levels

Zachary Arth, University of Alabama

Respondent: Emma Butterworth, University of North Carolina at Charlotte

5105

Sunday 8:00 am-9:15 am
Room: Studio 4B

Small Teaching: Collaborative Learning from Various Disciplines

Sponsor: Applied Communication

Chair: Leigh Ann Johnston, Franciscan Missionaries of Our Lady University

Leigh Ann Johnston, Franciscan Missionaries of Our Lady University
Virginia Engholm, Franciscan Missionaries of Our Lady University
Zachary Rash, Franciscan Missionaries of Our Lady University

Using a panel format with three discussants, faculty from different disciplines will share small teaching experiences in the classroom, including outcomes. Research is ongoing and will continue through the Fall 2017 semester. Small teaching initiatives are based on James Lang’s (2016) text, *Small Teaching*.

5106

Sunday 8:00 am-9:15am
Room: Studio 5A

Applying Rhetoric for Social Change: The Responsibility of Rhetoricians to Produce Practical, Socially Responsive Scholarship

Sponsor: Applied Communication

Chair: Emily Winderman, North Carolina State University

Observing, Analyzing, Presenting, and Making Claims: Bridging the Academy and Public without Colonizing

Emily Kofoed, University of South Carolina Upstate

Inhumanity in New York City: Deciphering a Path to Close Rikers Island

Matthew Klingbeil, Georgia State University

Untimely Support: Documenting the Last Minute Public Intellectual ‘Movement’ for DACA

Sara Baugh-Harris, University of Denver

Creeds, Credence, and Personal Conviction: Bridging Critical Rhetorical Scholarship and Action in Faith Communities

Christian Norman, Middle Georgia State University

Focusing on important social issues that currently receive limited attention, this roundtable addresses critical gaps in rhetorical scholarship, while addressing our scholarly responsibility to apply our knowledge as public intellectuals. It also serves as a forum for the audience to engage in discussion about the cross-discipline possibilities for social action.

5107

Sunday 8:00 am-9:15am

Room: Studio 5B

Donald Trump as Rhetorical Muse

Sponsor: Rhetoric and Public Address Division

Chair: Brandon Inabinet, Furman University

“Donald J. Trump’s Multimodal Southern Strategy and the Rhetoric of Americanism”

Erin Jordan, Marshall University

Stephen Underhill, Marshall University

“Trust Trump’s Truth: A Fantasy Theme Analysis of Donald Trump’s Rhetorical Vision in Three Major Speeches”

Jacqueline Parchois, Texas State University

“Justice, and Safety, and Security: A Rhetorical Analysis of Donald Trump’s Illegal Immigration Address”

Samantha Lloyd, Florida Atlantic University

“Building the Wall: Trump and the Rhetorical Corporeality”

Bradley Knox, University of Memphis

Nicholas Bradley, University of Memphis

Respondent: Kevin Marinelli, Davidson College

5108

Sunday 8:00 am-9:15am

Room: Studio 6A

Student Debut Papers in Communication Theory

Sponsor: Communication Theory

A Criticism on The Symbolic Interactionism Communication Theory: A Perspective from An International Student

Ali Hussain Alawi, University of Memphis

Communication Competence: A Message Production Muse

Cassandra A. Ray and (Faculty sponsor and co-author, Courtney N. Wright), University of Tennessee

The Manipulativeness Nonverbal Behavior Model: Using Early Childhood Experiences to Predict Nonverbal Behavior in Adults

Jill Inderstrod-Stephens, Purdue University

Creatures of the Culture That We Create: A Postmodern Perspective of Public Art in Fayetteville, Arkansas

Ashley Elizabeth Clayborn, University of Arkansas

5109

Sunday 8:00 am-9:15am

Room: Studio 6B

Musings on Developing a New Debate and Forensics Program: An Examination of both the Difficulties and Successes in Starting a New Program

Sponsor: Argumentation & Forensics Division

Chair: Jacob L. Metz, Tennessee Technological University

Panelists:

Karen Hill Johnson, Volunteer State Community College
Shaquille O'Neal Marsh, Pellissippi State Community College
Laurie Rowland, Cleveland State Community College
Becky Richey, Motlow State Community College
Patrick Richey, Middle Tennessee State University

While it is often difficult for established debate and forensics programs to compete for the attention of students amidst a myriad of other student organizations seeking student involvement or for programs to receive necessary funding from their institutions when budgets are tight, it is even more difficult for new programs to develop and thrive amidst these and other challenges. This panel brings coaches together who have recently worked to develop debate and forensics programs to discuss their successes, their failures, tips they would give other developing programs, and suggestions as to how established programs can help developing programs grow.

5110

Sunday 8:00 am-9:15am

Room: Studio 7A

Reinterpreting Bodies through Sound and Voice in Popular Culture

Sponsor: Popular Communication

Chair: Amanda Nell Edgar, University of Memphis

The (Unheard) Sound of Music: Affect and the Invocatory Drive in Rock and Roll
Katie Graves, University of Memphis

A/Muse to Agitate: Hozier's Erotic Polemic in the Controversy of Christian Love
Brian Heslop, Coker College

A Dynasty of Screams: Jamie Lee Curtis and the Reinterpretation of Maternal Voice on
Scream Queens

Kyle Christensen, University of Memphis

The Audacity of Disidentification: Tori Covell's Dance Performance as Disruption to
Audist Concepts of Sound

Sarah Mayberry Scott, Arkansas State University

Respondent: Amanda Nell Edgar, University of Memphis

5111

Sunday 8:00am-9:15am

Room: Studio 7B

Access, Education, and Organizational Socialization

Sponsor: Applied Communication

Chair: Carrie Reif-Stice, University of Southern Mississippi

Educating Citizens for a Pluralistic and Democratic Society: Homeschooling as Rhetorological Training in a Classical Conversations Community
Mark Allan Steiner, Christopher Newport University

Job Announcements as a Genre of Organizational Communication
DaJung (DJ) Woo, The University of Tennessee, Knoxville

Communicating our Scholarship: Examining Academic Cluster Types in Orientation
Toward Open Access publishing
Elizabeth D. Dalton, Middle Tennessee State University
Carol Tenopir, University of Tennessee, Knoxville
Lisa Christian, University of Tennessee, Knoxville
Bo-Christer Bjork, Hanken School of Economics

Professionalization through Socialization: Student Conceptualizations of Internships
Chelsea Beveridge, UNC Charlotte

Thinking like A Leader: Acting as a Colleague
Mark Hickson, University of Alabama Birmingham

Respondent: Raymond Ozley, Montevallo University

5112
Sunday 8:00am-9:15am
Room: Studio 11

When the Dog Bites, When the Bee Stings: Our Least Favorite Theory to Teach and How We Handle It

Sponsor: Community College Division

Chair: Brad Bailey, Mississippi Gulf Coast Community College

Panelists:

David Nelson, Valdosta State University
Richard Bello, Sam Houston State University
Dena Horne, Sam Houston State University
Todd Goen, Christopher Newport University
Monette Callaway, Hinds Community College
Stephanie Coopman, San Jose State University

Frances E. Brandau, Sam Houston State University

This roundtable continues discussion that began at SSCA-Norfolk and continued at SSCA-Memphis and many after that. Part V offers an energizing presentation of how communication professors have taken communication theories and designed innovated strategies for the classroom. Each scholar will open discussion on one of their LEAST favorite communication theories in an attempt to provide a glimpse into one of the hardest to define terms of today: communication. “My Favorite Communication Theory V” invites participants and audience members to examine said theories, how they are approached in the classroom and how students react to them in the classroom. Come and listen and offer your opinions as well!

9:30am-10:45pm

5201

Sunday 9:30 am-10:45 am

Room: Melody A

Committee on Committees Meeting

Presiding: Jason Munsell, President

Participants:

Pamela G. Bourland-Davis, Vice President

Victoria Gallagher, Immediate Past President

Jerold L. Hale, Executive Director

Ashli Quesinberry Stokes, Marketing Director

Jennifer A. Samp, SCJ Editor

Joy Hart, Finance Committee Chair

5202

Sunday 9:30 am-10:45 am

Room: Melody B

Following the Muse with Qualitative Research Musings: Novice Scholars' Applied Qualitative Research

Chair: Patricia Amason, University of Arkansas

Sponsor: Applied Communication

The Activist CEO: The Effects of Espresso-ing Your Concerns in Corporate America
Elizabeth Ashley Clayborn, Sergei Kolomeitsev, Febriany Sapulet, Lee Ann Mills
University of Arkansas

Differences in the Development of Undergraduate and Graduate Student Relationships
Claire Strutzenberg, Brittany Maddox, Taliyah Brooks, Abbey Williams, Emily Goff
Hoffman, University of Arkansas

A Qualitative Study about Attitudes and Beliefs Regarding Guns on Campus at the
University of Arkansas
Xiaoti Fan, Matthew Fey, Alshaatha Al-Sharji, Kelly Conley, Kimberly Snow, University
of Arkansas, & Jarred Cuellar, University of Southern California

5203
Sunday 9:30 am-10:45 am
Room: Ballroom 2/3 AV

Following our Muse: Expanding the Performance Studies Curriculum

Sponsor: Performance Studies Division

Chair: Scott Dillard, Georgia College and State University

Panelists
Scott Dillard, Georgia College and State University
Jonathan Gray, Southern Illinois University
Tracy Stephenson Shaffer, Louisiana State University
Craig Gingrich Philbrook, Southern Illinois University

These papers all in their individual way seek to comment on the expansion of the performance studies curriculum. Whether the courses are offered as introductory courses, upper level courses, or special topics graduate courses, each of the courses is an innovation on the curricular offering within performance studies. The papers each lay out course design and outcomes as well as insights in to how this expansion furthers the mission of the individual university, the program, or the field of performance studies.

5204
Sunday 9:30 am-10:45 am
Room: 4A

Commended Student Papers

Sponsor: Rhetoric and Public Address Division

Chair: John Banister, University of Georgia

“Environmental Heroism, The Frontier, and Renewing the Fall: A Comparison of
Structure and Myth in Barack Obama and Donald Trump’s Campaign Speeches”
Sam Watson, Baylor University

“The Collective Guilt of Racialization”
Nathan Rothenbaum, University of Georgia

“Corporeal Anxiety, Disability, and Masculinity in the Centers for Disease Control and Prevention Tips From Former Smokers Messages”
Jacob Justice, University of Kansas

Respondent: William Balthrop, University of North Carolina, Chapel Hill

5205
Sunday 9:30-10:45am
Room: Studio 4B

Helping Your Students Earn Internships

Sponsor: Instructional Development Division

Chair: Zachary Denton, North Carolina A&T State University

"Creating A Campus Network: Building Relationships Across Campus to Provide Internships and Assistantship Opportunities"
Scott Christen, Tennessee Technological University

“Nailing the Interview: Tactics and Tips for Before, During, and After”
Greg Dowell, U.S. House of Representatives Staffer

“General Education Oral Communication: Your First Step to Networking for an Internship”
Michelle Garland, University of South Carolina Upstate

"From Classroom to Career: Focusing on the Big Picture"
Ryan Goke, Murray State University

“Researching the Résumé: Hacking the Mass Submission Algorithms”
Stephanie Kelly, North Carolina A&T State University

"Using Service Learning to Jump Start a Career"
Colleen Mestayer, Tennessee Technological University

“What Seemed So Obvious in Kindergarten: Helping Students Acquire the Necessary Internship (Skills)”
Michelle T. Violanti, University of Tennessee

We strive to inspire our students to push themselves, and one of the ways we can do that is by helping student think towards their future careers. Internships help students not only

acquire skills, they help them network, and they showcase the student's ability to future employers. This panel will discuss ways to build internship networks on and off campus, teach interviewing skills, as well as craft strategic résumés that help them stand out from the masses online.

5206

Sunday 9:30 am-10:45 am

Room: Studio 5A

Freeing Student Costs: A Collaborative Look at Developing Departmental Textbooks

Sponsor: Applied Communication

Chair: Leigh Ann Johnston, Franciscan Missionaries of Our Lady University

Leigh Ann Johnston, Franciscan Missionaries of Our Lady University

Barbara Tucker, Dalton State College

Amy Mendes, Dalton State College

Benefits and challenges of Open Educational Resources (OER). Panelists present research from multiple perspectives on adopting free and extremely low-cost options for classroom instruction.

5207

Sunday 9:30 am-10:45 am

Room: Studio 5B

Musing About the Important Role Public Relations Plays In Developing & Sustaining the Culture Of An Organization

Sponsor: Public Relations Division

Chair: Dr. Lisa Fall, Pellissippi State Community College

Panelists:

Brigitta R. Brunner, Auburn University

Lisa T. Fall, Pellissippi State Community College

Beverly Graham and Pamela Bourland-Davis, Georgia Southern University

Christie M. Kleinmann, Belmont University

Kellie Toon, Pellissippi State Community College

Regardless of the industry – strong internal relationship management serves as the glue that binds an organization together. Public relations management is the dominant adhesive and plays a crucial role in maintaining an organization's culture. This culture must be

carefully crafted and nurtured. This panel will provide a creative copulation of discussions to demonstrate how public relations creates, influences and strengthens organizational culture. It includes a theoretical perspective that focuses on the four areas of internal public relations' conscience (civic professionalism, corporate social responsibility, ethics, and public interest communication) in relation to organizational culture. It also provides a practical perspective that revolves around the discussion of culture codes, rituals, rites and events that help provide the unique internal environment to which a culture lives. A program illustration is also used to support the premise that enculturation is critical to bringing new employee stakeholders into the organizational mix.

5208

Sunday 9:30 am-10:45 am

Room: Studio 6A

Gotta Catch 'Em All: Struggles and Strategies to Attract Communication Studies Majors

Sponsor: Association for Communication Administrators

Chair: Cole Franklin, East Texas Baptist University

Participants:

Cole Franklin, East Texas Baptist University

Scot Loyd, Oklahoma Baptist University

Patrick G. Richey, Middle Tennessee State University

Jeff Sorrels, East Texas Baptist University

Nakia Welch, San Jacinto College

In the shifting world of higher education, many departments are pressured to recruit majors in order to justify their size and funding. While communication scholars and faculty understand the importance of communication and know that communication skills are the most important skill employers are seeking in college graduates, many departments still find it difficult to recruit majors because students do not see a clear career path tied to the discipline as they do with many other majors. Panelists will address struggles with and strategies to attract majors at their respective institutions thus advocating for our discipline's relevance and place whether it be at a community college, small private universities, or larger public universities. In accordance with the conference theme of "Muses and Musings", this roundtable discussion will seek to provoke inspiration for those in attendance. Audience input and discussion will also be encouraged.

5209

Sunday 9:30 am-10:45 am

Room: Studio 6B

Inspiring Students to Critically Analyze Information from Advertisements to Tweets and Everything in Between

Sponsor: Community College Division

Chair: Karen J. Freberg, University of Louisville

"Teaching Advertising Using Gaming and Virtual Realities."
Kathy Keltner Previs, Eastern Kentucky University

"Looking for the Social Blueprint: Using the Introductory Course to Develop Public Relations Literacy"
Kevin S. Trowbridge, Belmont University

"Audience Influence: Teaching Students the Importance of Critical Analysis"
Sabrina Page, Walters State Community College

We live in a noisy world both visually and auditory. Because of this society has turned communication into tiny sound bites. Where organizations, businesses, media, employers governments, and higher education institutions use 140 characters that scream at "us" in order to try and gain our attention. In order to head off this overwhelming noise individuals tend to focus their attention on certain channels, identifying with those that are most like them, that they are familiar with and can, therefore, accept. This glut of information brings with it new opportunities and challenges to find new ways in which to battle for the scarce resource of attention. Therefore, recognizing the dependence students have on mobile devices now offers communication instructors a challenge in teaching students how to critically analyze the information they are presented with.

People make decisions about what is valuable to them based on the information provided. When we consider how critical analyses of an advertisement is generally taught the one thing many instructors forget to examine is the medium through which students are exposed to those advertisements. Which begs the question. . . how do we, as communication instructors, teach our students who to critically analyze advertisements, or for that matter, the information students are exposed to depending on the medium?

This panel will offer ways in which critical analysis is currently being taught. Offering suggestions as to how instructors can implement them in their own classes.

5210

Sunday 9:30 am-10:45 am

Room: Studio 7A

Time and Place Committee Meeting

Participants:

Jason Edward Black, University of North Carolina, Charlotte

Frances Brandau, Sam Houston State University

Kathryn E. Anthony, University of Southern Mississippi

5211
Sunday 9:30-10:45am
Room: 7B

The Present State of Graduate and Undergraduate Education in the History of Rhetoric

Representative of diverse institutions in and beyond the South, panelists will consider and assess the present state of education in the history of rhetoric. After panelists offer brief (5-minute) position statements on undergraduate- and graduate-level programs in the field, they will engage the audience in discussion of the issues raised.

Sponsor: American Society for the History of Rhetoric

Chair: Melody Lehn, Sewanee: The University of the South

Panelists:

Beth S. Bennett, University of Alabama
Jamie Capuzza, University of Mount Union
Antonio de Velasco, University of Memphis
Robert N. Gaines, University of Alabama
Peter A. O'Connell, University of Georgia
Sean Patrick O'Rourke, Sewanee: The University of the South

5212
Sunday 9:30-10:45
Room: Studio 11

Negotiating Identity in Intercultural Contexts

Sponsor: Intercultural Communication Division

Chair: Margaret D'Silva, University of Louisville

The Goals of ICC: Revisiting a Problem Textbook
Ramesh Rao, Columbus State University

What Counts as Diasporic Citizenship?: An Ethnographic Case Study of the Indian
Diaspora in the US
Renu Pariyadath, University of South Carolina Upstate

Respondent: Jon Braddy, Florida Gulf Coast University

Thank you for being part of SSCA! Safe travels! On the road again...

End of 2018 Program

All the end of the program stuff...

**SSCA 89th Annual Convention Call
“Conflict & Crisis at the Crossroads of Change”**

Southern States Communication Association’s 89th conference brings us back to Alabama, home to our first listed conference location in 1930 when the conference was held in Birmingham, where we would return six more times. For the first time in 2019, SSCA will be in Montgomery. And what better place to explore paradigm shifts – in theory, in civil rights, in the south – than in Montgomery, where an act of not giving up a bus seat led to a nearly year-long bus boycott, and ultimately to a Supreme Court decision upholding the district court ruling that the segregation on the bus was unconstitutional. As the capitol city, Montgomery was the destination for the march from Selma. The city also witnessed the attack on the integrated group of Freedom Riders by a white mob supported by the police. Montgomery lays claim to being both the “Cradle of the Confederacy” and the “Birthplace of Civil Rights,” a paradox in its own right, and a paradox that places the city at the crossroads of change, even if that change came in small increments and still seeks fulfillment.

The 89th SSCA conference provides a venue to explore change as it is often effected by conflict and crisis. Taking the orientation that conflict and crises are not always entirely negative, yet change us in some way, we have the opportunity to explore the rhetoric and policy of change. Possible topics include the rhetoric and/or fantasy of protests, crisis communication, communicating and promoting history and change, rhetoric and media representation of the Civil Rights, “the Resistance,” or #MeToo movement(s). Outside of historical events highlighting conflict, crisis, protest, and rhetoric, the “crossroads of change” allows divisions to explore significant shifts in theory, in media and in approaches, and to anticipate what might be next.

Our conference site is located just off the Alabama River, and within 3-12 blocks (approximately .3-1 mile walks if you choose), one can find the Civil Rights Memorial, Rosa Parks Museum, Dexter Avenue Baptist Church, Dexter Parsonage Museum, Freedom Rides Museum, Southern Poverty Law Center, Alabama State Capital (First

Confederate Capitol), and the First White House of The Confederacy. For those still enjoying the 88th Nashville Conference, there is always the Hank Williams Museum. And you may be able to get in some Biscuits – if you like baseball, of course.

Each division and interest group is encouraged to program at least one panel addressing the conference theme, and division/interest group co-sponsored panels which provide unique opportunities to reflect on the theme are encouraged. In addition to traditional panels of papers, the VP is interested in workshops and interactive programs that maximize opportunities to address the theme and/or contemporary communication issues in ways that encourage professional development.

Where entire panels are proposed, submitters are encouraged to diversify the institutional affiliation of the panel participants, and to consider opportunities to bring in colleagues and peers who have not recently or never attended an SSCA conference. Program proposals which do not align with 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 7, 2018. The complete call for papers will be posted in June 2018. For more information, contact Dr. Pamela Bourland-Davis by email at pamelagb@georgiasouthern.edu. We look forward to seeing you in Montgomery in 2019!

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