Day 1

**Wednesday**

1101
Wednesday 2:00 pm—3:45 pm
Room: Meeting Room 3
*Administrative Committee Meeting*

1201
Wednesday 4:00 pm-6:45 pm
Room: Florida V and VI
*Executive Council Meeting*

Day 2

**Thursday**

2101
Thursday 8:00 am—9:15 am
Room: Florida V and VI
*Executive Council Meeting—Part 2*

2202
Thursday 9:30 am-10:45 am
Room: Meeting room 6

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

Sponsor: Public Relations Division

Chair: Amy Muckleroy Carwile, Texas A&M

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

Hacking the System: The Decline of Target’s Image
Carrie Reif,
University of Southern Mississippi
Communicating Depression on Pinterest: Portrayals of Depression and Why Public Relations Practitioners Should Care
Jeanine Guidry, Virginia Commonwealth University; Yuan Zhang, Virginia Commonwealth University; Yan Jin, Grady College of Journalism and Mass Communication
University of Georgia; Candace Parrish, Virginia Commonwealth University

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

Respondent: Mia Anderson, University of South Alabama

2203
Thursday 9:30 am-10:45 am
Room: Meeting room 5

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

Sponsor: Applied Communication Division

Chair: Ambar Basu, University of South Florida

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

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

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

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

Respondent: Patrick J. Dillon, University of Memphis
Using Performance Art to Promote Cross-cultural Consciousness and Interracial Dialogue

Sponsor: Intercultural Communication Division
Moderator: John LeBret, Louisiana State University

“Telling our Stories:” Using Interpretive Readings to Capture Students Motivations for Engaging in Intercultural Relationships
Gerald W. C. Driskill, University of Arkansas at Little Rock

The Cross-Cultural Poetics of Revolution and Understanding
Melinda Yeomans, Southern Illinois University Carbondale

Mining Meaning: Understanding “Strip(ped) Seams” as a Critique of the Coal Mining Industry
Savannah Ganster, Louisiana State University

Reframing the Cultural Chasm Invoked by Chronic Illness and Dialogic Stigma
Steve Ryder, University of South Florida – Tampa

“Where is Asia America?” Using Poetry to Promote Cross-cultural Consciousness and Interracial Dialogue
Marquese McFerguson, Pulaski Technical College

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

Respondent: John LeBret, Louisiana State University

Activism and Art in the Classroom: Performance Pedagogy as Craft

Sponsor: Performance Studies Division
Chair: Danielle Dick McGeough, University of Northern Iowa

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

Glue Sticks, Glitter, and Safety Scissors: Crafting Performance Pedagogy
Chris McRae, University of South Florida
Aubrey A. Huber, University of South Florida

Integrating Performance into Environmental Health Education Programs
Danielle Dick McGeough, University of Northern Iowa
Catherine Zeman, University of Northern Iowa

Voicing Stories: Whose Stories Should Be Told?
Jennifer L. Erdely, Prairie View A&M University

Rehearsal for Real Life: Understanding Empathy through Performance Pedagogy
Alyse Keller, University of South Florida

Respondent: Jade C. Huell, Columbia College

The Art and Craft of Communicating Civility

Sponsor: Vice President
Moderator: Camesha Manzueta, Ph.D., Seminole State College
Panelists:
Constance Hudspeth, Ph.D., Seminole State College

Camesha Manzueta, Ph.D., Seminole State College

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

2207
Thursday 9:30 am-10:45 am
Room: Salon II

Crafting Visual Messages to Reach Audiences

Sponsor: Instructional Development Division

Chair: Michelle Violanti, University of Tennessee

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

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

2208
Thursday 9:30 am-10:45 am
Room: Salon III

Communication as Art and Craft: Expanding Our Understandings of Communication Theory
Graffiti and Visual Argumentation Theory: Towards a Definition of Graffiti and the Importance to the Rhetorical Scholar
Oliver Brass, Wake Forest University

Communication Theory After the Administered Society: Some Themes from the Departamento Ecuménico de Investigaciones
Vicente Berdayes, Barry University

Cultivating Relationships with Customers: The Social Media Challenge
Slavica Kodish, Southeast Missouri State University

The Social Construction of Culture in Academic Medicine
Whitney Dennis Porter, University of Tennessee

Respondent: Clarke Rountree, University of Alabama in Huntsville

2209
Thursday 9:30 am-10:45 am
Room: Meeting room 2

#OITNB: Exploring Gender on the Netflix Sensation, Orange is the New Black

Sponsor: Gender Studies Division

Chair: Nicole B. Cox, Valdosta State University, nbcox@valdosta.edu

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

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

Meth Teeth, Piroshkis, and Shit that Smells like Shalimar: Visible Whiteness in *Orange is the New Black*
Holly Willson Holladay, University of Missouri

Queerness (Un)Shackled: Theorizing *Orange is the New Black”*
Lauren DeCarvalho, University of Arkansas and Nicole B. Cox, Valdosta State University
2210
Thursday 9:30 am-10:45 am
Room: Meeting room 3

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

Sponsor: American Society for the History of Rhetoric Interest Group

Chair: Gina Ercolini, University of South Carolina
Redeeming the Critical: Cultivating a Civic Function of Critical Rhetoric
Adam J. Sharples, University of Alabama

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

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

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

Respondent: Sean Patrick O’Rourke, Furman University

2211
Thursday 9:30 am-10:45 am
Room: Meeting room 13 (third level)

**Philosophy of Communication in the Art and Craft of Education**

Sponsor: Philosophy and Ethics

Chair: Janie Harden Fritz, Duquesne University.

“Pedagogy and/as Performance Ethnography,” Ariel Gratch, Georgia College & State University.

“Alternative Approaches to the Art and Craft of Teaching Philosophy of Communication,” Jeanne M. Persuit, University of North Carolina, Wilmington.
“Saying the Write Words: Classroom Mediations on Understanding Media,” Brian Gilchrist, Eastern University.


“Classrooms as Organizations: Ontological, Epistemological, and Axiological Considerations,” Mark Ward Sr., University of Houston-Victoria.

This panel seeks to explore the art and craft of teaching in a philosophical vein, by reflecting on the metaphors, practices, texts, educational assumptions and underlying presuppositions of communication in the classroom and the curriculum. This is change in the normal practice of examining communication in the classroom, which largely focuses on the propositions of empirical social science. This panel raises questions, through philosophical inquiry, of how education should be conducted as both an art and a craft.

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

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

Sponsor: Rhetoric and Public Address Division

Chair: Trevor Parry-Giles

Recalibrating the State of the Union: Visual Rhetoric and Temporality in the 2011 Enhanced State of the Union Address
Alex McVey, University of North Carolina, Chapel Hill

Depicting Race: America’s Racial Crisis in Barack Obama’s First Inaugural
Scott Matthew Lynn Anderson, University of Memphis

Connecting Continents: Michelle Obama’s 2013 Visit to Africa
Trudy Hanson, West Texas A&M
Enyonam Osei-Hwere, West Texas A&M

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

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

2304
Thursday 11:00 am -12:15 pm
Room: Meeting room 6

**Outstanding Papers in Ethnography**
Sponsor: Ethnography Interest Group
Chair: Linda Vangelis, Christopher Newport University

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

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

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

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

Respondent: Jillian Tullis, University of North Carolina—Charlotte

2306
Thursday 11:00 am -12:15 pm
Room: Meeting room 1

**School Speech: Challenges Facing Universities**

Sponsor: Freedom of Speech Division
Chair: Susan Balter-Reitz, Montana State University

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

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

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

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

2307
Thursday 11:00 am -12:15 pm
Room: Meeting room 7

Art Guilt

Sponsor: Performance Studies Division

Chair: Craig Gingrich-Philbrook, Southern Illinois University

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

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

To Write on Burning Paper
Lindsay Greer, Southern Illinois University

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

"I Can't Draw": The Protest and The Prescription
Jonathan Gray, Southern Illinois University

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

---

2308
Thursday 11:00 am -12:15 pm
Room: Salon I

**Great Ideas For Teaching Students**

The Handicrafter Marketplace: The Art and Craft of Academically Empowering Students

Sponsors: Community College and Instructional Development Divisions

Chair: Bill Maze, Northwest Mississippi Community College

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

A Chapter Review Presentation: Using Communication Across the Curriculum
Alvaro Arvizo, El Paso Community College

#ParticipatoryViewership: Live-tweeting in the media criticism course
Holly W. Holladay, University of Missouri:

Reviews that stick with you: Using group work and presentations for exam review
Allyn Lueders, East Texas Baptist University

Teaching Students to Think More like Theorists in an Introductory Communication Theory Class
Gyromas W. Newman, University of Mobile

The Art of Writing Blogs
Shirley Serini, Valdosta State University

Liked & Shared: An Informative Speech From Your Newsfeed
Smokin’ Hot: E-cigs and Digital Media Art and Craft

Sponsor: Applied Communication Division

Chair: Ryessia Jones, The University of Texas at Austin
Old Wine in New Bottles?: Comparing Promotion of Traditional Cigarettes and E-cigs
Kandi L. Walker, University of Louisville

The History of E-cigs: A Walk Down Memory Lane
Courteney Smith, University of Louisville

The Craft of YouTube Videos: An Analysis of Promoting Vaping
Clara G. Sears, University of Louisville

Artful Representations on Instagram and Pinterest: A Content Analysis of Electronic Cigarette Posts
Alexander S. Lee, University of Louisville

Digital Media Promotion of E-cigs: Examining Facebook and VAPE
Allison Siu, University of Louisville

Health and Health Communication: New Products, New Messages, New Lines of Inquiry
Joy L. Hart, University of Louisville
Discussant: Ryessia Jones, The University of Texas at Austin
This panel explores communication surrounding a burgeoning new product—electronic cigarettes. Despite unclear health consequences, organizations frequently promote e-cigs. Panelists report on several studies of digital e-cig promotion, including Facebook, Instagram, Pinterest, VAPE, and YouTube. The panel begins with historical background and concludes with links to the applied communication literature.
Visual and Auditory Examinations of Gender in Popular Culture

Sponsor: Popular Communication

Chair: Matthew C. Ramsey, Shippensburg University

Crafting Exquisite Adaptations and Conditions of Life through Clones: Discussions of Feminism and Feminine Identity in Orphan Black
Leah Sutherland, College of Charleston
Merissa Ferrara, College of Charleston

Cartoons and Stereotypes: Ethnicity and Gender Identity of Cartoon Characters
Michael J. Gervais, University of Louisiana at Lafayette
William R. Davie, University of Louisiana at Lafayette

Vampires and the Visual Feminine
Liz Sills, Louisiana State University

The Sonorous Archive of Nine-Eleven: Female Screams and the Rhetorical Production of Helplessness in Man of Steel
Marnie Ritchie, University of Texas at Austin

Respondent: Matthew C. Ramsey, Shippensburg University

2311
Thursday 11:00 am -12:15 pm
Room: Meeting room 2

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

Sponsor: Intercultural Communication Division

Chair: Yanrong Yvonne Chang

From “Melting Pot” to “Mosaic”: How to incorporate geographical ethnic features into Intercultural Communication pedagogy
Hsiu-Jung “Mindy” Chang, Western New England University

When Majority Becomes Minority and Vice Versa: Teaching Intercultural Communication on the US-Mexico Borderland
Yanrong Yvonne Chang, University of Texas-Pan American
Teaching Intercultural Communication in the Deep South  
May Hongmei Gao, Kennesaw State University

Teaching Intercultural Communication in a Coastal City In China  
Jing Liu, China Ocean University

Lesson Learned: Teaching Intercultural Communication in China and the U.S.  
Ping Yang, Denison University

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

2312  
Thursday 11:00 am -12:15 pm  
Room: Meeting room 3

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

Sponsor: Southern Argumentation and Forensics Division

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

Affirmative Contestants:  
Adam Key, Tennessee State University  
Cole Franklin, East Texas Baptist University

Negative Contestants:  
Kevin Bryant, University of Southern Mississippi  
Gary Deaton, Transylvania University

Critic/Respondents:  
William G. Thomas, Fayetteville State University  
Patrick G. Wheaton, Georgia Southern University

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

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

2313
Thursday 11:00 am -12:15 pm
Room: Meeting room 13 (third level)

Mediating Moments of Drama: Burkean Analyses of Guilt and Redemption

Chair: David Cratis Williams, Florida Atlantic University

High Heels and Hoodies: Explaining Victim-Blame as a Heuristic form of Scapegoating
Ashley Mattheis, University of North Carolina at Chapel Hill

Satisfaction Without Sacrifice: the Rhetoric of Guilt in Food Advertisements
Kayleigh Howald, Florida Atlantic University

Ebola Woman/Ebola Women: Negotiating Privilege and Guilt in a Deadly Pandemic
Eileen Hammond, University of North Carolina at Chapel Hill

Obama’s Road: Killing Self and Enemy en Route to Transformation
Volrick Higgs, Florida Atlantic University

2401
Thursday 12:30 pm—1:45 pm
Room: Florida IV

From Teddy to FDR: Rhetoric and the Presidential Roosevelts

Sponsor: Rhetoric and Public Address

Chair: Leroy Dorsey, University of Memphis

A Strong and Vigorous Race: Unbounded Progress in Roosevelt’s 1883 Speech “Duties of American Citizenship”
Cliff Lorick, Georgia State University

Molly Dewson, FDR, and the Politics of Presidency
Mary Stuckey, Georgia State University

Wheeler v. Roosevelt: The Lend-Lease “Great Debate”
Bohn Lattin, University of Portland
Chelsea Roberts, University of Portland
Crafting New Message Constructs in Communication Studies

Sponsor: Vice-President

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

“Affordances: The latest direction in CMC research”
Lynne M. Webb, Florida International University

“Crafting Enhanced Immediacy Through Verbal Means in Online Educational Delivery Systems”
Richard Bello, Sam Houston State University, Frances Brandau, Sam Houston State University

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

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

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

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

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

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

Chair: Jennifer Mize Smith, Western Kentucky University

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

Communication as the Art and Craft of Event Planning  
Leeanne M. Bell McManus, Stevenson University  
Chip Rouse, Stevenson University  
Stephanie Verni, Stevenson University

Universities’ Utilization of Social Media During Threat-Based Situations  
Ansley Bartley, Tarleton State University  
Emily Hardman, Tarleton State University  
Katherine Martin, Tarleton State University  
Ashly Jobbins, Tarleton State University  
Dannah McCloud, Tarleton State University  
Jennifer T. Edwards, Tarleton State University

Persuasion in Technology Salespeople’s Communication  
Vladimir Gritsenko, North Carolina State University

Respondent: Andrew S. Pyle, Clemson University

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

Public Discourse and Identity

Sponsor: Language and Social Interaction Division

Chair: Jelena Petrovic, Stetson University

Effects of the Use of Mock Spanish in Public Discourse  
Maria Dolores Molina Davila, Universidad San Francisco de Quito

The Communication Triad LEP Patient- Interpreter- Health Care Provider: A Matter of Agency through the Lenses of Muted Groups Theory  
Maria Jose Armendariz, University of North Carolina at Charlotte

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

Educational Art Reform’s Civilizing Hopes: Tracking Discursive Turns from Hull-House to the NEA
Elizabeth M. Melton, University of North Carolina

2406
Thursday 12:30 pm—1:45 pm
Room: Meeting room 1

Top Papers in Political Communication

Sponsor: Political Communication Division

Chair: Lauren Smith, Auburn University

Respondent: Darrell Roe, East Texas Baptist University

The People’s “Choice”: Horizontalization, Performance, and Reproductive Freedom in Wendy Davis’ Gubernatorial Campaign
Adam Key, Tennessee State University

Voting and Voter Suppression: An Analysis of Rhetoric in Online Messages by Civil Rights Organizations
Riva R. Brown, University of Central Arkansas

The color of advertising: A review of the racial composition of political materials in a campaign for governor*
David Keith, University of Southern Mississippi

Understanding the stories of presidential leaders: A focus on the 2012 election**.
Kenneth J. Levine, Michigan State University

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

2407
Thursday 12:30 pm—1:45 pm
Room: Meeting room 7
Beyond the Boundaries: The Craft of Communicating in Non-Traditional Relationships

Sponsor: Interpersonal Communication Division

Chair: Jim Parker, Austin Peay State University

The Other in an Interracial Relationship
Jean Denerson and J. Thopmson Biggers, Mercer University

Fair is in the Eyes of the Beholders: How Equality Mitigates Envy and Jealousy in Non-Monogamous Relationships
Thoma Roberson Parker, Northcentral University

The Language of Non-traditional Relationships: Watching your Step
Jim Parker, Austin Peay State University

“Mom, I have something to tell you.”: Coming out Narratives in Black and White Relationships
Misty Wilson, Texas A&M University

2409
Thursday 12:30 pm—1:45 pm
Room: Salon II

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

Sponsor: Instructional Development

With all of the buzz about using technology to teach in new and innovative ways - whether it be asynchronous or synchronous, face-to-face, MOOCS, flipped, hybrid, or online - it is important to remember the communication theory supporting the technology. Using social presence as its blueprint, panelists will discuss various implications for pedagogy. As educators, we are often faced with a balancing act: the need to stay abreast with exciting technology trends that will captivate students’ attention vs. mastering a consistent mode of student-teacher CMC. This session will demonstrate the critical need for educators to foster and maintain social presence with and between their students.

Moderator:

Pamela G. Bourland-Davis, Georgia Southern University
Panelists:
Scott Christen, Tennessee Technological University
Lisa T. Fall, University of Tennessee
Stephanie Kelly, North Carolina A&T State University
Suzy Prentis, University of Tennessee
Michelle Violanti, University of Tennessee

2501
Thursday 2:00 pm -3:15 pm
Room: Florida IV

Spotlight on Dialogue Scholarship: Ronald C. Arnett

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

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

2502
Thursday 2:00 pm -3:15 pm
Room: Florida V
**Top Papers in Interpersonal Communication**

Sponsor: Interpersonal Communication Division

Chair: Mary Beth Asbury, Middle Tennessee State University

Sibling Communication in Emerging Adulthood: Young Women’s Articulations of Relationships, Identity, and Conflict  
Michaela Meyer, Christopher Newport University

Understanding Adult Child-Parent Conflict during Middle Age: Forty is not the New Twenty*  
Jacob J. Matig, University of Kentucky  
Stephen C. Yungbluth, Northern Kentucky University

I, Gamer: A study of the effects of video games on self-schemata and relational message interpretation  
Sanela Osmanovic, Louisiana State University  
Cassie Shimek, Louisiana State University

Beyond the Screen Name: Repositioning Relationships Formed in Online Games**  
Sanela Osmanovic, Louisiana State University

Respondent: Mary Beth Asbury, Middle Tennessee State University

*Top Paper  **Top Student Paper

---

2503  
Thursday 2:00 pm -3:15 pm  
Room: Florida VI

**Examining Popular Communication & New Media**

Sponsor: Popular Communication

Chair: George Pacheco, Jr., Angelo State University

The Case of Bullycides: Media Treatment of the Tyler Clementi & Phoebe Prince Suicides  
Emily D. Ryalls, Mississippi State University
Running Away With Me: Imagined Interactions in Video Games  
Graham Carpenter, University of Alabama

Broadband Demand in Rural America Sparks Community Action: A South Georgia Case Study  
Keith Herndon, University of Georgia  
Danielle E. Williams, Georgia Gwinnett College

Virtually a Citizen: Democracy, Governance, and Acts of Citizenship in an Online Role Playing Game  
Joshua Youakim, University of South Florida

Respondent: George Pacheco, Jr., Angelo State University

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

**Free Speech Outside the Courtroom**

Sponsor: Freedom of Speech Division

Chair: Stephen A. Smith, University of Arkansas

“You Can’t Say That: Wendy Davis and the Volatility of Free Speech,” Ann E. Burnette, Texas State University, and Rebekah L. Fox, Texas State University

“’I Know It When I See It’: The Visible and Articulable in Obscenity Law,” Catherine L. Langford, Texas Tech University


“Free at Last: New Media Memory in the Nation’s Oldest City,” Kristine Warrenburg, Flagler College

“A Constitutional Analysis of Agricultural Disparagement Statutes and COOL Laws,” Hillary Stone, University of Arkansas *

Respondent: Stephen A. Smith, University of Arkansas

* Top Student Paper
2505
Thursday 2:00 pm -3:15 pm
Room: Meeting room 5

**Media Effects and Crafting Influence**

Sponsor: Mass Communication Division

Chair: Melissa Smith, Mississippi University for Women

This Film is Rated G: Gullible Audiences- All Ages Affected.
Erin Michelle Gough, University of Florida

Where are we going Dad? A Close Look at the Influence of Media toward Fatherhood
Wang Bingquing, University of Tennessee

Fright Night: The Media Effects of Slasher Films
Graham Carpenter, University of Alabama

The Artfulness of Art Bell: The Potential of Radio in a Mechanical Era
Lynda Cooper Berdayes, Barry University

Respondent: Gyromas W. Newman, University of Mobile

2506
Thursday 2:00 pm -3:15 pm
Room: Meeting room 1

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

Sponsor: Instructional Development Division

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

Teaching Ethnography with TEDxBroadway
Mia Anderson, University of South Alabama

Utilizing TED Talks to Enhance Course Content in the Basic Course
S. Brad Bailey, Mississippi Gulf Coast Community College

Ignite Brainstorming and Visual Aids with TED Talks ‘Underwater Astonishments’
Beau Foutz, Alcorn State University
Incorporating TED Talks in an Online or Blended Public Speaking Course
Megan S. Sparks, University of South Alabama

Utilizing TED-Ed lesson planning with the use of YouTube videos
Alvaro Arvizo El Paso Community College

Respondent: Lora Helvie-Mason, Tarleton State University

2507
Thursday 2:00 pm -3:15 pm
Room: Meeting room 7

Top Student Papers in Performance Studies

Sponsor: Performance Studies Division

Chair: Rebecca Walker, Southern Illinois University

Spectacular Sweethearts: Rethinking Theatricality through Femininity and Racial Diversity on the Bandstand*
Elizabeth M. Melton, University of North Carolina - Chapel Hill

Agonistics in StorySlams
Cynthia Carrico Rausch, Florida Atlantic University

A “Performance of Possibilities,” A Performance of Power: Marian Anderson and The Freedom Concert
Raquel M. Robvais, Louisiana State University

Burlesquing the Unheimlich: Julie Atlas Muz and the Pleasure in Strangeness
Lindsay Greer, Southern Illinois University

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

2508
Thursday 2:00 pm -3:15 pm
Room: Salon I
Rhetoric and Public Argument in Marco Rubio’s Immigration Discourse: Southern Colloquium on Rhetoric Roundtable Part I

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

Moderator/Chair: Marilyn Young, Florida State University

Panelists:
Antonio de Velasco, University of Memphis
Abraham Kahn, University of South Florida
Roseann Mandziuk, Texas State University
William Trapani, Florida Atlantic University
David Cratis Williams, Florida Atlantic University

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

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

This panel is the first of two consecutive panels. Please join us for either or both sessions.

2509
Thursday 2:00 pm -3:15 pm
Room: Salon II

Applying a Burkean Lens to Law: Courts, Lawyers, and Rabbis
Sponsor: Kenneth Burke Society

Chair: Clarke Rountree, University of Alabama in Huntsville

Withstanding Motivational Scrutiny in an early Supreme Court Reversal: The Legal Tender Cases
Clarke Rountree, University of Alabama in Huntsville

Rabbinical Law as Dialectical Substance
Ellen Klein, University of South Florida
David Payne, University of South Florida

The Lawyer, Speaking: The "Terministic Screen" of Lawyer Identity in First Amendment Cases
Kirsten K. Davis, Stetson University College of Law

2510
Thursday 2:00 pm - 3:15 pm
Room: Salon III

Evolutionary Approaches to Communication

Sponsor: Communication Theory Division

Chair: Shaughan Keaton, Young Harris College

The Benefits of Using an Evolutionary Science Approach to the Study of Communication: Alternative Theories and Methods
James M. Honeycutt, Louisiana State University

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

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

Weak Ties as a Source of Social Support: Evolutionary Perspectives on the Development of Acquaintances
Andrea J. Vickery, Louisiana State University
Cognitive and Personality Correlates of Friends with Benefits
Cassie Shimek & Richard C. White, Louisiana State University

2511
Thursday 2:00 pm -3:15 pm
Room: Meeting room 2

**Survivors, Saints, and Interaction**

Sponsor: Language and Social Interaction Division

Chair: Linda Crumley, Southern Adventist University

Dorothy Day’s Cause for Sainthood: Web Hagiography
Lori Stallings, University of Memphis

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

Rendering hope: Creative arts as the language of resiliency
Stephanie M. Ruhl, Clemson University

Institutionalization, the Rhetorical Presidency and Postmodernity
Caleb Cates, Georgia State University

2512
Thursday 2:00 pm -3:15 pm
Room: Meeting room 3

**The Writing Life: Autoethnographers discuss their writing habits**

Sponsor: Ethnography Interest Group

Chair: Nathan Hodges, University of South Florida

Roundtable Participants:
Art Bochner, University of South Florida
Carolyn Ellis, University of South Florida
Chris Patti, Appalachian State University
2601  
Thursday 3:30-4:45  
Room: Florida IV  

The Many Faces of “Hero”: Understanding Heroic Discourse Through Popular Culture  

Sponsor: Popular Communication  

Chair: Cynde Carrico, Florida Atlantic University  

Heroic Images: The Visual Rhetoric of Disabled Veterans  
Temiela Blackman, Florida Atlantic University  

Constructing a Presidential Hero: The Road We’ve Traveled  
Volrick Higgs, Florida Atlantic University  

The Heroic Other: Depiction of Seto Heroine Taarka in the Eponymous Film  
Kerli Kirch, Florida Atlantic University  

Economic Leaders and Heroic Systems: The Ambivalence of (Financial) Attachment in the case of The Wolf of Wall Street  
Chandra Maldonado, North Carolina State University  

Respondent: Cynde Carrico, Florida Atlantic University  

2602  
Thursday 3:30-4:45  
Room: Florida V  

The Art of Framing and Agenda Setting in the Modern Sports Media Environment  

Sponsor: Mass Communication Division  

Chair: Brian Brantley, Texas A&M  

Suicide on the Sidelines: Media Portrayals of NFL Players’ Suicides from June 2000 to September 2012  
Nicki Karimipour, University of Florida
Agenda Setting in Electronic Sports: An Analysis of Professional and Amateur Play in *League of Legends*
Levi A. Pressnell, University of Alabama, and William J. Gonzenbach, University of Alabama

Sports Media (Re) Framing of Domestic Violence: Gender Politics, the Public-Private Dialectic and the Subversion of the Feminine Voice in the Ray Rice Case
Chris B. Geyerman, Georgia Southern University

Digital Technology, Eyewitnessing, and Traditional Media: Effects of the Digital Turn on Professional Discourses (TOP STUDENT PAPER)
Christopher M. Toula

Respondent: Jeremy Padgett, University of Mobile

2603
Thursday 3:30-4:45
Room: Florida VI

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

Sponsor: Instructional Development Division
Interpersonal Communication Division

Moderator: Stephanie J. Coopman, San Jose State University

“Online Teaching for the ‘Selfie’ Generation: Embracing Change”
Laura L. Winn, Florida Atlantic University

“Achievers, Socializers, Lurkers, and Crammers: Three Keys to meaningful Online Discussion”
Mark Ward, University of Houston, Victoria

“What Online Games Teach Us about Online Class design: Generating Engagement Through Student-led Online Discussions”
Robert J. Baron, Austin Peay State University

“Anticipation Guides as Tools to Maximize Student Reading and Engagement”
T. J. Lakin, Florida International University

“Teaching Emotional Intelligence through Email and Online Discussion Forums”
Jill Inderstrodt, Purdue University
Instructors experienced in teaching online and blended courses reveal specific pedagogical techniques that provoke class discussion and stimulate student interactions. After the panelists’ presentations, audience members are invited to offer additional suggestions for addressing the challenges of facilitating meaningful online conversation among students.

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

**Back to the Future: Envisioning the Future of the Association**

**Sponsor:** SSCA President

**Chair:** John Haas, University of Tennessee

Frances Brandau, Sam Houston State University

Carl Cates, Valdosta State University

Renee Edwards, Louisiana State University

Eric Eisenberg, University of South Florida

Victoria J. Gallagher, North Carolina State University

Jerry Hale, College of Charleston

Richard R. Ranta, University of Memphis

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

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

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

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

Chair: Laurie D. Metcalf, Blinn College

Crafting an Integrated Remediation Program Linking Community Colleges with Four-Year Universities
Monica A. Moore, Northwest Arkansas Community College

Crafting a “We Didn’t Start the Fire” approach to Engagement and Development: An Interdisciplinary Philosophy Towards Multiple Student Learning Outcomes
S. Brad Bailey, Mississippi Gulf Coast Community College

Scraping yet Crafting - Dumping Memorization to Actively Apply Concepts as They Happen: A New Way for Engagement and Assessment of Students in Their Naturally Occurring World
Nakia Welch, College of the Mainland

Ongoing Refinement of Student Learning Outcome Intervention and Assessment: Crafting Better Educational Measures
Richard I. Falvo, El Paso Community College

Crafting Mandatory Office Visits as the Key to Student Engagement: Higher Grades and Greater Campus Involvement as the Payoffs
Eduardo Rodriguez Trevizo, El Paso Community College

The Art and Craft of Using Student Videos: A Valuable Tool for Helping Promote Student Self-Assessment and Self-Development
Alvaro Arvizó, El Paso Community College

2607
Thursday 3:30-4:45
Policy arguments tend to turn as much on how terms in a dispute are defined as a means of influencing perception as on any presentation of facts. Many of the euphemisms and ideographs used to describe policy, whether positively or negatively, are really attempts to redefine the terms of a dispute as a way of framing perception and discussion. Immigration policy, a fraught site of contention between rival factions, is particularly susceptible to shifting definitions of citizenship, residency, and identity. As the political parties attempt to grapple with the question of immigration policy, Marco Rubio, the
junior Senator from Florida, emerged as a major spokesman, first for the proposed bi-
partisan immigration reform bill and then as one of its major detractors. Recently, as he
contemplates a run for the presidency, Rubio has emerged again as a supporter of
immigration reform. What role does definition play in Rubio’s shifting positions on
immigration and, indeed, on public understanding of the larger immigration issue? Does
an examination of Rubio’s shifting positions on this policy issue shed any light on our
understandings of how definition works in public argument?

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

This panel is the second of two consecutive panels. Please join us for either or both
sessions.

2609
Thursday 3:30-4:45
Room: Salon II

Gender and Identity—Bringing New Meanings to Past, Present, and Future
Performances

Sponsor: Gender Studies Division

Chair: Dr. Sally B. Harding, University of Montevallo

The Loss of Agency in Reflexive Inevitability: Consciousness, Communitas,
Contingency and the Stonewall Riots
Benjamin Baker, University of Wisconsin-Milwaukee

Academic Motherhood: Reclaiming/Resisting Gendered Organizational Structures
Ashton Mouton, Purdue University

The State of the Art in Transgender Studies in Communication: Surveying the Field and
Setting an Agenda for Future Research
Dr. Leland G. Spencer, Miami University

Crafting the “Positive Woman”: A Narrative Critique of Phyllis Schlafly’s 1979 Speech
Denouncing the Women’s Movement
Mollie K. Murphy, University of Georgia
2610
Thursday 3:30 pm—4:45 pm
Room: Salon III

**Process Pedagogy: A New Curriculum for Teaching Interpersonal Communication**

Sponsor: Interpersonal Communication Division

Chair: Mariaelena Bartesaghi, University of South Florida

Tasha R. Rennels, University of South Florida
Nancie Hudson, University of South Florida
Nicholas A. Riggs, University of South Florida
Jennifer Whalen, University of South Florida
Summer Cunningham, University of South Florida
Mariaelena Bartesaghi, University of South Florida

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

2702
Thursday 5:00-6:15 pm
Room: Florida V

**Top Papers in Applied Communication**

Sponsor: Applied Communication Division

Chair: Patrick J. Dillon, University of Memphis

The Communicative Role of Obstetricians on Women’s Delivery Decisions*
Kathryn Anthony, University of Southern Mississippi

Discursive Tensions in Higher Education: Managing Contradictions and Paradox in the Fundraising Profession
Jessica Martin Carver, Western Kentucky University
Jennifer Mize Smith, Western Kentucky University
The Young Invincibles: How Media Source Preference Relates to Student Knowledge of the Affordable Care Act**
Jordan Neil, University of Florida
Lauren Darm, University of Florida

A Message Centered Approach to Understanding the L’Aquila Earthquake
Emina Herovic, University of Kentucky
Timothy L. Sellnow, University of Kentucky

Respondent: Abby Brooks, Georgia Southern University

*Top Paper
**Top Student Paper

2703
Thursday 5:00-6:15 pm
Room: Florida VI

Identity in Language: Race, Gender, and Ethnicity

Sponsor: Language and Social Interaction Division
Chair: Bryan Crow, Southern Illinois University

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

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

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

Storytelling as Persuasion in Chinese Criminal Courts
Yanrong Yvonne Chang, University of Texas-Pan American

2704
Thursday 5:00-6:15 pm
Room: Meeting room 6

Facilitating Effective Group Work in the Online Classroom
Sponsors: Instructional Development Division
         Interpersonal Communication Division

Moderator: John Nicholson, Mississippi State University

“Teaching Effective Small Group Classes Online”
Mary Beth Asbury, Middle Tennessee State University
Jessica Kratzer, Middle Tennessee State University

“Translating Group Activities on Communication Theory from the Face-to-Face to the Online Format”
Joan L. Conners, Randolph-Macon College

“Encouraging Small Group Dialogue in the Online Class”
Alison M. Lietzenmayer, Old Dominion University

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

“Group Skypes about Privacy: One Effective Assignment for the CMC Classroom”
Lynne M. Webb, Florida International University

Instructors experienced in teaching online and blended courses reveal specific pedagogical techniques for facilitating students to engage in effective group work online. After the panelists’ presentations, audience members are invited to offer additional suggestions for addressing the challenges of facilitating students to complete group assignments online.

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>2705</td>
<td>Thursday 5:00-6:15 pm</td>
<td>Meeting room 5</td>
</tr>
</tbody>
</table>

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

**Sponsor:** Public Relations Division

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

The Business of and in Public Relations
Brigitta Brunner-Johnson, Auburn University
In recent years the National Football League (NFL) has managed an increasing number of crises surrounding issues like brain injury, domestic violence, mascot naming rights, and collective bargaining. The NFL operates the most carefully designed and effectively implemented public relations machinery in all of commercial sport, and is currently on a more than 30-year run as America’s most popular game. Increasingly, however, the league and its policies are serving as indexes for broader political and economic problems. Each panelist will attempt to capture this moment in a brief opening statement designed to provoke discussion. The panel will provoke discussion on how contemporary NFL crises constitute and reflect broader thinking about masculine, raced, gendered, sexualized, disabled, and injured bodies, while also analyzing the cultural, institutional, and legal norms that both create and undermine conditions for progressive resistance surrounding these bodies.
Room: Meeting room 7

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

Sponsor: Performance Studies Division

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

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

Mobilizing Publics with Puppets
Jonathan Gray, Southern Illinois University

Sew what? A Pedagogy of Puppets
John LeBret, Louisiana State University

Performing with Mannequins
Stephanie Heath, Louisiana State University

Your Hand Here
Emily Graves, Louisiana State University

2708
Thursday 5:00-6:15 pm
Room: Salon I

**Community College Business Meeting**

2710
Thursday 5:00-6:15 pm
Room: Salon III

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

Participants:
John Haas, University of Tennessee
Charles Tardy, Chair, University of Southern Mississippi
Charles Howard, Tarleton State University
John Saunders, University of Central Arkansas
Sally Bennett Hardig, University of Montevallo

2711
Thursday 5:00-6:15 pm
Room: Meeting room 2

The Art and Craft of Critical Communication Pedagogy

Sponsor: Instructional Development Division

Chair: Karen Anderson-Lain, University of North Texas

Community Engagement as a Framework for Critical Pedagogy
Karen Anderson-Lain, University of North Texas

Fostering Social Justice Aims through Communication Activism Pedagogy
Suzanne Enck, University of North Texas

Tasha R. Rennels, University of South Florida

Locating Race with Critical Pedagogy: Exploring Embodiment in the Classroom
Laura Oliver, University of North Texas
Media, Power, and Culture: Bridging Learning by Experience and Critical Pedagogy
Norma Jones, Kent State University

2712
Thursday 5:00-6:15 pm
Room: Meeting room 3

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

Sponsor: Gender Studies Division

Chair: Dr. Emily Ryalls, Mississippi State University

**Challenging Gamer Norms: A Case Study on the Effects of a Sexist Generalized Other on Female Gamers**
Kelsey Decker, University of Houston –Victoria

**Celebrity Gender Identity in the Media: An analysis of “The Angelina Effect”**
Dr. Marleah Dean, University of South Florida

**The Hypermasculine Man and Invisible Woman: The Cover Art of Bioshock Infinite, Mass Effect 3, and The Last of Us**
Erika Curtis, The University of Alabama

Respondent: Rachel E. Silverman

2713
Thursday 5:00-6:15 pm
Room: Meeting room 13 (third level)

**Competitive Papers in Argumentation and Forensics**

Sponsor: Southern Argumentation and Forensics Division

Chair: Patrick G. Wheaton, Georgia Southern University

**A Critique of Program Oral Interpretation of Literature (POI) as Performance and Forensics Competition**
Jacob Abraham, University of South Florida-Tampa
Response: TBA

Protecting Autonomy or Preserving Ascendancy?: A Counterpublic Analysis of Segregationist and Anti-LGBTQ Educational Discourses
Ian Summers, University of Utah

Response: TBA

2801
Thursday 6:30 pm-8:30 pm
Outside Terrace
SSCA Welcome Reception

DAY 3
FRIDAY

3101
Friday 8:00am-10:00 am
Room: Florida V and Florida VI

85th Annual Southern States Communication Association Breakfast and Business Meeting
Sponsor: Southern State Communication Association

3201
Friday 10:15-11:30
Room: Florida IV

Vice President’s Spotlight Program:

Communication and the Craft of Storytelling

Devery Anderson and “The Boy Who Never Died: The Saga of the Emmett Till Murder”
The kidnapping and murder of Emmett Till, a 14-year-old Chicago youth visiting family in the tiny Mississippi hamlet of Money, has been repeatedly rendered as the “spark” that lit the civil rights movement. Just months after the murder, Rosa Parks refused to give up her seat on a Montgomery, Alabama bus, thus launching a young Baptist minister onto the national stage. Many have argued that it was Emmett Till who inspired the activist seamstress.

More recently Emmett Till’s memory has figured prominently in the creation and passage of the “Emmett Till Bill,” a 2008 piece of federal legislation authorizing the Justice Department and FBI to re-open cold cases involving race inflected murders from the movement years. Till’s kidnapping and murder were also re-opened by Mississippi officials and a grand jury convened to hear evidence obtained by the FBI in its investigation of the case.

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

And yet, even with the extensive commemorative work, two nationally recognized documentaries—by Keith Beauchamp and Stanley Nelson—an investigative report by Ed Bradley of 60 Minutes, books, anthologies and articles, we still don’t have anything resembling a comprehensive history of the case. Until now. Devery Anderson, at the personal encouragement of Till’s mother, Mamie Till-Mobley, has been researching the case for nearly 20 years; his book, The Boy Who Never Died: The Saga of the Emmett Till Murder, will be published on the 60-year anniversary of the murder by the University Press of Mississippi in its Race, Rhetoric and Media Series. As a uniquely southern story with countless rhetorical dimensions related to media coverage, historiography, trial strategy, and memory politics, Anderson’s synoptic history of the case promises to be a defining narrative of a murder that galvanized the nation—and continues to resonate nearly 60 years on.
Anderson’s narrative has quite literally been stitched together from sources as diverse as a high school yearbook and impromptu interviews on the streets of Tallahatchie County, to an official FBI report and countless newspaper chronicles. The craft of creating this narrative has not been without major historiographical vexations: whose account of the encounter at the Bryant store—there are several conflicting ones—gets privileged? How did husband Roy Bryant find out about the alleged flirtation and what difference does it make? Who was with Milam and Bryant at the kidnapping? How did northern and southern newspapers differ in their treatment of the “facts” of the case? Why are so many family members reluctant to talk about the case? How did William Bradford Huie’s *Look Magazine* “confession” function rhetorically to write the official history of the case? In brief, Anderson’s project reveals the intimate relationship between communication and the craft of storytelling, stitched together from often very different textures and shapes.

3301
Friday 11:30 am—2:00 pm
Past Presidents Luncheon
II Terrazzo

3401
Friday 11:45 am—1:00 pm
Room: Florida IV

**Advances in the Art and Craft of Gender Scholarship in Public Address: an Interactive Roundtable Discussion**

Sponsor: Rhetoric and Public Address Division

Moderator: Sandy Sarkela, The University of Memphis

Panelists:

Barbara Biesecker, The University of Georgia
James Darsey – Georgia State University
Andre Favors, The University of Memphis
Kimberly Johnson – Tennessee State University
Melody Lehn - University of South Carolina Extended University
Roseann Mandziuk - Texas State University

With serious talk of a woman running for US President, the turn-around in the national debate about gay marriage, the increasingly public discourse of transgender individuals combined with revolutionary new communication technology and consequent new public
communication behaviors, questions about the art and craft of scholarship on gender are particularly salient to the study of public address.

Invited participants in this roundtable will present short position papers that address their individual concerns, practices and thoughts for the future. Questions and specific topics for discussion will be identified from the position papers and then the invited panelists and audience members will be asked to join in discussion.

3402
Friday 11:45 am –1:00 pm
Room: Meeting room 6

Top Papers in Popular Communication

Sponsor: Popular Communication

Chair: John Saunders, University of Central Arkansas

Contesting the Fit Citizen: Michelle Obama’s Let’s Move Campaign and the Body Politics of *The Biggest Loser* *
Stephanie Houston Grey, Louisiana State University

Uncertainty and the Paranormal: An Independent Groups Examination of Paranormal Belief, Processing Uncertainty, and Source Credibility
Matthew C. Ramsey, Shippensburg University
Tabitha Epperson, University of South Carolina
Lindsay Harlow, Shippensburg University

Literary Art as Transformational Craft: Innovating Female *Heidi-Redeemer* Archetypes into an Oppositional *Arya-Revenger* Anti-heroine in HBO’s *Game of Thrones.* **
Garret Castleberry, University of Oklahoma

A Recipe for Cookbooks: Wash, Rinse, and Repeat
Cynthia Carrico Rausch, Florida Atlantic University

Respondent: John Saunders, University of Central Arkansas
*Top Paper
** Top Student Paper
Pacifism v. Just War Theory: Christian Viewpoints in War Arguments

Sponsor: Southern Argumentation and Forensics Division
Moderator: Edward C. Brewer, Appalachian State University
Debaters:
Cecil V. Kramer, Jr., Liberty University
Kavin Kramer, Lynchburg General Hospital

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

Applied Communication Research: Exploring Relational, Organizational, and Methodological Issues

Sponsor: Applied Communication Division
Chair: Raymond R. Ozley, University of Montevallo

Group Company Volunteer Events and Social Capital in Employee-to-Employee Relationships
Tara Connolly, North Carolina State University

Work-life Balance and the Multigenerational Workplace: Balancing Work and Family Life from Generation X and Beyond
Whitney Tipton, University of Tennessee
Message Design Logic: Quantitative External Validation and Correlates
John Nicholson, Mississippi State University
Skye C. Cooley, Mississippi State University
Emily D. Ryalls, Mississippi State University
Mark Goodman, Mississippi State University
Bonnie Oppenheimer, Mississippi University for Women
Ben Wax, Mississippi State University
Becca Horton, Mississippi State University

Updating and Re-conceptualizing the Three-Component Measure of Organizational Commitment
Kyle B. Heuett, University of Tennessee

Respondent: Mary Beth Asbury, Middle Tennessee State University

3405
Friday 11:45 am—1:00 pm
Room: Meeting room 7

The Art of Craft: Processes of Thinking and Making Performance

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

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

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

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

The White House
Benjamin Powell, Borough of Manhattan Community College

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

Sponsor: Ethnography Interest Group

Chair: Tammy Jeffries, Western Kentucky University

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

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

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

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

Respondent: Keith Berry
Carole Blair, President, National Communication Association

Trevor Parry-Giles, Director of Academic & Professional Affair, National Communication Association

Kathleen J. Turner, Immediate Past President, National Communication Association

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

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

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

Sponsor: Mass Communication

Chair: Barry P. Smith, Mississippi University for Women

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

Rationale: From the communicators of “Star Trek” that prefigured the ubiquity of the modern cell phone, to the presentation of an African-American U.S. President in “24” that presaged the historic 2008 election of President Obama, TV fiction has often crafted visions of a future that could become reality. This panel examines how TV narratives (as a form of communicative art) have helped to craft our vision(s) of the future in various ways. Panelists will discuss a number of TV shows (from across various genres, such as science fiction, action, and drama) from varied theoretical perspectives such as cultivation and diffusion of innovations.
3409
Friday 11:45 am—1:00 pm
Room: Meeting room 2

**Critical Analyses of Women’s Protest and Feminist Rhetoric**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Rebekah Fox, Texas State University

Body Rhetoric and the Fight for Equality
Morgan Stephens, Furman University

A Study of Rosika Schwimmer and Her Usage of Woman Suffrage Rhetoric and Redefinition of Citizenship
Abbey Miner, University of Georgia

Explaining Our Worlds to Ourselves and Others: A Critical Analysis of Women for Aryan Unity Rhetoric
Emily Mason, Appalachian State University

The 1968 Miss America Pageant Protest: More than Just Bra Burning
Kellie Colgain, Furman University

The Feminine Feminist: An Ideological Criticism of Emma Watson’s Speech
Claire Torell, Georgia Southern University

Respondent: Rebekah Fox, Texas State University

3410
Friday 11:45 am—1:00 pm
Room: Meeting room 3

**Gender and Race: Media Representations and Cultural Perceptions**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Linda Manning, Christopher Newport University

Miley Cyrus through the Eyes of the Public: An Application of Face Repairing Rituals
Katherine Harrell, Schreiner University
A Media Framing Analysis: The Coverage of Rape in Indian and Western News Sources
Shauna N. Gillooly, Florida State University

Tumblr Feminism
Jessica Bolger, George Washington University

Identifying the Peacock’s Colors: Perceptions on Wearing Makeup
Andrea Pieterse, Columbia College

Perceptions of Provocative Posts & the Likelihood of Responding
Marissa Wells, Berea College

Respondent: Linda Manning, Christopher Newport University

3411
Friday 11:45 am—1:00 pm
Room: Meeting room 13 (third level)

Twitter & Free Speech

Sponsor: Freedom of Speech Division

Chair: Aaron Moore, Rider University

“The case of Roddy White: The Intersection of Public Relations, Free Speech and Twitter,” Aaron Moore, Rider University

“#NotYourShield Means #NotYourVoice: #GamerGate and the Campaign to Silence Female Voices in Games,” Matthew Wysocki, Flagler College

“Talking about Obamacare controversy: The Role of Twitter in the Spiral of Silence Process,” Juan Liu, Wayne State University

“U.S. ‘Statecraft’ and the curious case of U.S. Information Communication Technologies having run amok in Cuba,” John Drew, Adelphi University *

* Top Paper

3502
Friday 1:15 pm—2:30 pm
Room: Florida V
A Sampling of Outstanding Scholarship: Top Papers in the Public Relations Division

**Sponsor:** Public Relations Division

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

*Strategic Messaging in a Political Crisis: Testing the Integrated Model for Explaining the Communication Behavior of Publics*
Tiffany Lynn Schweickart, University of Florida and
Kelly Page Werder, University of South Florida

Carnival’s Response to the Costa *Concordia* Crisis: A Test of Situational Crisis Communication Theory
Nicole Magee, The University of Southern Mississippi

Do People Like a Company That Communicates Well? Rethinking the Organization-Public Relationship Measures
Chang Wan Woo, James Madison University; Wonjun Chung, The University of Suwon

Never Say Never to “No comment”: A Reevaluation of the “No comment” Paradigm of Crisis Communication
M. Eilene Wollslager, Our Lady of the Lake University

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

*Top paper

---

3503
Friday 1:15 pm—2:30 pm
Room: Florida VI

**Transitions: Applied Communication and Organizational/Personal Change**

**Sponsor:** Applied Communication Division

**Chair:** Kyle Huett, University of Tennessee

Making Sense of Working Role Transitions for Family
Brian Perna, University of Southern Mississippi

Let’s Do the Numbers: Impact of Radio Financial News Reporting on Listeners’ Decisions Regarding Their Retirement Investments
Bistra Nikiforova, University of New England
Deborah W. Gregory, Bentley University
The Collegiate Transfer Student Experience: A Pilot Study of Blog Narratives
Amber E. Holland, Christopher Newport University
Linda D. Manning, Christopher Newport University

A Self-Created Crisis: Applying Benoit’s Image Restoration Theory to JCPenney’s Failed Rebranding Effort
Sarah M. Scott, Arkansas State University
Myleea D. Hill, Arkansas State University

Respondent: Greg Armfield, New Mexico State University

3504
Friday 1:15 pm—2:30 pm
Room: Meeting room 6

The Craft of Leadership in Discourse

Sponsor: Language and Social Interaction Division

Chair: Eugenia Almeida, Fayetteville State University

Rhetoric and Social Interaction: The Case of Leadership in Discourse
Mark Ward, Sr, University of Houston-Victoria

The Implications of Leadership: Managing Power Dynamics in International Emergency Response
Andrew Pyle, Clemson University

The Impact of Effective Leadership Communication
Stephen Spates, University of Tennessee

A Marine Writes Identity: Student Leadership in the Online Classroom
Linda Di Desidero, Marine Corps University

3505
Friday 1:15 pm—2:30 pm
Room: Meeting room 5

Featured Panel: Cameras in the Courtroom
Sponsor: Freedom of Speech Division

Panel Description: Cameras in the courtroom has become a hot topic in recent years, with journalists, scholars and open government groups all advocating for federal courts to allow live TV coverage of hearings. But the U.S. Supreme Court continues to resist. A panel of attorneys, journalists and scholars examines and debates the pros and cons.

Moderator: Mark Grabowski, FOS division vice chair, professor at Adelphi University specializing in media law & ethics, and a former lawyer and journalist.

Al Tomkins, Poynter Institute, a journalism think tank based in St. Petersburg.

Pallavi Guniganti, a former litigator and Washington correspondent for Global Competition Review, a U.K.-based legal magazine.

Paul Thaler, Adelphi University journalism professor and author of two books on cameras in the courtroom. He recently appeared on CNN to discuss the OJ Simpson anniversary.

Bill Loges, Oregon State University associate professor and author of Free Press vs. Fair Trials: Examining Publicity’s Role in Jury Outcomes.

Ken Levine, an attorney and associate professor of communication at University of Tennessee with a forthcoming paper advocating for cameras in the Supreme Court.

3506
Friday 1:15 pm—2:30 pm
Room: Meeting room 1

The Times, They are A’Changing: A Look at Politics Today

Sponsor: Political Communication Division

Chair: Kenny Smith, Samford University

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

The Tea Party Movement: Dead or Alive in 2014 Midterm Elections?
Melissa Smith, Mississippi University for Women

Television and Presidential Communication in a Non-Free Political Regime
Natalia Kovalyova, UNT Dallas
The art and craft of music in political advertisements: Music's rhetorical roles in the campaign advertising in the 2014 midterm U.S. elections
Jonathan Ezell, Tennessee Technological University

Changing Politics in Alabama
Barry P. Smith, Mississippi University for Women

3507
Friday 1:15 pm—2:30 pm
Room: Meeting room 7

Top Student Performances in Performance Studies

Sponsor: Performance Studies Division

Chair: Rebecca Walker, Southern Illinois University

Lucida Fox: The Medium for Mediums
Lindsay Greer, Southern Illinois University

Lullaby
A. B., Southern Illinois University, Carbondale
Savannah Ganster, Louisiana State University

Show and Tell
Ashley Martinez, University of South Florida

3508
Friday 1:15 pm—2:30 pm
Room: Salon I

GIFTS
The Rhetoric Emporium: The Art and Craft of Persuasion and Influence

Sponsors: Community College and Instructional Development Divisions

Chair: Meghan Senter, Northwest Mississippi Community College

The Rhetoric Emporium GIFTS session addresses activities that instructors can implement to effectively guide students in the processes of Persuasion or Social Influence. These include not just creating persuasive speeches, but understanding human
motivation, the influence of social pressure, how corporate advertising tries to influence, ways to create inspiration, and how history and power influence construction of identity.

Impromptu Sales: An Exercise in Monroe’s Motivated Sequence
Jacob Abraham, University of South Florida

Crafting a Better Definition of Persuasion: The Cola Wars
S. Brad Bailey, Mississippi Gulf Coast Community College

Group Persuasive Speech: Teaching Students to Plan, Write, and Present as a Group
Scott Christen, Tennessee Technological University

Warning- Taking the Ice Bucket Challenge Against Your Will: Discussing Influence Theory
Eduardo Rodriguez Trevizo, El Paso Community College

Exploring the Relationship between Multiple Identities and Communication Through a Classroom Art Gala
Tara J. Schuwerk, Stetson University

Using Stylistic Devices to Enliven the Commemorative Speech
Whitney Tipton, University of Tennessee

3509
Friday 1:15 pm—2:30 pm
Room: Salon II

Understanding Crisis Communication in the 21st Century: Creating Models and Making Decisions

Sponsor: Communication Theory
Chair: Lisa T. Fall, University of Tennessee

Defending Identity in Crisis: How Scientists Negotiate their Identities after a Tragedy
Marcy Huey & Yizhi Zhang, University of Alabama *

A Model that Predicts the Travel Decision as a Result of Disease Outbreak News Coverage Exposure
Kristina Birnbrauer, University of Florida

Crisis Communication through Text Message and on Social Media
Larae Wade, University of Alabama in Huntsville

Across Contexts and Approaches: An Analysis of Diversity of Frames
Juan Liu, Wayne State University
Respondent: Marceline Hayes, Arkansas State University
*Top Student Paper

3510
Friday 1:15 pm—2:30 pm
Room: Salon III

**From Edwin Black to Public Memory to the Pragmatic: Reassessing Select Rhetorical Theories**

Sponsor: American Society for the History of Rhetoric Interest group and Rhetoric and Public Address Division

Chair: Vernon Ray Harrison, Central Alabama Community College

Revisiting Edwin Black: Exhortation as a Prelude to Emotional-Material Rhetoric
Kevin Marinelli, Young Harrison College

The Scope and Form of Public Memory
Jefferson Walker, Louisiana Tech University
The Rhetoric of Prophetic Pragmatism
Raquel M Robvias, Louisiana State University

Respondent: Brandon Inabinet, Furman University

3511
Friday 1:15 pm—2:30 pm
Room: Meeting room 2

**Rhetorical Dimensions of Protest and Politics**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Sean O’Rourke, Furman University

Fighting for the Disappeared: A Study on the Madres de Plaza de Mayo
Sarah Prokop, University of Georgia

The Rhetoric of Corruption
Kendall McGee, Appalachian State University
The War On Mass Shootings: A Critical Examination of Sandy Hook  
Amber Juncker, Georgia Southern University

“L” is for Licentious: A Literature Review on Identity, Rhetoric, and the LGBTQ Counterpublic  
Jennifer St Sume, Florida Atlantic University

Sex Trafficking: Awareness Does Not Equal Activism  
Trevor Coen, Georgia Southern University

Respondent: Sean O’Rourke, Furman University

3512  
Friday 1:15 pm—2:30 pm  
Room: Meeting room 3

Propaganda, Race, and Resistance: Four Rhetorical Critiques

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Jason Edward Black, University of Alabama

“America! America!”: Vanishing Time and Space in Clarence Jordan’s “Things Needed for Our Peace,” Furman University, 1969  
Luke Christie, Furman University

“More Land to be Conquered: The Use of Metaphor in the Sermons of Fred Shuttlesworth  
Ryan Kirkland, University of Montevallo

Free Agent or Escaped Slave?: The Reverend Jesse Jackson’s Response to Dan Gilbert’s “The Letter”  
Cook English, Furman University

Thomas Stubbs, Furman University

Respondent: Jason Edward Black, University of Alabama
3601  
Friday 2:45—4:00 pm  
Room: Florida IV  

The Questionable Art of Civility  

Sponsor: Rhetoric & Public Address Division  
Chair: Milene Ortega, Georgia State University  
Panelists:  
Pat J. Gehrke, The University of South Carolina  
Samuel Perry, Baylor University  
Lisa Corrigan, University of Arkansas  
Antonio de Valesco, University of Memphis  
Brandon Inabinet, Furman University  

When, if ever, do critics need to protect the limits of decorum, or give guidance to others to do so? And in what broader rhetorical ecology should such a move be made? The panel will address these questions with a prognosis of “civility,” especially drawing on events of the previous year, including Ferguson riots, anonymous social media, and Professor Steven Salaita’s tweets on Palestinian sovereignty.

3602  
Friday 2:45—4:00 pm  
Room: Florida V  

Author Presentations from the forthcoming book *Television, Social Media, and Fan Culture*  

Sponsor: Mass Communication Division  

The American Bible Challenge and the Game Show Network  
Dedria Givens-Carroll  
University of Louisiana at Lafayette  

*Teen Mom* and Twitter Fans: Analyzing the Mean Girl Posts  
Alison Slade, Independent Scholar
Game(s) of Fandom: Hyperlink Labyrinths directing *Game of Thrones* Fandom.
Garret L. Castleberry, University of Oklahoma

Fandom Communication in a Mediated Age: The Use of National Basketball Association (NBA) Blogs and Twitter for Dissent Practices
Corey Jay Liberman, Marymount Manhattan College, Michael Plugh, Fordham University & Brian Geltzeiler, Sirius XM NBA Radio

Fifty Years of “The Man From U.N.C.L.E.”: How the Ever-Changing Media Sustained and Shaped One of the Oldest Fan Communities
Cynthia Walker, St. Peter’s University

Zombie Fans, Second Screen and Television Audiences: Redefining Parasociality as Technoprosociality in AMC’s #TalkingDead
Sabrina Pasztor, University of Illinois at Chicago; Jenny Ungbha Korn, University of Illinois at Chicago

---

3603
Friday 2:45—4:00 pm
Room: Florida VI

**Top Paper Panel: Philosophy and Ethics of Communication Interest Group**
Sponsor: Philosophy and Ethics

Chair: Brian Gilchrist, Eastern University.

Respondent: Ronald C. Arnett, Duquesne University.

“‘There’s no place like home’: Homeless box cities and the community construction of home,” Eric Sloss, University of Georgia. [Top Paper Award Winner]

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

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

---

3604
Friday 2:45—4:00 pm
Room: Meeting room 6
Competitive Papers in Interpersonal Communication

Sponsor: Interpersonal Communication Division

Chair: Ashton Mouton, Purdue University

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

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

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

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

Respondent: Carrie West, Schreiner University

Exploring Issues in Language and Social Interaction

Sponsor: Language and Social Interaction Division

Chair: Donald Simmons, Asbury University

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

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

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

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

3606
Friday 2:45—4:00 pm
Room: Meeting room 1

Top Papers in Instructional Development

Sponsor: Instructional Development Division

Chair: Stephanie Kelly

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

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

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

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

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

*Top Paper in Instructional Development
**Top Student Paper in Instructional and Developmental

Respondent: Michelle Violanti, University of Tennessee

3607
Friday 2:45—4:00 pm
Room: Meeting room 7
Contributed Papers in Performance Studies

Sponsor: Performance Studies Division

Chair: Rebecca Walker, Southern Illinois University

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

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

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

Respondent: Scott Dillard, Georgia College

3608
Friday 2:45—4:00 pm
Room: Salon I

Rising and Thriving in Communication Administration: Female Administrators Discuss their Challenges and Successes in Academic Leadership Roles

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

Sponsor: Association of Communication Administrators

Chair/Moderator: Dr. Sally Bennett Hardig, University of Montevallo

Dr. Nelle Bedner, University of Central Arkansas
Dr. Fran Dickson, Eastern Kentucky University
Dr. Marceline Hayes, Arkansas State University
Dr. Linda Jurczak, Valdosta State University
Dr. Roseann Mandziuk, Texas State University
Dr. Lynne Webb, Florida International University
3609  
Friday 2:45—4:00 pm  
Room: Salon II  
**Communication Theory Business Meeting**

3610  
Friday 2:45—4:00 pm  
Room: Salon III  
**Intercultural Intersections and Diversity**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference  
Chair: Mary Meares, University of Alabama  
Beauty Through Three Lenses: How Worldwide L’Oreal Social Media Accounts Communicate Beauty  
Marissa Alvarez and Dannah McCloud, Tarleton State University  

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

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

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

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

Respondent: Mary Meares, University of Alabama

3611  
Friday 2:45—4:00 pm  
Room: Meeting room 2
Visual Rhetoric and Contemporary Media Representations

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Wendy Atkins-Sayre, University of Southern Mississippi

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

“Ironic Sexism”: A Rhetorical Analysis of American Apparel’s “Meet ____” Campaign
Kiara Walker, Transylvania University

(Un)Blending the Rhetoric of Media: Decoding Theory, Deconstructing Culture, and Reconsidering Family
Catelyn Curry, Columbia College

A Blonde Bob’s Search for Reality: Reality Dissonance Portrayed Through Sia’s Chandelier Video
Alisa Luby, Southern Adventist University

Life is Drag: Gender Performativity and Subaltern Public in RuPaul’s Drag Race
Eli Washington, Furman University

Respondent: Wendy Atkins-Sayre, University of Southern Mississippi

Critiques of Popular Media: Sex, Gender, Justice, and Conformity

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Chris Geyerman, Georgia Southern University

Everything is Awesome!: Conformity in The Lego Movie
Janice Cosme, Southern Adventist University

The Wolf of Wall Street: The Glamorization of Male Dominance
Veronica Garcia, Southern Adventist University
Justice as Portrayed in Film and Television
Destiny Jenkins, Appalachian State University

Television and Pornography: One and the Same? An Inside Look at Sexually Explicit Television
Moriah Arterberry, Chris Janetzko, Jessica Anzai, Janice Cosme, and Avery McKinney, Southern Adventist University

Respondent: Chris Geyerman, Georgia Southern University

3613
Friday 2:45—4:00 pm
Room: Meeting room 13 (third level)

Who and What We Are: Identity and Place
Sponsor: Ethnography Interest Group
Chair: David Purnell, Mercer University

Using the SPEAKING Mnemonic For an Ethnography of Science Center Communication
David Lee, Oglethorpe University

Beyond Bloodlands and Bloodlines: A Case of/for Ethnographic Affinity and Holocaust Oral History
Chris J. Patti, Appalachian State University

Dialectical Tensions in Intrapersonal Communication: Exploring Dialectics and Identity Construction among Nursing Home Residents
Emily Thomas, University of North Carolina at Charlotte

Hair & Health, Wigs & Illness: Talking through Cancer in a Space of Aesthetics
Meredith L. Clements, University of South Florida

Respondent: John Nicholson
3701
Friday 4:15-5:30 pm
Room: Florida IV

**Top Papers in Intercultural Communication**

Sponsor: Intercultural Communication Division

Chair: Mary Meares, University of Alabama

African Americans and Hospice Care: A Culture-Centered Exploration of Enrollment Disparities*
Patrick J. Dillon, University of Memphis
Ambar Basu, University of South Florida

Cultural Congruence or Difference: Impacts on Source Credibility, Brand Support, and Purchase Intention in Celebrity Endorsed Advertising
Juan Meng, University of Georgia
Po-Lin Pan, Arkansas State University
Pei-Ling Lee, Shih Hsin University

Maneuvering Around Normative Limitations: A Qualitative Communication Study of Undocumented Latina University Students
Shane T. Moreman, California State University, Fresno
Julissa González, California State University, Fresno

*Top Paper

Respondent: Dominique Gendrin, Xavier University

3702
Friday 4:15-5:30 pm
Room: Meeting room 6

**Women Creating and Shepherding Policy in the United States**

Sponsor: Rhetoric and Public Address Division

Chair: Ashley Mack, The University of Southern Mississippi

Women as Secretary of State: Navigating Diplomacy with Misogynistic Nations
Linda Levitt, Stephen F. Austin State University
Legislating in a Polarized Political Environment: U.S. Women Senators and the 2013 Budget Battle
Angela McGowan, University of Southern Mississippi

Refusing to ‘Jump the Fence’: Congresswoman Jeannette Rankin’s Political Protests and Policies
Shirley Oakley, St. Petersburg College

Framing Elizabeth Warren: News Coverage, Public Perception, and Narrative Constructions of “The First Woman President”
Emanuelle Wessels, Missouri State University

Respondent: Roseann Mandziuk, Texas State University

3703
Friday 4:15-5:30 pm
Room: Meeting room 5

An Examination of Online and Social Media Related Issues and Behavior

Sponsor: Mass Communication Division

Chair: Jeremy Padgett, University of Mobile

Self-Monitoring and Narcissism as Predictors of Sharing Facebook Photographs
Pavica Sheldon, University of Alabama Huntsville

If They Found Out We Lived Together, They Wouldn’t Pay for the Wedding: Lies and Truths about Identity on Wedding Websites (TOP FACULTY PAPER)
Laura Beth Daws, Southern Polytechnic State University

Spokesperson System and Water Crises in China Online Media: A multi-Way Comparison
Yuanxin Wang, Temple University

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

Respondent: Barry P. Smith, Mississippi University for Women

3704
**The Art and Craft of Instruction**

**Sponsor:** Instructional Development Division

**Chair:** Ashley George, Samford University

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

Caleb Cates, Georgia State University

*An Examination of the Antecedents of Electronic Multitasking in the Classroom*

Yuxia Qian, Albion College

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

Scott Christen, Tennessee Technological University

Michelle T. Violanti, University of Tennessee

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

Michelle Garland, University of Tennessee

Respondent: Linda Jurczak, Valdosta State University

---

**3705**

Friday 4:15-5:30 pm

Room: Meeting room 7

**(All But) Forgotten Crafts**

**Sponsor:** Performance Studies Division

**Chair:** Jade Huell, Columbia College

Abstract:

This performance and paper panel illustrates, records, and preserves a broad range of crafts that have been forgotten, changed, lost, or diminished over time. Understanding that studying performance and creating performance gives us methods to interact with historical crafts and to craft our own histories, participants on this panel utilize performance criticism, storytelling, and cultural analysis to comment upon, confront, and craft forgotten practices.
Scrapbooking: The Craft of Performing Memory
Jennifer L. Erdely, Prairie View A&M University

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

Unbeweavable: Sweetgrass, Basketweaving, and Hair Down to My Waist
Jade C. Huell, Columbia College

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

Peaing on the Farm: Family History and Split Pea Crafting
Jason Munsell, Columbia College

3706
Friday 4:15-5:30 pm
Room: Salon I

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

Sponsor: Vice-President

Chair: John Saunders, University of Central Arkansas

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

3707
Friday 4:15-5:30 pm
Room: Salon II

**Different Ways to Study Communication Theory**

Sponsor: Communication Theory

Chair: Christopher Mapp, University of Louisiana in Monroe
Communibiology and Humor: An Examination of Personality Predictors and Communicative Functions of Humor
Matthew C. Ramsey, Shippensburg University*

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

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

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

Respondent: University of Louisiana in Monroe

3708
Friday 4:15-5:30 pm
Room: Salon III

Interpersonal Division Business Meeting

3709
Friday 4:15-5:30 pm
Room: Meeting room 2

Interpersonal Communication Explorations: Difficult Topics and Difficult Relationships

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

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

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

The Human Pecking Order: Analyzing the Influences of Communication and Personality on Perceived Social Status in a Small Group of Peers
David Bohl, Western New England University
Prepping for Unity: A Study of the Effects Premarital Counseling has on Couples
Koty Riley, Berea College

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

Respondent: Tom Socha, Old Dominion University

3710
Friday 4:15-5:30 pm
Room: Meeting room 3

Studies in Presidential Rhetoric

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

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

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

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

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

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

Respondent: Kathleen Turner, Davidson College

3711
Friday 4:15-5:30 pm
Room: Meeting room 13 (third level)

**Learning/Finding the Self and Other**

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

Interpreting the “Edge of Civilization”: *Nowhere West* and AMC’s *Hell on Wheels* as (Im)Moral Allegories for Living
Garret Castleberry, The University of Oklahoma

Love Like Vinyl
Erin L. Scheffels, University of South Florida

Channeling Home
Lorraine E. Monteagut, University of South Florida

Prostate Cancer 101: Ethnographic Short Short Stories and Voices of Lived Experience
Michael Irvin Arrington, Indiana State University

Respondent: David Lee

---

**3803**
Friday 5:45-7:00 pm
Room: Meeting room 5

Applied Communication Business Meeting

---

3804
Friday 5:45-7:00 pm
Room: Meeting room 1
Instructional Development Business Meeting

---

3805
Friday 5:45-7:00 pm
Room: Meeting room 7

Gender Communication Business Meeting
3806
Friday 5:45-7:00 pm
Room: Salon I
Free Speech Business Meeting

3807
Friday 5:45-7:00 pm
Room: Salon II
ACA Business Meeting

3808
Friday 5:45-7:00 pm
Room: Salon III
Political Communication Business Meeting

3809
Friday 5:45-7:00 pm
Room: Meeting room 2
Ethnography Business Meeting

3810
Friday 5:45-7:00 pm
Room: Meeting room 3
Kenneth Burke Interest Group Business Meeting

3811
Friday 5:45-7:00 pm
Room: Meeting room 13 (third level)
ASHR Business Meeting

**DAY 4**
**SATURDAY**

4101
Saturday 8:00 am--9:15 am
Room: Florida V and Florida VI
THEODORE CLEVENSER, JR., UNDERGRADUATE HONORS CONFERENCE BREAKFAST

4102
Saturday 8:00 am--9:15 am
Room: Meeting room 6

Matching the Medium to the Communicative Task in Flipped, Blended, and Online Classrooms

Sponsor: Instructional Development Division & Mass Communication Division

Moderator: Christopher McCollough, Columbus State University

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

“Using Voicethread in the Online, Flipped, and Blended Communication Classes”
Merissa H. Ferrara, College of Charleston

“Crafting Connections via WebEx: Conducting a Synchronous Online Public Speaking Course”
Brandi Quesenberry, Virginia Tech University; Kayla J. Hastrup, Virginia Tech University;
Adam G. Hughes, University of Memphis

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

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

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

Sponsor: Southern Argumentation and Forensics Division

Chair: Nakia Welch, College of the Mainland

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

Features of NADIA Debate
R.E. Davis, College of the Mainland

A Different Score-keeping Method in Debate
Cole Franklin, East Texas Baptist University

The Time Format
Samantha Burdick, Texas State University

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

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

Burkean Analyses of the Art and Craft of Argument and Clash

Co-sponsored by the Kenneth Burke Society and Rhetoric and Public Address
Chair: Ryan E. McGeough, University of Northern Iowa

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

Burke on Advertising: Form, Identification, and Death of the Artistic Spirit
Matthew Corr, Duquesne University

Equipment for Living: Folk Culture and Artistic Expression as Political Protest in Their Eyes Were Watching God
Raquel M. Robvais, Louisiana State University

The January 1832 Debate on Slavery in Virginia: Clashing Scenes and Terministic Screens**
Jim A. Kuypers, Virginia Tech

Respondent: Ryan E. McGeough, University of Northern Iowa

*Top Student Paper in the Kenneth Burke Society
**Top Paper in the Kenneth Burke Society

4105
Saturday 8:00 am--9:15 am
Room: Meeting room 7

Bodycraft: Craft and/in Performance

Sponsor: Performance Studies Division

Chair: Jade C. Huell, Columbia College

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

Live to Make, Make to Live: Cooption and the D.I.Y. Movement
Danielle Dick McGeough, University of Northern Iowa

Erasure<Remnants: Crafting Gender Absence
Amber Johnson, Prairie View A&M University
Busy Hands and the Devil’s Workshop: How to Craft Your Craft
Jade C. Huell, Columbia College

Co-crafting a friendship: Performing Bricolage
Brianne Waychoff, CUNY, Borough of Manhattan Community College

4106
Saturday 8:00 am--9:15 am
Room: Salon I

“Crafting” The Past with the “Art” of Communication: Integrating “Reacting To the Past” Gaming Theory and Activities in the Communication Classroom

Sponsor: Instructional Development Division
Chair: Richard Quianthy, Broward College

Reacting In and To the argumentation classroom
David Worthington, DePauw University

Motivating student engagement in public address through the voice of a historical ‘other’
Alma-Martinez Egger, Tarrant County Community College

RTTP-The mini game as a unit/component of a semester long communication class
Sheri Reeves Bleam, Adrian College

Reflections on first experiences using RTTP games in the freshman honors public address class
Neil A. Patten, Ferris State University
Donna A. Smith, Ferris State University

4107
8:00 am--9:15 am
Room: Salon II

Managing Relationship Intrapersonally and Interpersonally

Sponsor: Communication Theory
Chair: Andrea Vickery, Louisiana State University

Students’ Perceptions of Professor Verbal and Nonverbal Immediacy Behaviors as Learning Predictors
Eletra Gilchrist-Petty, University of Alabama in Huntsville
Absence of Malice or Malice in Absence? Handling Conflict and Forgiveness Intrapersonally in Long-Distance Relationships
Christopher Mapp, University of Louisiana in Monroe
James M. Honeycutt, Louisiana State University

The Role of Imagined Interactions in Generalized Social Anxiety Disorder: Conceptualizations of State and Trait Functions
Paisleigh Jo Kelley, University of Tennessee
Courney Wright, University of Tennessee

Emily Scheinfeld, The University of Texas at Austin

Respondent: Shaughan Keaton, Young Harris College

4108
Saturday 8:00 am--9:15 am
Room: Salon III

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

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

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

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

ACCESS: Crafting an Open Source Textbook

Sponsor: Community College Division

ABSTRACT: For those students who can afford textbooks, the cost can be prohibitive. For those students, especially those who are at-risk or financially strapped, that cost can be the deciding factor not only in whether the student finishes his or her degree, but also whether students feel they can even attempt higher education.

One of the goals of the University System of Georgia Board of Regents is affordable learning. Textbook expenses can constitute a serious financial burden for college students, so there is a growing movement toward providing students low-cost or even free texts and resources. At Georgia Perimeter College the administration is strongly encouraging its academic departments to explore this option.

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

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

Chair: Linda McLean Harned, Georgia Perimeter College

Bill Price, Georgia Perimeter College

Kim Sisson, Georgia Perimeter College

Jane M Hercules, Georgia Perimeter College

Social Media and Crisis: Influence and Impact
Disaster Preparedness via Twitter: A Network Analysis of Twitter Use by Federal Emergency Agencies during a High-risk Period  
Corey A. Hickerson, James Madison University  
Tatjana Hocke-Mirzashvili, James Madison University

Ethical Activism: How Corporations Respond to Online Activist Pressure  
Ashli Q. Stokes, University of North Carolina – Charlotte

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

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

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

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

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

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

Sponsor: The Gender Studies Division
Chair: Dr. Rachel E. Silverman, Embry-Riddle Aeronautical University

Villain’s Revisionist History: *Maleficent* as a Discourse of Gender Disruption
Dr. Marylou R. Naumoff, Florida Atlantic University

Breaking Dusk: Fandom, Gender/Age Intersectionality, and the *Twilight Moms*
Dr. Christine Scodari, Florida Atlantic University

Sex and the Sexual Assault Crisis on College Campuses: Taking Stock of the Rhetorical Function of the Masculinist Lament against Title IX and Affirmative Consent Policies
Dr. William Trapani, Florida Atlantic University

Slouching toward Doomsday: Exploring Negotiated Gender Roles in Modern Survivalist Themes within Reality TV’s *Dual Survival*
Dr. Laura L. Winn, Florida Atlantic University

4201
Saturday 9:30 am—10:45 am
Room: Meeting room 6

**The Art and Craft of Critiquing Various Souths: Labor, Protests, and Leisure**

Sponsor: Rhetoric and Public Address Division

Chair: Melody Lehn, University of South Carolina Extended University

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

Authenticating Southernism: Authenticity and Regionalism through Southern Food
Wendy Atkins Sayre, University of Southern Mississippi
Ashli Stokes, University of North Carolina, Charlotte

The Charlotte and Rock Hill Sit-ins: Constitutive Publics and the Role of Audience
Spotlight on a President

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

Sponsor: Association for Communication Administration
Chair: Carl Cates

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

The Rhetorical Art and Craft of Identities: Memoirs, Party Politics, Commemoration and International Regionalism

Sponsor: Rhetoric and Public Address Division
Chair: Lori Stallings, University of Memphis

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

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

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

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

Respondent: Samuel Perry, Baylor University

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

Performances of Remembrance: Controversy, Forgetting, and Misalignment
Memory Tourism Sites

Sponsor: Performance Studies Division

Chair: Jason Munsell, Columbia College

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

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

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

Burning Down The Houses: Kitsch, Slum Tourism, and their Possibilities for Revitalization
Lyndsay Michalik, Oberlin College
Ariel Gratch, Georgia College
Titanic Tourism: Identification, Experience, and the Commercialization of Tragedy
Cynthia Duquette Smith, Columbia College

4205
Saturday 9:30 am—10:45 am
Room: Salon I

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

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

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

Teaching Research Design via Retro Board Games
Meredith M. Bagley, University of Alabama

“The Filler Feud” - Teaching Effective Articulation
Renee Brokaw, University of Tampa

Name that Fallacy
Lorin Brooke Friley, Purdue University

Nonverbal Communication: “Identity” Game Show
Jacob Metz, Tennessee Technological University

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

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

4206
Saturday 9:30 am—10:45 am
Room: Salon II

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

4207
Saturday 9:30 am—10:45 am
Room: Salon III

**Top Student Papers in Intercultural Communication**

Sponsor: Intercultural Communication Division

Chair: Mary Grace Antony, Schreiner University

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

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

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

Respondent: Mary Meares, University of Alabama

*Top Student Paper

4208
Saturday 9:30 am—10:45 am
Room: Meeting room 2
Top Rhetorical Studies Papers in the Clevenger Undergraduate Honors Conference

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

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

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

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

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

Respondent: James Darsey, Georgia State University

4209
Saturday 9:30 am—10:45 am
Room: Meeting room 3
Understanding Communication Contexts: Markets, Mentoring, and Media

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Jerry Hale, College of Charleston

Millennial Stakeholder Perceptions of Transparency on Social Media Outlets
Sarah Luongo, Longwood University

The Army Experience Center: Military Marketing for a New Generation
Sequoia Doetch, Flagler College

Community Supervision, Oppression, and Mentorship: Using a Mentoring Model to
Lower Recidivism through Increased Engagement
Thomas Downer, Berea College

Joel Osteen: The Persuasive Genius
Austin C. Rick, University of North Carolina, Chapel Hill

First Effective Settlement and its Correlation with Local Sports Talk Radio
Chris Edel, Furman University

Respondent: Jerry Hale, College of Charleston

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

**Argumentative Contexts in Reality TV**

Sponsor: Southern Argumentation and Forensics Division

Chair: Michael H Eaves, Valdosta State University

Impression Management and Reality TV’s *Chrisley Knows Best* Come Front Stage
Katie Balcom, Valdosta State University

*America's Next Top Model: Some Argumentative Considerations*
Desiree Hoy, University of Michigan, Dearborn

Argumentation Examples in the Reality TV show, *Preachers of L.A.*
Felicia Dilbert, Full Sail University (Orlando)

*Big Brother 16: An Analysis of Argumentative Contexts on the Show*
Michael H Eaves, Valdosta State University

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

**The Art and Craft of Social Movement Criticism: Retrospect and Prospect**

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

Moderator: Melody Lehn, University of South Carolina Extended University

Panelists: Jason Edward Black, University of Alabama
James Darsey, Georgia State University
Sean Patrick O’Rourke, Furman University
Lesli, Pace, University of Louisiana-Monroe
This roundtable panel discussion considers the state of the art in the criticism of social movement rhetoric. Working from the assumption that scholarship in the area has altered and perhaps atrophied, each panelist will offer answers to three organizing questions. An open forum will follow panelists’ remarks.

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

**Myths and Politics in Popular Culture**
Sponsor: Popular Communication
Chair: Dave Nelson, Valdosta State University

Taming the Thunder to Harness the Lightning: Thor as a Mythic American Hero
Jonathan M. Broussard, Louisiana State University

Demockracy: Political Rhetoric in *House of Cards*
Jason Edwards, Georgia Gwinnett College

Foucault, Trainers, and Cyborgs: An autoethnography focusing on personal training as a site for Foucauldian body concepts
Erin Looney, Florida State University

Waiting to Breathe: Invoking the Politics of Black Representation
Adam J. Sharples, University of Alabama

Respondent: Dave Nelson, Valdosta State University

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

**From the Page to the Stage: Big Tex is Burning**

Sponsor: Performance Studies Division

Chair: Jay Allison, University of North Texas

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

4304
Saturday 11:00am --12:15 pm
Room: Meeting room 1

Crafting Communication Pedagogy

Sponsor: Instructional Development Division

Chair: Kristen Blinnthe, SUNY College at Oneota

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

Joanna Bartell, University of South Florida
Kristen Blinne, SUNY College at Oneonta
Summer Cunningham, University of South Florida
Ellen Klein, University of South Florida
David Purnell, Mercer University
4305  
Saturday 11:00am --12:15 pm  
Room: Salon I  

Burkean Scholar Spotlight: Trevor Melia  

Sponsor: Kenneth Burke Society  

Chair: Janie Hardin Fritz, Duquesne University  

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

Burke and Mumford on Languaging Animals in a Technological World  
James R. Pickett, Flagler College  

Essentializing the Temporal: The Inconvenient Burke  
Richard H. Thames, Duquesne University  

Respondent: Trevor Melia, University of Pittsburgh (retired)  

4306  
Saturday 11:00am --12:15 pm  
Room: Salon II  

Top Papers in Language and Social Interaction  

Sponsor: Language and Social Interaction Division  

Chair: Linda Di Desidero, Marine Corps University  

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

Comedian Laughter, Negative Assessments, and “Laughing Together” During Late-Night Monologue Performances (Top Student Paper)  
Sarah Seewoester-Cain, Rice University  

Moral Rights and Transgressions in Serbian Discourses on Asylum-Seeking  
Jelena Petrovic, Stetson University
Apostles of Violence: Understanding the Language of School Shooters
Adam Key, Tennessee State University

4307
Saturday 11:00am --12:15 pm
Room: Salon III

The Dark Art and Craft of Toxic Leadership

Sponsor: Applied Communication Division
Chair: Kelli L. Fellows, Pfeiffer University

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

We Don’t Tolerate That Type of Behavior Here: Suppressing Organizational Innovation
Through Persecution or Avoidance of Employees’ Emergent Questions Regarding
Existing Organizational Processes
Angela Stone, St. Leo University

Psychopaths at Play: Toxic Organizational Leaders Hiding in Plain Sight
Aimee Bellmore, Pfeiffer University, and Holly Drummond, Pfeiffer University

Community of One: The Dual Role of Community in the Toxic Leader’s Arsenal
Chris Howard, Pfeiffer University

If I Only Had a Heart: Organizational Leaders’ Communication (or lack) of Compassion
in the Workplace
Rebecca A. Sirmon, Appalachian State University

Toxic leadership reflects a pervasive infiltration within organizational frameworks. Exploring this complex phenomenon through various methodological approaches offers an overview of its prevalence and potential remediation through applied research. Panelists will explore the role of communication in creation, sustainment, and neutralization of the rippling effects of toxic leadership.

4308
Saturday 11:00am --12:15 pm
Room: Meeting room 2
**Top Communication Research Papers in the Clevenger Undergraduate Honors Conference**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: John Haas, University of Tennessee

**Keeping It Kinky: A Mixed-Model Analysis of *Fifty Shades of Grey***  
Jenna Wolfe, Columbia College

**Mourning Nora: An Autoethnography about Navigating Grief Online**  
Mary E. States, Berea College

**Layering Narratives: The Collection and Coalescence of Post-Traumatic Re-Performances**  
Anna Mardsen, Louisiana State University

**What is Normal Anyway?: Conformism vs. Uniqueness in Non-normative Romantic Relationships**  
Polina Larina, Berea College

Respondent: John Haas, University of Tennessee

---

4309  
Saturday 11:00am --12:15 pm  
Room: Meeting room 3

**Mediating Perceptions and Framing Understanding**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Christi Moss, University of Memphis

“Creating a Philanthropic Imagination”: Reimagining Love, Philanthrocapitalism, and Communication  
Emily Martin, Transylvania University

That’s the Way it Is. Or was It? Walter Cronkite and the Camera Angles of the Vietnam War  
Connor Courtney, Furman University

The Problematic Rhetoric Surrounding Music: Does Different Mean Opposite?  
Katie Knotts, Appalachian State University
The Dust Bowl: The Dichotomy between Media Coverage and Scientific Understanding
Amanda Payton, Furman University

On “The Myth of Mental Illness”
Ariel Blackwood, Furman University

Respondent: Christi Moss, University of Memphis

4310
Saturday 11:00am --12:15 pm
Room: Meeting room 13 (third level)

**Mothering As Feminist Art and Craft**

Sponsor: Gender Studies Division

Chair and Discussant: Dr. Slavica Kodish, Southeast Missouri State University

Motherwit, Motherlines, and Mothers’ Laments as Theories of the Flesh

Deborah Breede, Coastal Carolina University
Christine A. Davis, University of North Carolina at Charlotte

Chelsea Clinton’s Narratives of Feminism on the Campaign Trail
Linda Levitt, Stephen F. Austin State University

Fabricating mother: Redefining the social role of mother in Pinochet’s Chile
Arielle Semmel, Southern Illinois University, Carbondale

There is No Place Like Home
Linda Vangelis, Christopher Newport University

Revising the Southern Matriarch
Keira Williams, Texas Tech University

Respondent: Dr. Fran Dickson, Eastern Kentucky University
4401  
Saturday 12:30 pm—2:30 pm  
Room: Florida VI  

Southern States Communication Association 85th Annual Awards Luncheon  

Keynote Speaker: Carol Crown Ranta  

4501  
Saturday 2:45 pm—4:00 pm  
Room: Florida V  

The Art and Craft of the Visual, Material, and Spatial: Top Student Papers in Rhetoric and Public Address  

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

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

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

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

Respondent: Christina Moss, University of Memphis, Lambuth  

*Top Student Paper  

4502  
Saturday 2:45 pm—4:00 pm  
Room: Meeting room 6  

The 2015 Multimedia Production Showcase  

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

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

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

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

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

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

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

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

4503
Saturday 2:45 pm—4:00 pm
Room: Meeting room 5

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

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

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

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

4504
Saturday 2:45 pm—4:00 pm
Room: Meeting room 1

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

Sponsor: Gender Studies

Chair: Ashley Barrett, University of Texas at Austin

Exclusionary Identities: BWVAKTBOOM and Hypermasculinity, Whiteness, and Heteronormativity
Victoria L Brown, University of Southern Mississippi*

Mothers, Daughters, and Ritual Abjection: Narrative Analysis of Adolescent Self-injury in Four US Films
Dr. Warren Bareiss, University of South Carolina Upstate**

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

Carrie Murawski, Texas A&M University

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

Geoffrey Luurs, North Carolina State University
Bread: Crafting Culture through Personal and Political, Symbolic and Material Performance

Sponsor: Performance Studies Division
Chair: Mindy Fenske, University of South Carolina

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

¿Harina o maiz?: An Exploration of the Multiplicity of Tortillas
J.J. Ceniceros, Southern Illinois University

Oh, yah, you betcha that’s good lefse!
Mindy Fenske, University of South Carolina

Jam on It: The Cultural Craft of Making Toast
Jason Munsell, Columbia College

But that's not really a traditional food!
Nichole Nicholson, Pierce College

New Orleans French Bread, Get It While It’s Hot
Gretchen Stein Rhodes, Louisiana State University

Risen Indeed: Greek Village Bread (Xoriatiko Psomi) as Folk Performance Art
David Terry, Louisiana State University
Bohemian Rye, Kolace, Houska, Rohlik, Babovka: Cultural Transmission through Bread.
Brianne Waychoff, CUNY Borough of Manhattan Community College

4506
Saturday 2:45 pm—4:00 pm
Room: Salon I

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

Sponsors: Community College and Instructional Development Divisions

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

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

Let’s work together to make our campus better!
Wan-Lin Chang, George Mason University

Disability Exploration Exercise,
Lindy Davidson and Kyle Romano, University of South Florida:

A Landmark is Worth 450 Words: Crafting a Modern Day Way to Teach the Endangered Art of Description
Richard I. Falvo, El Paso Community College:

Serving Many Purposes: Thematic Civic Engagement and Service Learning in the Public Speaking Course
Laurie D. Metcalf, Blinn College

“Do you remember that time when…?”: Teaching Family Narratives and Storytelling by Modeling StoryCorps Interviews
Kristina Wenzel, Eckerd College
The Art and Craft of Taking Students Abroad Virtually and In-Person: Lessons from the Field

Sponsor: Vice-President

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

Lynn Gregory - Appalachian State University
Pam Brewer—Mercer University
Stephen Smith - University of Arkansas
Lindsley Armstrong-Smith - University of Arkansas
Todd Goen - Christopher Newport University
Nina-Jo Moore - Appalachian State University

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

Sponsor: Interpersonal Communication Division

Chair: Carrie L. West, Schreiner University

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

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

“Stammtisch: Taking it to the streets – StreetKnits”
Silke Feltz, Michigan Technological University
“Women’s Productive Labor in (New) Domesticity space: #spinnersofintsgram”
Radhika Gajjala, Bowling Green State University

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

4509
Saturday 2:45 pm—4:00 pm
Room: Meeting room 2

**Rhetorical Explorations of Memory, Ethics, and Argument**

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

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

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

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

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

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

Respondent: Trudy Hanson, West Texas A&M University

4510
Saturday 2:45 pm—4:00 pm
Images of Women in Popular Culture: Powerful or Powerless?

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Sally Hardig, University of Montevallo

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

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

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

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

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

Respondent: Sally Hardig, University of Montevallo

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

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

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

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

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

The Visual Primer: The Technofestishism of Nuclear Culture
Wade Walker, Louisiana State University

Culture Clash: Invitational rhetoric and perspective by incongruity in Hispanic/Latina/o ethnic humor
George Pacheco, Jr., Angelo State University
Dave Nelson, Valdosta State University

Respondent: Jeff Boone, Angelo State University

4601
Saturday 4:15 pm—5:30 pm
Room: Florida IV

The Art and Craft of Scholarship: Top Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address Division
Chair: Meredith Bagley, University of Alabama

Crafting Martyrdom: Retelling and Rearticulating ISIL Missions
Samuel Perry, Baylor University
Mark Long, Baylor University

“Strictly an Act of Street Violence”: Affective Divestment in the New Orleans Mother’s Day Shooting*
Bryan J. McCann Louisiana State University
Ashley Mack, University of Southern Mississippi

Oppositional Memory Practices: U.S. Memorial Spaces as Arguments over Public Memory
Ryan McGeough, University of Northern Iowa
Catherine Palczewski, University of Northern Iowa
Randy Lake, University of Northern Iowa

“Voodoo Demographics?”: (Re-)Reading the International Conference on Population (Mexico City, 1984)

Matthew Brigham, James Madison University
Respondent: Wendy Atkins-Sayre, University of Southern Mississippi
  - Top Paper

4602
Saturday 4:15 pm—5:30 pm
Room: Meeting room 6

**Teaching Philosophy of Communication**

Sponsor: Philosophy and Ethics of Communication Interest Group

Chair: James R. Pickett, Flagler College.

“Philosophy of Communication in Application: Pedagogical Implications,” Ronald C. Arnett, Duquesne University.

“Philosophy of Communication: Explorations at the Undergraduate and Graduate Levels,” Janie Harden Fritz, Duquesne University.

“Learning as Embodied Discourse: Philosophy of Communication in the Classroom,” Brian Gilchrist, Eastern University.

Philosophy of communication is a rapidly growing area of communication study. Ongoing publications in the area (e.g., Arneson, 2007; Arnett & Arneson, in press; Arnett & Holba, 2012; Chang & Butchart, 2012) offer opportunities for engagement in classes focused specifically on philosophy of communication and in classes focused on other subjects (e.g., interpersonal communication). This panel highlights several contexts for teaching philosophy of communication, from the graduate to the undergraduate level and across a variety of classes.

4603
Saturday 4:15 pm—5:30 pm
Room: Meeting room 5

Chair: Roseann Mandziuk

**Planning meeting for Convention 2016**—All division and interest group planners for 2016 should attend this meeting or the one on Sunday morning.

4604
Saturday 4:15 pm—5:30 pm
Room: Meeting room 1

**Community College Division Spotlight Session:**
Helping Hone Hillsborough’s Higher Education for Higher Humanity: The art and craft of serving Tampa’s community needs for the greater good

Sponsor: Community College Division

In today’s major U.S. cities, students are faced with greater challenges to seek higher education opportunities. Often, creating paths for seeking access to a college education are simply not enough. It involves efforts to keep students on those paths, and reaching the destination of a higher education degree. How do today’s teachers – in the midst of facing increased challenges with assessment and program review – still find ways to successfully reach students whose basic means of accessing a higher quality of life through a college education might be at risk of failing? This panel addresses this question. It consists of educators from Hillsborough Community College who will share what they are doing to help those at risk for not completing their degrees. They will discuss ways they craft strategies to sharpen (or hone) the abilities for students from the city of Tampa to not only continue with their coursework, but to also attain completion with success. Audience members will have an opportunity to join in the discussions.

Chair: Deborah Hefferin, Broward College

Panelists:
Hillsborough Community College’s Blended Courses and Honors Courses as Innovative Ways for Teaching Today’s Students
Shelly Stein, Hillsborough Community College
Hillsborough Community College Helping Students With a Head Start for College: Dual Credit Enrolled Students and New Campus Start-Up
Ellen Klein, Hillsborough Community College
Hillsborough Community College: Blended Courses and the Role of an Adjunct
Allison Rhodes Steinweg, Hillsborough Community College
Hillsborough Community College’s Learning Communities and College Study Skills Courses: Promoting Life Skills for Success
Dustin Lemke, Hillsborough Community College

4605
Saturday 4:15 pm—5:30 pm
Room: Meeting room 7

Performance of the Literature, Science, and Culture of 1922

Sponsor: Performance Studies Division

Chair: Sam Sloan, Southern Illinois University
Though attention to the art and aesthetics of 1922 and the craft of performance, this panel visits and attempts to bring to life the literature, science, and culture of the early 20’s. So much was happening in this year: Warren G Harding is president, women’s suffrage—though not universal suffrage—had just been won in 1920, racial segregation is a huge problem, the economic boom of the roaring 20’s leaps to its feet, flapper culture emerges, speakeasies start to rise in popularity, Al Capone begins his infamous gangster career, Jazz expands in popularity, and the first color films emerge—though talkies wouldn’t be around for several more years. Join us in celebrating and contextualizing this noted “lost generation” of writers, thinkers, and cultural producers!

The Black and Tan (or White) Club: The birth of the Harlem Renaissance and Re-appropriation
Andrea Baldwin, Southern Illinois University

Witches and Hysteria of 1922
Lindsay Greer, Southern Illinois University

Reviving The Vegetable: “Because of course it was written to be read”
Sam Sloan, Southern Illinois University

Performing the Science of 1922
Raquel Polanco, Louisiana State University

The Rich and the Poor: Film and Adaptation in 1922
Lyndsay Michalik. Oberlin College

Respondent: Nichole Nicholson, Pierce College

4606
Saturday 4:15 pm—5:30 pm
Room: Salon I

**Crafting Narrative through New Media**

Sponsor: Mass Communication Division

Chair: Dedria Givens Carroll

They are Sub-Human Vermin: Crafting the Unaccompanied Youth Migrant in Media Audience Discourse
Mary Grace Anthony, Schreiner University

Keeping the Stories of Missing People Alive through Social Media
Brittany Smith, Tarleton State University; Victoria Pearce, Dawelo Sears, Tarleton State University; Robert Baker, Tarleton State University
Biker Genre Conventions, Film Sound, and Transmedia Convergence in FX’s *Sons of Anarchy*
Garret L. Castleberry, University of Oklahoma
Respondent: Alison Slade, Independent Scholar

4607
Saturday 4:15 pm—5:30 pm
Room: Salon II

**Classroom Discourse of African American Students within an HBCU**

Sponsor: Language and Social Interaction Division

Chair: Todd Frobish, Fayetteville State University

Teacher Empathy within a Film Appreciation Course  
Brandy Berry, Fayetteville State University

Personal Disclosure within an Interpersonal Communication Course  
Eugenie Almeida, Fayetteville State University

Self-disclosure in an Introductory Class in Human Communication  
Joseph Ross, Fayetteville State University


4608
Saturday 4:15 pm—5:30 pm
Room: Salon III

**Connecting Communication with the College Campus**

Sponsor: Association for Communication Administration

Chair: Carl M. Cates, Valdosta State University

As noted in the call from ACA, administrators face changing roles and relationships on campus. This panel discusses ways communication programs can intersect with other elements of campus life, focusing on first-year students and honors programs.

Panelists:
The Art of Reaching the First-Year Student, Courtney Wright, University of Tennessee
Crafting a Communication Component of an Honor’s Program, Michael P. Savoie, Valdosta State University
Keys of Creating First-Year Learning Communities in Communication, Ashley Cooper, Valdosta State University

4609
Saturday 4:15 pm—5:30 pm
Room: Meeting room 2
**Crafting Messages for Effective Communication and Positive Change**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Abby Brooks, Georgia Southern University

Communicating About Care: Health Providers Perceptions of the HCAHPS Assessments
Katherine Besley, Columbia College

Evaluating the Effectiveness of PSAs on feedthepig.org
Jonathan Faulk, Marlon Hunter, and Natriesha Kirk, North Carolina Agricultural and Technical State University

Influences of Social Media on the ALS Ice Bucket Challenge
Heather Hudson and Steed Johnson, Longwood University

Nonverbal Consulting: How to Interview Well
Julianne Saletta, Katherine Harrell, and Allie Wilson, Schreiner University

Social Media Use by Corporations in Crisis Communication and the Public's Response
Connor Kish, Randolph-Macon College

Respondent: Abby Brooks, Georgia Southern University

4610
Saturday 4:15 pm—5:30 pm
Room: Meeting room 3
**New Research on Identity, Relationships, and Intrapersonal Communication**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference
Chair: Michelle Violanti, University of Tennessee

Examining Interpersonal Relationship Maintenance and Deterioration Amongst Refugee Populations
Emily Isaacs, Berea College

Who We Are: Storytelling Identity Formation in College Age Women
Katie Hipschman, University of Florida

More Gratifying After All: College Students’ Perceptions of Child Adoption
Christina L. Harris, Berea College

Facing the Music: A Communication Model for Music Performance
Heidi Clark, Transylvania University

Influence of Short-term Mission Stories on Charitable Giving
Rebecca Terry and Leah Pillow, Longwood University

Respondent: Michelle Violanti, University of Tennessee

4611
Saturday 4:15 pm—5:30 pm
Room: Meeting room 13 (third level)

Free Speech Overseas, Part I: Challenges for the U.S. Abroad

Sponsor: Freedom of Speech Division

Chair: Mark Grabowski, Adelphi University

“The Great Firewall: Facebook Usage in China,” Kristen Foltz, University of Tampa

“The Battle for Control of the Internet,” Mark Grabowski, Adelphi University

“Libel Tourism, the SPEECH Act and the Defamation Act of 2013: A Cross-National Analysis,” Grant Cos, Rochester Institute of Technology

“Free Speech and Security: Reflections of the 21st Century,” Doug Jordan, University of South Florida
4702
Saturday 5:45 pm—7:00 pm
Room: Meeting room 6
Rhetoric and Public Address Business Meeting

4703
Saturday 5:45 pm—7:00 pm
Room: Meeting room 5
Mass Communication Business Meeting

4704
Saturday 5:45 pm—7:00 pm
Room: Meeting room 1

4705
Saturday 5:45 pm—7:00 pm
Room: Meeting room 7
Performance Studies Business Meeting

4706
Saturday 5:45 pm—7:00 pm
Room: Salon I
Language and Social Interaction Business Meeting

4707
Saturday 5:45 pm—7:00 pm
Room: Salon II
Public Relations Business Meeting

4708
Saturday 5:45 pm—7:00 pm
Room: Salon III
Intercultural Communication Business Meeting

4709
Saturday 5:45 pm—7:00 pm
Room: Meeting room 2
Popular Communication Business Meeting

4710
Saturday 5:45 pm—7:00 pm
Room: Meeting room 3
Philosophy and Ethics Business Meeting

4711
Saturday 5:45 pm—7:00 pm
Room: Meeting room 13 (third level)
Southern Argumentation and Forensics Business Meeting

4801
Saturday 7:00 pm—9:00 pm
Outside Terrace

The SSCA Annual Osborn Reception

Sponsors: Drs. Michael and Suzanne Osborn, Pearson Publishing

DAY 5
SUNDAY

5101
Sunday 8:00 am—9:15 am
Room: Meeting room 9 (third level)

NOMINATING COMMITTEE MEETING

5102
Sunday 8:00 am—9:15 am
Room: Meeting room 6
Convention Planning Meeting
Chair: Roseann Mandziuk
Planning meeting for Convention 2016—All division and interest group planners for 2016 should attend this meeting or the one on Saturday afternoon.

5103
Sunday 8:00 am—9:15 am
Room: Meeting room 8 (third level)

Crafting National Identities in Transition: Rhetorics of Change in International Contexts

Sponsor: Rhetoric and Public Address Division
Chair: Noemi Marin, Florida Atlantic University
Two Voices of Vladimir Putin: Constructing Different Definitions of the Situation in Crimea for Different Audiences
David Cratis Williams, Florida Atlantic University
Marilyn J. Young, Florida State University
Michael K. Launer, Independent Scholar

“Analyzing” the Rhetoric of National Identity Construction
Michael Lane Bruner, Georgia State University

Erdoğan 2014 and National Appeals In Turkey: From Prime Minister to President
Eileen Hammond, University of North Carolina at Chapel Hill

Crafting Post-Communist National Identity in Eastern Europe: A Post-Colonial Rapprochement
Noemi Marin, Florida Atlantic University

5106
Sunday 8:00 am—9:15 am
Room: Meeting room 1

Identity, Race, and Culture

Sponsor: Intercultural Communication Division

Chair: Sarah Elizabeth Tooker, University of Alabama

Critical Race Theory Storytelling from a Misread Body of Color
Samantha Brown Fentress, Southern Illinois University

Fyunka Femininity: Arab and Muslim Womanhood in the Fyunka Fashion-Line
Ashley J. Martinez, University of South Florida

Reframing Race: Project 562 and the Contemporary Visualization of Native America
Rachel Elizabeth Presley, Syracuse University

When Worlds Collide: Motivational Bases for Cultural Identity Formation in Massively Multiplayer Online Games
Mark Ward, University of Houston-Victoria
Alireza Tavakkoli, University of Houston-Victoria
Donald Loffredo, University of Houston-Victoria
Respondent: Mary Grace Antony, Schreiner University

5109
Sunday 8:00 am—9:15 am
Room: Meeting room 7

New Directions: Research in Progress

Sponsor: Communication Theory

Chair: Eletra Gilchrist-Petty, University of Alabama in Huntsville
Exposing the Friend Zone: Identifying an Emerging Relational Construct within Friendship
Richard C. White, Louisiana State University

#WhyIStayed # WhyILeft: Social Media’s Reinvention of Agenda Setting Theory
Masey Hammons & Brad Wedlock, University of Louisiana at Lafayette

Patient Decision Making: A Literature Review and Progress Report
Lorin Brooke Friley, Purdue University

Resiliency and Rebounds: An Evolutionary Approach to Rebound Relationships
Cassie Shimek, Louisiana State University

5110
Sunday 8:00 am—9:15 am
Room: Meeting room 2

Small Screen, Big Money: Netflix, Media Consumption, and Cultural Criticism

Sponsor: Popular Communication Division

Chair: Alisha Menzies, University of South Florida

Mediating Market Expansion: Global Temporalism through Netflix Brand Innovations
Garret Castleberry, University of Oklahoma

Netflix’s Manufactured Currency: Revisiting the Representative Anecdote for Media Criticism
Melanie Loehwing, Mississippi State University

Going rogue or being smart? Bypassing Network TV with direct-to-viewer entertainment.
Joan Conners, Randolph-Macon College

Blackfish-ing for Buzz: Documentary Rhetoric, Publicity, and Social Change
Steve Schoen, Rollins College

“Everything is different the second time around”: The stigma of binging and being on Orange is the New Black
Rachel Silverman, Embry Riddle University
Emily Ryalls, Mississippi State University

Respondent: Danielle E. Williams, Georgia Gwinnett College

5112
Sunday 8:00 am—9:15 am
Room: Meeting room 13 (third level)

New Directions and New Opportunities for the Art and Craft of Competitive Debate

Sponsor: Southern Argumentation and Forensics Division

Chair: Michael H Eaves, Valdosta State University

IPDA: The New Kid on the Block
Cole Franklin, East Texas Baptist University

Directing Forensics: An Application of the Path-Goal Theory of Leadership
Keven Rudrow, Valdosta State University

The Short Tournament Model: A Case Study for Growth in both NPDA and IPDA Debate
C. Thomas Preston, Jr., University of North Georgia

A Qualitative Content Analysis of Deception in Collegiate Debate
Kevin Bryant, University of Southern Mississippi

Crossroads in NPDA Debate: A Need for Evidence in the Debate Round
Michael Eaves, Valdosta State University

5201
Sunday 9:30 am—10:45 am
Room: meeting room 9 (third level)
The Art of Rhetorical Presence: Time, Visibility and Body

Sponsor: Rhetoric and Public Address Division

Chair: Christina Moss, University of Memphis, Lambuth

PETA’s Use of Presence/Absence and Post-Feminist Ideology in the BWVAKTBOOM Campaign
Victoria Brown, University of Southern Mississippi

The Eternal Present of Sport: Circulation and the “Immutable” Progress of the Athletic Body
Daniel Grano, University of North Carolina, Charlotte

Form as Eloquence, Disruption as Rhetoric: LeBron James & Michael Sam
Meredith Bagley, University of Alabama

Respondent: Kevin Marinelli, Young Harris College

5202
Sunday 9:30 am—10:45 am
Room: Meeting room 6

The Art of Service Learning: Helping Students Hone Their (Public Relations) Craft

Sponsor: Instructional Development Division

Chair: Kevin Bryant, University of Southern Mississippi

Working with Multiple Community Partners in a Single Course
Riva Brown, University of Central Arkansas

Distinguishing Community Service from Service Learning: How to Communicate with Community Partners
Melody Fisher, Mississippi State University

Nine Years of Using Our Powers for Good: Employing Service Learning in the PR Campaigns Course
Amy Hawkins, University of Central Arkansas

Collaborating Among Multiple Campus Units to Serve Community Partners’ Needs
Leslie Rasmussen, Utah Valley University
The Art and Craft of Creating Immediacy in Online Classes

Sponsor: Instructional Development Division

Chair: Edward C. Brewer, Appalachian State University

Learning, Growing and Responding to Student and Institutional Needs in Online Course Development
Edward C. Brewer, Appalachian State University

Engaging Non-Traditional Adult Graduate Students One Cyber Latte at a Time: Creative Online Course Immediacy Strategies
Kelli L. Fellows, Pfeiffer University

Using Immediacy Strategies to Create Community in Online Classes and Degree Programs
Cecil V. Kramer, Jr., Liberty University
Framing the Online Class: The Real and Perceived Constraints of Learning Management Systems on Immediacy Strategies
Mark Borzi, Valdosta State University

Free Speech Overseas, Part II: Issues in the Eastern World

Sponsor: Freedom of Speech Division

Chair: Margaret Ostrenko, University of Tampa

“Comparing ‘Free Speech’ in Thailand, Cambodia and the U.S.,” Thomas Steinfatt, University of Miami

“Performing Authority: Oppressive Use of Language, Media and Technology During Occupy Gezi,” Serap Erincin, University of South Florida

“Complexities of Measuring Freedom of the Press Abroad: A Look at Iran and the Middle East,” Esmaeil Esfandiary, Georgia State University
“Freedom of Speech in a Confined Society: Iraqi Women Speak,” Margaret Ostrenko, University of Tampa

5205  
Sunday 9:30 am—10:45 am  
Room: Meeting room 5

**Constructing and Storying Death**

Sponsor: Language and Social Interaction Division

Chair: Deborah Breede, Coastal Carolina University

Orchestrating teen tragedy and responses to death in popular song”  
Jonathan L. Crane, University of North Carolina at Charlotte  
Christine A. Davis, University of North Carolina at Charlotte

Crafting a Memorial  
Jennifer L. Erdely, Prairie View A & M University

Dialectical and Narrative Tensions in Family Decisions to Donate Life  
Jaclyn C. Marsh, University of North Carolina at Charlotte

Food and funerals  
Ashli Q. Stokes, University of North Carolina at Charlotte  
Wendy Atkins-Sayre, University of Southern Mississippi

Re-storying Mother’s Care  
Linda Vangelis, Christopher Newport University

5207  
Sunday 9:30 am—10:45 am  
Room: Meeting room 4

**Committee on Committees Meeting**

5208  
Sunday 9:30 am—10:45 am  
Room: Meeting room 11 (third floor)

**The Art and Craft of Conducting Health Communication Research in the 21st Century**
Sponsor: Language and Social Interaction Division

Chair: Molly Stoltz, Valdosta State University

The Story of Commuting for Healthcare: A Caregiver’s Perspective
William V. Faux, Valdosta State University

We are Artists: Illuminating the Fine Art of Balancing Health and Wellness with Faith
Linda P. Jurczak, Valdosta State University

The Ownership of Death: The Rhetoric of Brain Death
Karen P. Sowodsky, Valdosta State University

The Story of Commuting for Healthcare: A Caregiver’s Perspective
Molly Stoltz (Chair), Valdosta State University

5209 Sunday 9:30 am—10:45 am
Room: Meeting room 7

Tele-vision(s) or Telling Our Versions: Performing Televisual Binge

Sponsor: Performance Studies Division

Chair: Lindsay Greer, Southern Illinois University

Put on your [close] reading glasses and queue up those DVRs, we will be [Br]eaking rules of time and space, exploring the digital cosmos that constitutes transmedia storytelling, an evolutionary sleeve that the moniker "TV" can no longer (remote) control. This panel dissects multimedia consumption practices while redressing lenses of “time well spent” from the perspectives of graduate student research life.

Exploring the Trojan Horses in Orange is the New Black
Andrea Baldwin, Southern Illinois University

The Ethics of Fandom: Understanding ‘Doctor Who’ as Narrative Sense Making/Becoming.
Jake Beck, Weatherford College
The Final Chapter of Jason Hedrick: the True Story of a True Detective, or the Film (Noir) Cycle as Binge
Jason Hedrick, Southern Illinois University

From DVR’ing to DVR’ed: Where Did My Last Five Years Go?
Garret Castleberry, University of Oklahoma

Respondent: Tracy Stephenson Shaffer, Louisiana State University

5210
Sunday 9:30 am—10:45 am
Room: Meeting room 2

Applying Activities to Principles of Human Communication

Sponsor: Applied Communication Division

Moderator: William Hoffman
Panelists:
Greg G. Armfield, New Mexico State University
Abby M. Brooks, Georgia Southern University
Kristina Drumheller, West Texas A&M
Alice MillerMacPhee, West Texas A&M
Andrew Pyle, Clemson University
Jennifer Mize Smith, Western Kentucky University

Social Identity Theory (Tajfel & Turner, 1979,1986) argues an individual’s identity is derived and shaped, in part, by personal and social characteristics as well as group membership. Each participant will present a unique activity to illustrate how identity is constructed as a societal, group, or organizational member, leader or sports fan.

5211
Sunday 9:30 am—10:45 am
Room: Meeting room 3

Gendered communication at work: Understanding its role in leadership, music and social change in Jamaica

Sponsor: Gender Studies Division

Chair: Dr. Linda P. Jurczak
The exclusion of Men who have Sex with Men (MSM) from health promotion and education messages: A call for more targeted messages
Alicia Aikens, University of Cincinnati

Women at the table: Advancing women’s participation in decision-making in Jamaica
Anna-Kaye Rowe, Ohio University

‘Man fi have nuff gyal’: The use of gender stereotypes in Jamaican HIV prevention television advertisements from 2003 to 2012
Kay-Anne Darlington, Scripps College of Communication

‘I know you love when I’m looking’: Sexual objectification in Jamaican dancehall music videos
Shaneil Taylor, Ohio University

5303
Sunday 11:00 am—12:15 pm
Room: Meeting room 8 (third level)

Shifting Narratives of Branded Cultural Identities

Sponsor: Popular Communication

Chair: Jason Edwards, Georgia Gwinnett College

Conventional Cosplay: Performance of Group Identity at Comic Conventions
Eric Kahler, University of South Florida

Burning Man, burning out? Construction of Burning Man's future through the deconstruction of its past
Gracen Kovacik, University of South Florida

Theirs is Not Your World: Identity through Forbidden Space in Girl with a Pearl Earring
David Beeler, University of South Florida

Nick is Kids: Rearticulating 1990’s Identity through Slimed!: An Oral History of Nickelodeon’s Golden Age
Sean Swenson, University of South Florida
The Art & Craft of Building a Majority: A Roundtable Discussion of the Results of the 2014 U.S. Midterm Elections

Sponsor: Political Communication

Chair: Barry P. Smith, Mississippi University for Women

Participants:
William F. Harlow, University of Texas of the Permian Basin
Melissa M. Smith, Mississippi University for Women
Brian C. Brantley, Texas A&M University – San Antonio
Kenny D. Smith, Samford University
Patrick Wheaton, Georgia Southern University
Lauren Reichart Smith, Auburn University
Barry P. Smith, Mississippi University for Women

Panelists will discuss how candidates, political parties, and others used various communication strategies to elect a congressional majority during the 2014 U.S. midterm elections. Among the topics that will be addressed are: the political issues that were crafted into winning campaign appeals, the art involved in navigating changes in campaign-finance regulation, and the continuing changes in media and technology that affected the craft of campaigning during this election cycle.

Beyond the Veil: W.E.B. Du Bois and the Rhetoric of Double Consciousness

Sponsor: Rhetoric and Public Address Division

Chair: Raquel M. Robvais, Louisiana State University

The Disorder is Now The Cure: Double Consciousness as The Prescription For a Well Society
Raquel M. Robvais, Louisiana State University

An Empowered Consciousness: W.E.B. Du Bois and Race Education
David Munson, Texas A&M University

The People, Rhetoric, and Affect: On the Political Force of Du Bois’s The Souls of Black Folk
Melvin Rogers, University of Los Angeles, California

Respondent: Bryan McCann, Louisiana State University

5307
Sunday 11:00 am—12:15 pm
Room: Meeting room 4

CHALLENGES IN FLORIDA: Solutions adaptable to other states

Sponsor: Community College Division

Chair: Anthony Ballard, St. Petersburg College - Clearwater

Fighting for the basic course to remain a requirement for all students: The process used by St. Petersburg College in 2013
Richard Mercadante, St. Petersburg College - Clearwater

Developing Honors Programs or Colleges at the two-year institution
Deborah Hefferin, Broward College

Holding textbook prices down: Faculty control of the book selection process
Bonnie Jefferis, St. Petersburg College - Clearwater

Sustaining collegiality in the online and blended courses: Strategies that work to connect students and faculty
Robin Bower, St. Petersburg College - Clearwater

Why it’s important for community/state college faculty to be active in state/regional/national professional associations
Richard Quianthy, Broward College

5308
Sunday 11:00 am—12:15 pm
Room: Meeting room 11 (third floor)
Media, Microcultures, and Meaning: An Exploration of Popular Culture Arguments and their Effects

Sponsor: Southern Argumentation and Forensics Division

Chair: Kevin Bryant, University of Southern Mississippi

Developmental Communication and Saturday Morning Cartoon Time: The Ethical Challenges of Appealing to Children
Cameron Lindsey, New York University

Intercultural Communication in *The Avengers*: Real Concepts in an Unreal World
Karen Hill Johnson, West Kentucky Community and Technical College

Ethnicity, Geography, and Hip-Hop Radio: What’s Hot, What’s Cool, and What’s Changing Our World
Brian Powell, University of Montana

Sunday ‘Funnies’: Micro-cultural Messaging Panel by Panel
Robert J. Glenn III, Owensboro Community and Technical College

Redefining Masculinity: Super Hero Films as the new Role Models
Gary Deaton, Transylvania University

This panel explores how popular culture serves to make arguments about particular aspects of personal identity. Each paper examines arguments in different forms of popular media, and the effects of those arguments on a particular standpoint.

5309
Sunday 11:00 am—12:15 pm
Room: Meeting room 7

Bakhtinian Performtations

Sponsor: Performance Studies Division

Chair: Liz Sills, Louisiana State University

The performance in this panel comes from a class taken in the Fall of 2013 at Louisiana State University under Dr. Patricia Suchy. The dialogues we involve as we perform our way toward understanding are many-faceted. We begin by placing Bakhtin in dialogue with various theorists who have, in his wake, engaged his notions in their own Past work.
On top of that conversation, each theorist we scrutinize engages in a conversation with a distinct artifact that is their object of study. Thus, there are two dialogues engaging simultaneously. On top of that, we as performers enter the constellation of ideas in the Present with our bodies / ourselves, adding a new layer of dialogue to those that already exist. In short, these are performances that enact and provoke recent theories inspired by Mikhail Bakhtin – in a Bakhtinian way.

The Very Simultaneous Gander
Liz Sills, Louisiana State University

The Game of Family Communication Patterns: Bakhtin as a Wildcard for Understanding Conversation and Topics
Andrea J. Vickery, Louisiana State University

Navigating Parody on the Twitter-Verse: A Conversation with Mikhail Bakhtin and Miguel Bloombito
Nicole Costantini, Louisiana State University

Re-building Community: Bakhtinian Analysis of Community Identity Construction Through Dialogic Performatives
Douglas Mungin, Louisiana State University

Mary Frances HopKins on Flannery O'Connor
Emily Mistrzak, Independent Scholar

5310
Sunday 11:00 am—12:15 pm
Room: Meeting room 2

Facebook Likes, Hashtags, and Tweets: Using Social Media to Promote Campus Clubs

Sponsor: Mass Communication Division

Leo Vision: Lights, Camera, Social Media
Alexandria Blaha, Saint Leo University

Letting Fritz Roar on Social Media
Thomas Buckley, Saint Leo University

Can I see a virtual show of hands: Using social media to aid in facilitating an extracurricular club
Katherine Flores, Saint Leo University
LinkedIn at the hip: Using social media to help students network with each other and industry professionals  
Brittany Hutchinson & Irma Sera, Saint Leo University

Rational: Facebook likes. Hashtags. Tweets. These terms have become part of our everyday life, especially for the average college student. Social media is used to talk to friends, like statuses, and share pictures. It can also be used to get students involved in campus clubs. This presentation will discuss how to use social media effectively when reaching college students for campus clubs or organizations. It is a quick way to announce club meeting times/locations. It is a fun way to show pictures of your club’s activities. Most importantly, it keeps your club in your target audience’s news feeds.

5311  
Sunday 11:00 am—12:15 pm  
Room: Meeting room 3

CONFIGURING WOMAN: Manifestations of “True Womanhood” Ideology through Time

Sponsor: Gender Studies Division

Chair: Belinda A. Stillion Southard, University of Georgia

True Womanhood in the White House: Constructing Dolley Madison as the First ‘Lady’  
Jonathan Foland, University of North Carolina at Chapel Hill

True Womanhood and the Fight for Woman’s Suffrage: How ‘Un-ladylike’ Behavior Won the Vote  
Dr. Sheree’ Keith, Middle Georgia State College

‘Pretty Blondes’ and ‘Misogynoir:’ Men’s Rights Activism and the Reification of the ‘True Woman’  
Ashley A. Mattheis, University of North Carolina at Chapel Hill

True Womanhood and Fatal Subjectivity: Loving to Death in Antigone  
Mary Domenico, University of North Carolina at Chapel Hill

_________________________End of Program______________________________