

87th Annual Convention

Southern States Communication Association

27th Annual Theodore Clevenger Undergraduate Honors Conference

April 5-9, 2017 The Hyatt Regency Greenville, South Carolina

COMMUNICATION AND INNOVATION

PRESIDENT: Roseann Mandziuk, Texas State University

FIRST VICE PRESIDENT: Victoria Gallagher, North Carolina State University

SECOND VICE PRESIDENT: Jason Munsell, Columbia College, SC

EXECUTIVE DIRECTOR: Jerold M. Hale, College of Charleston

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2018 Call for Papers

Welcome to the 87th Annual SSCA Convention
Welcome to Greenville, South Carolina.

What a pleasure to welcome you to Greenville, SC, a city historically tied to innovations in industry, and more recently, to innovations in environmental restoration, urban planning, cultural development, and medicine. Once called the Textile Capital of the World, Greenville is now the American headquarters for a variety of automotive and technology-based enterprises. It is also an enjoyable, walk-able city that has received recognition for its environmental recovery project, “Falls Park on the Reedy” (a Top 10 Best Park in the US) and for its amazing downtown (Top 10 America’s Best Main Streets in O Magazine). Greenville thus provides a felicitous location for SSCA and for our convention theme, “Communication and Innovation.” It is a setting that is full of vitality and possibilities. Thank you for joining us as we GO GREENVILLE.

Our convention features 192 panels and sessions that address all aspects of communication and innovation. As you consider the many offerings available during the convention, I want to draw your attention to several panels that feature the city of Greenville and/or the conference hotel including, “Communicating Greenville as Innovative Space: From Southern to Global Village” (2312), hosted by our colleagues from Furman University on Thursday morning. This panel and tour promises to provide conference attendees with a fulsome introduction to the convention city. A companion panel scheduled for Friday around noon explores Greenville as a “Communicative City” case study (3301) and features urban communication scholars in conversation with local Greenville leaders and activists. On Saturday, our colleagues from Greenville Technical College will put on an original, site specific performance titled, “Too Perfect?: The Cyborg Who Schooled Me” (4102) to further engage us in our convention location. And on Sunday morning, an art/performance installation titled “Afterlife” will be available all morning long at the hotel for viewing/experiencing. These programs feature not only innovative approaches to communication research and pedagogy but also, innovations in the types of panels we feature during our conventions. I hope you will join us for one or more of these site-specific programs.

Of special note are the Vice President Spotlight Panels scheduled for Thursday (2701) and Friday (3601). On Thursday, we host Dr. Rhondda Robinson Thomas, a faculty member at Clemson University whose research on commemoration, race, and place is the focus of a conversation between Dr. Thomas and SSCA members Drs. Jason Black, Carole Blair and Cynthia Nixon. And on Friday, Michael McCurry, Distinguished Professor of Public Theology at Wesley Seminary, head of the presidential debate commission, and former White House Press Secretary to President Bill Clinton, joins us for a conversation about communication and innovations in presidential campaigns. Both of these special panels are scheduled late in the day with few if any other panels programmed against them and, conveniently, right before our opening reception and business meetings respectively so...BE THERE. You won’t want to miss them!

Additional special events include the SSCA Awards Luncheon on Saturday (4401) featuring our convention keynote speaker, Dr. Michael Waltman. Mike’s book and

continuing scholarship on hate speech is particularly significant at this moment in our cultural and political history. Mike will address the role of innovations in communication technology, research and pedagogy that may help us to more productively and civilly communicate in our lives, in our classrooms and in our institutions. Given the significant changes in our disciplines and sub-disciplines, our institutions, and our communities, let alone the shifts in how and where we do our scholarly and pedagogical work, it is more important than even to take the time to be together, to rejoice with and to congratulate our colleagues for their fine work and contributions. Please make every effort to join us for this important event in the life of our SSCA community.

There is so much more that this convention program has to offer, including the annual SSCA Town Hall Debate (4504), the 2017 Multi Media Showcase (3602), an adaptation and staging of Antoine de Saint-Exupery's "The Little Prince" (4712), panels honoring the excellent work of individual scholars (e.g., 4204, 4508), the President's Spotlight Panel (4601) featuring a conversation on politics, civility and conscience.....and much, much more!

Certainly, planning a convention like this is the work of many hands and minds. Thank you to all of the division and interest group planners, to our SSCA Executive Director Jerry Hale, to Christine Ragusa, his able (and awesome) assistant at the College of Charleston, and to Janet Fisher of ConferenceDirect for their assistance and support throughout the planning process. Thanks also to SSCA Second Vice President Jason Munsell for planning an excellent slate of programs for the Clevenger Undergraduate Honors Conference and to President Roseann Mandziuk and Past President Jean DeHart for their advice and support. Finally, no list of thanks would be complete without acknowledging the support of the Department of Communication at North Carolina State University, especially my department head, Dr. Ken Zagacki, my research assistant (and capable google drive buddy) Chandra Maldonado, and the Communication Department executive assistant, Laura Kelly. Without them, this program would not have made it into its fully realized form.

So...its time to dig in! From the wonderful food available up and down Main Street, to the Greenville County Art Museum, from the Peace Center for performing arts to the Greensboro Drive baseball stadium, from Falls Park on the Reedy to the wonderful hotel accommodations at the Hyatt, Greenville – Yeah,That Greenville – has it all! Enjoy!

Victoria J. Gallagher, North Carolina State University
SSCA First Vice-President and 2017 Program Planner

UHC Welcome and Acknowledgements

Dear Undergraduate Honors Conference Participants:

Welcome to the 27th annual Theodore Clevenger Jr. Undergraduate Honors Conference [UHC] and the 87th annual convention of the Southern States Communication Association [SSCA]. The members of SSCA welcome you to the conference, and we look forward to your presentations. We are very proud of you and the work that you have done. All of you are Rock Stars; you are some of the best undergraduate students in the country and you should be very proud of yourselves.

While you are at the conference we encourage you to really engage all aspects of this special occasion and attend panels not only sponsored by the UHC, but also SSCA panels by faculty scholars. You don't have to pay any extra fee if you want to go to the fancy faculty stuff; just go to whatever panel you want to go to. Further, we hope that you take this opportunity to meet other students, network with faculty from other colleges and universities, and explore the very cool city of Greenville. Mainly, we hope you have fun. Enjoy yourselves! But don't do anything stupid!!

There are three specific events you are invited (and expected) to attend (and all the cool kids will be there!): the Welcome Reception on Thursday evening (if you're in town by then—a lot of students are not in town and we understand), the UHC Breakfast on Saturday morning (You must be there!!! Do NOT sleep in!!), and the Osborn Reception on Saturday evening. I especially look forward to meeting with you at the Saturday breakfast that begins our second day of UHC research presentations. That is the foremost time for all of us to gather to recognize you, your fellow UHC participants, and your faculty mentors and to celebrate your selection as participants in the Undergraduate Honors Conference. There will also be graduate programs with tables there recruiting you; so sort of like a graduate school fair! Further, at that special breakfast (again, Saturday morning!) we will call your name and you will get a certificate--If you ain't there because you slept in; well, it will be noticed. We will also announce the winner of the coveted Franklin Shirley Award. So, this breakfast is important. Be there. And enjoy the delightful grits.

Regarding awards, for the first time in the UHC's history, we have designated the Top Paper Panels as Clevenger Panels and each student presenting on those panels have been designated as Clevenger Scholars. This honors the student scholars as well as the legacy of Theodore Clevenger, Jr. We will make those announcements at the breakfast as well.

There are a few more things that are special about this conference. First, don't be too nervous. You've done good work and we're here to celebrate you! Second, the number of submissions exceeded our expectations! Third, we expanded the number of reviewers this year by about +20%. I asked countless colleagues to review for the UHC for the first time and we have the most diverse pool of reviewers in ages. Therefore, reviewers could focus on fewer submissions and offer (in most cases) more in-depth reviewer comments. Fourth, we continued to pilot our digital submissions by adding performance submissions. We look forward to that innovative panel. Fifth, and again, You Rock!

I love SSCA. It's a wonderful academic organization. My first SSCA was in 1994. It was in Norfolk, VA. I was a young punk. Now I'm an old punk. I hope you have fond memories of this experience. This is a safe zone to present your research and a safe zone to be yourself. As cheesy as it sounds, SSCA has sort of become a family to me. Maybe it will be the same for you. Whatever the situation, present your work well, listen well, make new friends, be safe, and have fun!

Finally (really finally), I offer wholehearted thanks to my faculty colleagues who served as reviewers for your UHC submissions this year. I'm astounded by their service. There's no paycheck in this work; only a strong passion for teaching and mentoring. Additionally, some of them have graciously volunteered to serve as respondents to your panels. Behold your respondents! They want you to make your work even better! Please join me in recognizing and thanking them:

Katie Anthony, University of Southern Mississippi
Bill Balthrop, University of North Carolina, Chapel Hill
Wesley Buerkle, East Tennessee State University
Abby Brooks, Georgia Southern University
Ann Burnette, Texas State University Joan Connors, Randolph Macon University
Joan Connors, Randolph-Macon College
Lisa Corrigan, University of Arkansas
Linda Crumley, Southern Adventist University
Jean DeHart, Appalachian State University
Renee Edwards, Louisiana State University
Joshua Gunn, University of Texas at Austin
Patricia Fancher, University of California, Santa Barbara
Lisa Flanagan, Xavier University of Louisiana
Sherry Ford, University of Montevallo
Beau Foutz, Alcorn University
Tom Frentz, University of Arkansas
J. Dean Farmer, Campbell University
Chris Geyerman, Georgia Southern University
Brian Gilchrist, Mount St. Mary's University
Dan Grano, University of North Carolina, Charlotte
Michelle Groover, Georgia Southern University
Trudy Hanson, West Texas A&M University
Janie Harden Fritz, Duquesne University
Sally Hardig, University of Montevallo
William Harlow, University Texas, Permian Basin
Casey B. Hart, Stephen F. Austin University
Bing Han, University of South Carolina, Aiken
Stephen Heidt, Florida Atlantic University
Jade C. Huell, Columbia College SC
Kristen Hungerford, Miami University of Ohio, Hamilton Campus
Brandon Inabinet, Furman University
Cynthia King, Furman University
Jennifer Kopfman, College of Charleston

Richard Leeman, University of North Carolina, Charlotte
Melody Lehn, University of South Carolina
Bill Lipscomb, Troy University
Kyle Love, Columbia College SC
Kevin Marinelli, Davidson College
Nina-Jo Moore, Appalachian State University
Christi Moss, University of Memphis
David Nelson, Valdosta State University
Susan Opt, James Madison University
Mike Osborn, University of Memphis
Ray Ozley, University of Montevallo
Emily A. Paskewitz, University of Tennessee
Loretta Pecchioni, Louisiana State University
Jelena Petrovic, Stetson University
Richard Ranta, University of Memphis
Kellie W. Roberts, University of Florida
John Saunders, Central Arkansas University
Barry Smith, Mississippi University for Women
Thomas Socha, Old Dominion University
Belinda Stillion- Southard, University of Georgia
David Terry, Louisiana State University
Shaun Treat, Rogue One
Patrick G. Wheaton, Georgia Southern University
Danielle Williams, Georgia Gwinnett College
Emily Winderman, North Carolina State University
Ken Zagacki, North Carolina State University

I wish you all my best for a wonderful conference. Please let me know if I can help in any way.

Dr. Jason B. Munsell
Professor of Communication
Columbia College, SC
Second Vice President of SSCA and Theodore Clevenger, Jr. Undergraduate Honors
Conference Planner
Second VP letter

The Hyatt Regency Floor Plan

(To be added)

Registration Hours

Registration may be found first floor, lobby level, Meeting Planner space

Wednesday, April 5

3:00 pm – 7:00 pm

Thursday, April 6

7:30 am – 4:00 pm

Friday, April 7

7:30 am – 4:00 pm

Saturday April 8

8:00 am - 3:00 pm

Exhibit Schedule

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

Thursday April 6

12:00 noon - 5:00 pm

Friday, April 7

10:00 am – 5:00 pm

Saturday, April 8

9:00 am – 12:00 noon

Programs and Business Meetings by Sponsor

(Bold = Division or Interest Group Business Meeting)

American Society for the History of Rhetoric Interest Group: 2404, 2701, 3205, **3709**,

4105, 4206, 4508

Applied Communication Division: 2205, 2207, 2305, 2405, 2605, 2701, 3206, 3301,
3506, 4106, 4205, 4305, 4507, **4704**, 5207,

Association for Communication Administration Interest Group: **3710**, 2701

Communication Theory Division: 2211, 3305, 3402, 3502, **3509**, 4204

Community College Division: 2308, 3406, 4103, 4202, 4302, 4308, 4503, **4709**, 5203

Ethnography Interest Group: 2407, 3209, 4110, 4506, **4701**

Freedom of Speech Division: 2602, 2610, 3304, 4111, 4210, 4306, **4707**

Gender Studies Division: 2306, 2310, 2410, 2507, 2608, 4303, **4702**, 5209

GIFTS (Great Ideas for Teaching Students): 4103, 4202, 4302, 4503

Instructional Development Division: 2212, 2311, 2412, 2509, 2512, 2611, 3310, 3401,
3508, **3706**, 4201, 4509

Intercultural Communication Division: 2206, 2406, 2506, 2606, 2609, 3204, 3308, 3404,
3507, 4109, 4209, **4705**, 5208

Interpersonal Communication Division: 2208, 2307, 2408, 3307, 4107, 4208, 4510, **4710**

Kenneth Burke Society Interest Group: 3202, 3601, **3701**, 4309,

Language and Social Interaction Division: 3203, **3707**, 4304, 4505, 5106

Mass Communication Division: 2209, 2210, 2504, 2603, 3306, **4711**, 5104, 5206

Performance Studies Division: 2201, 2301, 2401, 2501, 2601, 3201, 3303, 3501, **3703**,
4102, 4301, 4712, 5103, 5202, 5301

Philosophy and Ethics of Communication Interest Group: 2302, 2502, 2602, 2701,
3207, 3601, **3704**, 5204

Political Communication Division: 2204, 2304, 2701, 3211, 3311, 3409, 3505, 3601, **3705**,
4112

Popular Communication Division: 2203, 2303, 2403, 2503,2701, 3314, 3503, 3601, **3702**,
4104, 4203, 5205

President's Panel: 4601

Public Relations Division: 2508, 2604, 3210, **3708**, 4310, 5105

Rhetoric and Public Address Division: 2305, 2309, 2312, 2510,2607,2701,3205,
3208,3309, 3312,3405, 3408, 3504, 3601, 4105, 4207, 4307,4508, **4703**, 5210

Southern Argumentation and Forensics Division: 2409, 2511, 3407,3510, 3601,4504,
4706,

Southern States Communication Association: 1101 (Administrative Committee), 1201,
2101 (Executive Council), 2801 (Welcome Reception), 3101 (SSCA Breakfast Business
Meeting), 3302 (Past Presidents' Luncheon), 3511 (NCA), 4101 (UHC Breakfast), 4401
(SSCA Annual Awards Luncheon), 4611 (Planning meeting) 4801 (Osborn Reception)
5101 (Nominating Committee), 5102 (Convention Planning Meeting), 5201 (Committee
on Committees Meeting), 5203 (Time and Place Committee),

States Advisory Council Interest Group: 4602, **4708**,

Theodore Clevenger, Jr. Undergraduate Honors Conference of SSCA (Second Vice
President): 3212, 3213, 3313, 3314, 3410, 3411, 3512, 3513, **4101**, 4211,4212, 4311,
4312, 4501,4512, 4603, 4604

Vice President Spotlight Panels: 2701, 3301, 3601

Division and Interest Group Business Meetings:

American Society for the History of Rhetoric Interest Group, 3709

Applied Communication Division, 4704

Association for Communication Administration Interest Group, 3710

Communication Theory Division, 3509

Community College Division, 4709

Ethnography Interest Group, 4701

Freedom of Speech Division, 4707

Gender Studies Division, 4702

Instructional Development Division, 3706

Intercultural Communication Division, 4705

Interpersonal Communication Division, 4710

Kenneth Burke Society Interest Group, 3701

Language and Social Interaction Division, 3707

Mass Communication Division, 4711

Performance Studies Division, 3703

Philosophy and Ethics of Communication Interest Group, 3704

Political Communication Division, 3705

Popular Communication Division, 3702

Public Relations Division, 3708

Rhetoric and Public Address Division, 4703

Southern Argumentation and Forensics Division, 4706

States Advisory Council Interest Group, 4708

Day 1
Wednesday

1101
Wednesday 2:00 pm-3:45 pm

Room: Regency C

Administrative Committee Meeting

Presiding: Roseann Mandziuk, President

Participants:

Victoria Gallagher, First Vice President
Jason Munsell, Second Vice President
Jean DeHart, Immediate Past President
Jerold M. Hale, Executive Director
Jennifer Mize Smith, Marketing Director
Leroy Dorsey, SCJ Editor
Shawn Long, Finance Committee Chair
Carl Cates, Immediate Past Executive Director

1201

Wednesday 4:00 pm-6:45 pm

Room: Regency C

Executive Council Meeting

Presiding: Roseann Mandziuk, President

Participants:

Victoria Gallagher, First Vice President
Jason Munsell, Second Vice President
Jean DeHart, Immediate Past President
Jerold M. Hale, Executive Director
Jennifer Mize Smith, Marketing Director
Leroy Dorsey, SCJ Editor
Shawn Long, Finance Committee Chair
Carl Cates, Immediate Past Executive Director
Raymond Ozley, Applied Communication Chair
Shaughn Keaton, Communication Theory Chair
Nakia Welch, Community College Chair
David Dewberry, Freedom of Speech Chair
Leland G. Spencer, Gender Studies Chair
Linda Pysker Jurczak, Instructional Development Chair
Mary Grace Antony, Intercultural Communication Chair
Carrie L. West, Interpersonal Communication Chair
Craig O. Stewart, Language and Social Interaction Chair
Melissa M. Smith, Mass Communication Chair
Brianna Waychoff, Performance Studies Chair

Darrell Roe, Political Communication Chair
Dave R. Nelson, Popular Communication Chair
Christopher J. McCollough, Public Relations Chair
Meredith Bagley, Rhetoric and Public Address Chair
Kevin Bryant, Southern Argumentation and Forensics Chair
Cole Franklin, Association for Communication Administrators Chair
Melody Lehn, American Society for the History of Rhetoric Chair
Deborah Cunningham Breede, Ethnography Chair
Ryan McGeough, Kenneth Burke Society Chair
Molly Stoltz, Philosophy and Ethics of Communication Chair
John H. Saunders, States Association Chair
Jennifer Edwards, Constitution Committee Chair
Kandi L. Walker, Publications Committee Chair
Melissa M. Smith, Finance Committee Chair
Verlaine McDonald, Resolutions Committee Chair
Greg G. Armfield, Time and Place Committee Chair
Sherry Ford, Resource Development Committee Chair
Kristy Cates, SSCA K-12 Representative to NCA
Brad Bailey, SSCA Community College Representative to NCA
Linda Pysher Jurczak, SSCA 4 Year College/University Representative to NCA
Mary Stuckey, NCA Nominating Committee Representative
Shanshan Lou, NCA Spectra Representative

Day 2

Thursday

2101

Thursday 8:00 am-9:15 am

Room: Regency C

Executive Council Meeting, Part 2 [Need Names of Committee Chairs]*

Presiding: Roseann Mandziuk, President

Participants:

Victoria Gallagher, First Vice President
Jason Munsell, Second Vice President
Jean DeHart, Immediate Past President
Jerold M. Hale, Executive Director
Jennifer Mize Smith, Marketing Director
Leroy Dorsey, SCJ Editor
Shawn Long, Finance Committee Chair
Carl Cates, Immediate Past Executive Director

Raymond Ozley, Applied Communication Chair
Shaughn Keaton, Communication Theory Chair
Nakia Welch, Community College Chair
David Dewberry, Freedom of Speech Chair
Leland G. Spencer, Gender Studies Chair
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Kevin Bryant, Southern Argumentation and Forensics Chair
Cole Franklin, Association for Communication Administrators Chair
Melody Lehn, American Society for the History of Rhetoric Chair
Deborah Cunningham Breede, Ethnography Chair
Ryan McGeough, Kenneth Burke Society Chair
Molly Stoltz, Philosophy and Ethics of Communication Chair
John H. Saunders, States Association Chair
Jennifer Edwards, Constitution Committee Chair
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Kristy Cates, SSCA K-12 Representative to NCA
Brad Bailey, SSCA Community College Representative to NCA
Linda Pysher Jurczak, SSCA 4 Year College/University Representative to NCA
Mary Stuckey, NCA Nominating Committee Representative
Shanshan Lou, NCA Spectra Representative

2201

Thursday 9:30 am-10:45 am

Room: Think Tank at NOMA-AV

The Stranger Things Video Mash-Up Symphony

Sponsor: Performance Studies Division

Chair: Joey Watson, Georgia Southwestern University

Panelists

Joey Watson, Georgia Southwestern University
Imani Bennett, Georgia Southwestern University
Caylin McCubbin, Georgia Southwestern University
Darlene Brock, Georgia Southwestern University
DJ Dupree, Georgia Southwestern University

Respondent: Rebecca Walker, Southern Illinois University

This panel weaves together five central themes from the process of “vidding.” Using the Netflix original series *Stranger Things* (2016) as the primary source text, various artifacts from the show (bodies, camera angles, props, costumes, characters, dialogue, music, etc.) have been identified as relays for mash-up/vidding performance construction. Panelists address the power of nostalgia and authenticity, the ramifications of convergent/emergent media technologies, the limitations of storytelling, the relationship(s) between vidding and corporeal bodies, and the concept(s) of ownership in viding. The final performer will create a live mix/vid of the four performances that precede it as a symphonic movement.

2202

Thursday 9:30 am-10:45 am

Room: Studio 220@NOMA B and C

Innovative Program Development Models: Supporting Faculty Research, Teaching, and Service While Advancing University Missions

Sponsor: Association of College Administrators

Chair: Danna M. Gibson, Columbus State University

Topics/Panelists:

NPACE: Addressing 21st Century Institutional Demands through Creative Outreach Models

Danna M. Gibson, Columbus State University

Service Learning: Cultivating Opportunities for Faculty, Students, and Academic Programs

Christopher J. McCollough, Columbus State University

Experiential Learning and Entry-Level Communicators: An Employer’s Perspective
Marion Scott, Columbus Regional Health

Spurring Economic Development and Advancing the University Mission: Assessing the

Impact of Experiential Learning and Community Storefront Centers across Academic Programs and in the Region
Richard L. Baxter, Columbus State University

Expanding the Classroom to Include University Partnerships to Offer Graduate Communication Curriculum
David R. Nelson, Valdosta State University

Increasing Self-Efficacy of Students in the First-Year Seminar: A Case Study
Trudy Hanson, West Texas A&M University
Kristina Drumheller, West Texas A&M University
Nicholas Gerlich, West Texas A&M University

It's More than Just a Paycheck: Changing Practices to Improve the Lives of Adjunct Instructors
Mary Carver, University of Central Oklahoma
Rozilyn Miller, University of Central Oklahoma
Christy Vincent, University of Central Oklahoma

2203
Thursday 9:30 am-10:45 am
Room: Regency D-E AV

A Eulogy for the Grammar of Gender: An Examination of Gender Fluidity through Popular Media and Performance

Sponsor: Popular Communication
*Potential Co-Sponsors – Gender Studies; Performance Studies

Chair: Jacob Abraham, University of South Florida

Emcee
Jacob Abraham, University of South Florida

In Praise of Respectability
Alisha Menzies, University of Tampa

Disappearing Gender
Amanda LeBlanc, University of South Florida

Forwarding the Monster: A Queer Phenomenology of the Grammar of Gender
Sam(ira) Obeid, ANYTOWN Coordinator, Community Tampa Bay

Respondent: Mary Dickman, University of Massachusetts Amherst

2204

Thursday 9:30 am-10:45 am

Room: Regency F

Communication and Innovation: Assessing Presidential Debate in the Digital Age

Sponsor: Political Communication Division

Chair: Stephen J. Heidt, Florida Atlantic University

Attacks v. Acclaims and Issues v. Images in the 2016 Presidential General Election

Debates: A Functional Theory Analysis

Patrick G. Wheaton, Georgia Southern University

Trumpian Presidential Politics in the Post-Cold War: Vladimir Putin's Presence in NBC's
Military Town Hall

Hays Watson, University of Georgia

Moderators in the 2016 Presidential Debates: Referees or Partisan Advocates?

Edward Panetta, University of Georgia

Unfit to serve as President: Innovating political rhetoric on health in the 2016 Presidential
debates

Logan Gramzinski, University of Georgia

Respondent: Jefferson Walker, University of Alabama at Birmingham

2205

Thursday 9:30 am-10:45 am

Room: Regency G

**But Really... How Important is Culture? Understanding Communication in Various
Cultural Contexts**

Sponsor: Applied Communication Division

Chair: Brian Perna, The University of Southern Mississippi

Communication and Integration: Intercultural Communication in Crisis Contexts

Andrew S. Pyle, Clemson University

Exploring Communicative Strategies Used in Racial Discrimination Complaints through
Co-Cultural Theory

Leslie Rodriguez, Angelo State University

At the Intersections: Evaluation of the Communication Challenges experienced during
Kentucky Wine Production

Ben Triana, University of South Carolina—Aiken

Chinese Male Adolescents Resisting Cigarettes from Peers: Tactics, Perceptions, and
Contextual Characteristics

Vivian C. Sheer, Hong Kong Baptist University

Chang Mao, Ohio State University

Jay Chang, Hong Kong Baptist University

Respondent: John Nicholson, Mississippi State University

2206

Thursday 9:30 am-10:45 am

Room: Regency H

Deconstructing Food as an Intercultural Artifact

Sponsor: Intercultural Communication Division

Chair: Mark Ward Sr., University of Houston-Victoria

Marinate, Masticate, Contemplate: Using Mindfulness to Savor Food

Mary Grace Antony, Schreiner University

Food as a Gateway to Intercultural Learning

Mary M. Meares, University of Alabama

From Arroz con Pollo and Goulash to Homemade Apple Pie: The Importance of Food
Rituals in the Performance of Cultural Identity

Amy N. Heuman, Texas Tech University

‘More Sweet Tea?’: Family Identity Negotiation and Maintenance in the South

Tina Harris, University of Georgia

Eat, Drink, and Feel Who I am

Eun Young Lee, Florida Gulf Coast University

‘Here, You MUST have Some More:’ Food, Hospitality, and Cultural Identity

Nurhayat Bilge, Florida International University

As a cultural artifact, food encompasses the seemingly disparate realms of biological
utility, social status, religious doctrine, political engagement, ethnic performativity, civic

engagement, and environmental stewardship. These factors, among others, underscore the fact that food – including its cultivation, preparation, and consumption – underscores and embodies the quintessential essence of cultural identity. Notable scholarship has engaged the manner in which mediated representations of food can propagate problematic ideologies (Shugart, 2008; Swenson, 2009), the ways in which food can be harnessed to resist public health agendas (Phillipov, 2013), and individual performative resistance to and through food (Cooks, 2009).

2207

Thursday 9:30 am-10:45 am

Room: Red Bud A

How to Publish Your Research: Getting to Print

Sponsor: Applied Communication Division

Chair: Kandi L. Walker, University of Louisville

Monitoring and tracking the manuscript through the review process
Lynne M. Webb, Florida International University

Following up on the manuscript under long-term review.
Ken Cissna, University of South Florida

Responding to reviewers' comments
Joy L. Hart, University of Louisville

Deciding when and how to move on to the next journal
Frances E. Brandau, Sam Houston State University

Inventive publication outlets: Beyond the journals
Marceline Thompson Hayes, Arkansas State University

This “how to” panel will proceed round-table style with brief remarks from the panelists followed by comments across the panel as well as an extensive question-and-answer session with the audience.

2208

Thursday 9:30 am-10:45 am

Room: Red Bud B

Interpreting Difficult Interpersonal Messages

Sponsor: Interpersonal Communication Division

Chair: Terry M. Thibodeaux, Sam Houston State University

A Typology of Hurtful Events and the Use of Forgiveness Strategies in Marital and Dating Relationships

Pavica Sheldon, University of Alabama, Huntsville

James Adam Lessley, University of Alabama, Huntsville

Emerging Adults' Use of Relational Maintenance Behaviors Associated with Perceived Felt Obligation

Mary E. Donato, West Virginia University

Scott A. Myers, West Virginia University

Gelotophobia, Gelotophilia, Katagelasticism, and Pride: Do Authentic and Hubristic Pride Influence Your Sense of Humor?

Jenna Dunlap, Western Illinois University

Jessica Hample, Western Illinois University

Nathan Miczo, Western Illinois University

Happily Never After: An Analysis of Romanticized Violence in Twilight Fanfiction

Mary-Kate Hovanic, Christopher Newport University

Respondent: Timothy Worley, Murray State University

2209

Thursday 9:30 am-10:45 am

Room: Red Bud C

How Individuals Use Media to Foster Communities and Discussions

Sponsor: Mass Communication Division

Chair: Melissa M. Smith, Mississippi University for Women

Tweeting Through the Game Day Experience

Steven Young, University of Southern Mississippi

Religion and New Media: A Uses and Gratifications Approach

Amanda Jo Ratcliff, Tyler Junior College; Josh McCarty, Regent University; Matt Ritter, High Point University

A Content Analysis on Weibo Reposts of Social Issues

Zhou Shan, University of Alabama

Explore Search Engine Ethics: A Case Study of Baidu

Shanshan Lou and Jiangxue Han, Appalachian State University

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

2210

Thursday 9:30 am-10:45 am

Room: Dogwood

Innovation, Renovation, and Endurance: The Lasting Appeal of Major Mediated Fandoms

Sponsor: Mass Communication Division

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

Participants:

Lauren Reichart Smith, Indiana University

Kenny D. Smith, Indiana University

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

Van T. Roberts, Mississippi University for Women

Barry P. Smith, Mississippi University for Women

Star Wars, Star Trek, and Doctor Who – these are science fiction franchises that have lasted for decades with enduring appeals for several generations of fans. This panel explores how these and other media franchises (James Bond, superheroes, etc.) have managed to maintain, grow, and develop consecutive generations of fans by communicating stories with timeless appeal while innovating in the presentation of these stories.

2211

Thursday 9:30 am-10:45 am

Room: Magnolia

A Roundtable on Advances in Interpersonal Communication Theory

Sponsor: Communication Theory Division

Chair: Michael R. Kotowski, University of Tennessee

Panelists:

Timothy Levine, University of Alabama, Birmingham

Steven McCornack, University of Alabama Birmingham

Jennifer Samp, University of Georgia

Panelists will discuss innovations in interpersonal communication theory and research.
Audience participation encouraged.

2212

Thursday 9:30 am-10:45 am

Room: Gardenia

Top Paper Panel: Innovations in Pedagogy, Practice, Program Assessment and Student Outcomes

Sponsor: Instructional Development Division

Chair: Michelle E. Garland, University of South Carolina Upstate

Social Media Usability and Communication Overload in the College Classroom:

Examining #AffectiveLearning

Marjorie M. Buckner, Texas Tech University

Renee Kaufmann, University of Kentucky

Investigating Hidden Diversity in Classroom Management: African American and White Faculty Perceptions of Teacher-Student Interaction in an HBCU

Fang-Yi Flora Wei, Clark Atlanta University

Katherine Grace Hendrix, University of Memphis

Communication Center Effectiveness: The Impact of Tutoring on Speech Performance

Alyssa Davis, Clemson University

Darren L. Linvill, Clemson University

Melissa E. Jacobs, Clemson University

Accounting for Students' Classroom Effort and Agency: The Development of the Classroom Behavioral Engagement Instrument **

Nicholas T. Tatum, University of Kentucky

T. Kody Frey, University of Kentucky

Anna-Carrie Beck, University of Kentucky

An Innovative Approach to Program Assessment: Turning Points in the Communication Studies Major*

Tiffany R. Wang, University of Montevallo

Raymond R. Ozley, University of Montevallo

Sherry G. Ford, University of Montevallo

Sally Bennett Hardig, University of Montevallo

Rebecca B. Leach, Texas Christian University

Respondent: Stephanie Kelly, North Carolina A & T State University

2301

Thursday 11:00 am -12:15 pm

Room: Think Tank@NOMA AV

Breakfast of Champions: Taylorism, Masochism and Academic Labor

Sponsor: Performance Studies Division

Chair: Ryan McGeough, University of Northern Iowa

David Terry, Louisiana State University

Ariel Gratch, Georgia College & State University

Lyndsay Michalik Gratch, Georgia Gwinett College

Jennifer L. Erdely, Prairie View A&M University

Ryan McGeough, University of Northern Iowa

Jason Munsell, Columbia College

This very-serious performance panel focuses on the professionalism of academic labor. Panelists explore the often dehumanizing (and sometimes hidden) types of labor required of graduate students and faculty members at various points throughout our academic careers. We offer very-serious reflections on the absurd ways in which scholarship and teaching are converted to productivity and customer satisfaction.

2302

Thursday 11:00 am -12:15 pm

Room: Studio 220@NOMA B and C

Philosophy of Communication and Inquiry into Innovation and the Rhetoric of Progress

Sponsor: Philosophy and Ethics of Communication Interest Group

Chair: James R. Pickett, Flagler College

Conjoined God-Terms: Innovation as Progress/Imagination

Richard Thames, Duquesne University

The "Progress" for Which Thomas S. Szasz Argued

Richard Vatz, Towson University

Against “Progress”: Christopher Lasch and the Political Economy of Civic Virtue
James R. Pickett, Flagler College

2303

Thursday 11:00 am -12:15 pm

Room: Regency D-E AV

Gender, Race, and Religion on Contemporary Television

Sponsor: Popular Communication

Chair: Phillip Poe, Mississippi State University

“I’m a Good Christian Woman Who’s Standing Here Trying not to Cuss Your Ass Out”:
Examining Religion on Tyler Perry’s The Haves and Have Nots
Danielle E. Williams, Georgia Gwinnett College

Representations of African American Women on The Biggest Loser: Neoliberalism and
the Strong Black Woman
Steve Herro, College of Southern Nevada

Discourses of Horror TV: Kolchak, Twin Peaks, and the Supernatural Drama
Andrew F. Herrmann, East Tennessee State University

Dramatic Convenient Loss: Miscarriage on Grey’s Anatomy
Jennifer B. Gray, Appalachian State University

A Return to Feminism: Mad Men, Betty(s), and a Convergence of Waves
Aya Farhat, Baylor University

Respondent: Alisha Menzies, University of Tampa

2304

Thursday 11:00 am -12:15 pm

Room: Regency F

Innovative Campaign Rhetoric in the Face of Novel Political Exigencies: The 2016 Presidential Election

Sponsor: Political Communication Division

Panel Chair: Patrick G. Wheaton, Georgia Southern University

Sanders and the Apologetic Endorsement: Factions and Unity at the 2016 DNC
Benjamin Clancy, University of North Carolina at Chapel Hill

Bold-Speaking as Inventional Resource in the 2016 Presidential Election
Blake Faulkner, University of North Carolina at Chapel Hill

A New Protector for the American Family? A Metaphoric and Narrative Analysis of
Hillary Clinton's 2016 Campaign Announcement Speech
Matthew Winn, Texas State University, San Marcos

Playing the Trump Card: Trump's Narrative about America Overpower His Factual
Inaccuracies
George Fitzpatrick, Texas State University

2305
Thursday 11:00 am -12:15 pm
Room: Regency G

The Rhetoric and Communication of Innovation

Sponsor: Applied Communication Division; Rhetoric and Public Address

Chair: Mary Beth Asbury, Middle Tennessee State University

Participants:

Innovation Capital in Higher Education: From Top Down to Across the Classroom
Lisa Fall, Pellissippi State Community College

Golden Rule' Jones as Innovator of Social Change
Donald B. Simmons, Asbury University

Exploring the Rhetoric of Athletes and Sports Teams as Change Agents Influencing Social
Change
Greg G. Armfield, New Mexico State University
William Hoffman, University of Kansas

Impacting Innovation with Intent: Exploring Communication and Leadership as the Great
Inspiration
Abby M. Brooks, Georgia Southern University

Imagining a world without innovation is challenging indeed. As a matter of fact, we think
it normal that the world changes; that something old is replaced by something new. The

proposed Rhetoric of Innovation panel addresses the ways rhetoric of innovation has changed the world and with what effect. Our interest, then, lies in understanding rhetorical practice with innovation being the driving force. We see, in various rhetorical contexts, that innovation invites shared values and a commitment to creating opportunity. Rhetorical outcomes reveal individuals being more interconnected, empowering each other.

2306

Thursday 11:00 am -12:15 pm

Room: Red Bud A

The Value of Forging Women-Centered Spaces for Women in the Academy

Sponsor: Gender Studies Division

Chair: Amy N. Heuman, Texas Tech University

From Pen and Paper to Academic Press: The Importance of Women-Centered Circles for Academic Writing and Research

Amy N. Heuman, Texas Tech University

Building a Bright Future Among a Community of Women: Experiences of a First Year Faculty Member

Marjorie Buckner, Texas Tech University

Getting to Tenure, to Associate, and Ultimately to Full Professor

Lynne Webb, Florida International University

Creating A Home Space for Women on Tenure Track While Negotiating My Own Status as Pre-Tenure (Wo)Mentor

Carolina Rosas Webber, University of South Carolina, Upstate

The Rocky Mountain Writers as a Women-Centered Space

Amy Koerber, Texas Tech University

Inspiration & Perspiration: Women-Centered Fitness as Supportive Spaces for Female Academics

Mary Grace Antony, Schreiner University

2307

Thursday 11:00 am -12:15 pm

Room: Red Bud B

Health and Hope in Interpersonal Relationships

Sponsor: Interpersonal Communication Division

Chair: Abby Brooks, Georgia Southern State University

Transitions from Higher Education and Employment–Seeking: Exploring Hope Theory through Expressions of Goals and Plans of Emerging Adults

Gary A. Beck, Old Dominion University

Joshua Pederson, University of Alabama

Patient-Provider Interactions: Person Centered Approaches to Patient Diversity

Hannah Allison Watts, University of South Carolina Medical School-Greenville

Patricia Amason, University of Arkansas

Ambiguous and Disapproving Communication as it Relates to Adolescent Substance Abuse

Jamie Osborn, University of Tennessee

Nancy Buerkel-Rothfuss, Central Michigan University

Michael Kotowski, University of Tennessee

Shared Decision Making and Ovarian Cancer Care: Opportunities for Improved Health Outcomes

Dinah Tetteh, Arkansas State University

Respondent: Robert J. Green, Stephen F. Austin State University

2308

Thursday 11:00 am -12:15 pm

Room: Red Bud C

Raindrops on Roses...Revisited!: Innovation of Teaching Theories at its Best!

Sponsor: Community College Division

Chair: Dena Horne, Sam Houston State University

Panelists:

Jean DeHart, Appalachian State University

Todd Goen, Christopher Newport University

Monette Callaway, Hinds Community College

Richard Bello, Sam Houston State University

Stephanie Coopman, San Jose State University

Frances E. Brandau, Sam Houston State University

David R. Nelson, Valdosta State University
S. Brad Bailey, Mississippi Gulf Coast Community College

This roundtable continues discussion that began at SSCA-Norfolk and continued at SSCA-Memphis and many after that. Part IV offers an engaging and refreshing presentation of how communication professors have taken communication theories and designed innovated strategies for the classroom. Each scholar will open discussion on one of their favorite communication theories in an attempt to provide a glimpse into one of the hardest to define terms of today: communication. “My Favorite Communication Theory IV” invites participants and audience members to examine said theories, how they are approached in the classroom and how students react to them in the classroom. Good Times Await You!

2309
Thursday 11:00 am -12:15 pm
Room: Dogwood

What’s ‘the Body’ Anyhow? : Re-Innovating Embodiment as Visual Rhetoric

Sponsor: Rhetoric and Public Address Division

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

Laboring Bodies Beyond Representation in User-Generated Videos of Urban Agriculture
Dustin A. Greenwalt, Pennsylvania State University

Techno-Body on the Electric Frontier: Revisiting the Cyborg Body
Heather Suzanne Woods, University of North Carolina, Chapel Hill

The Sight of the Sovereign Body: Body-Mounted Police Cameras and the Decline of Symbolic Efficiency
Alex McVey, University of North Carolina, Chapel Hill

The Body as Drive: The Subtraction of Biology from Embodiment in Zero Days (2016) and Eye in the Sky (2015)
Atilla Hallsby, North Carolina State University

This panel draws its focus from the following questions: When rhetorical scholars invoke “the body,” what exigencies or ethical dilemmas do they implicitly reference or critique? If at all, what is revolutionary about “the body” as an object of inquiry? In what ways do certain theoretical descriptions of “the body” place communication scholars today at loggerheads with humanistic and/or STEM traditions of scholarship? Each presenter will offer a brief exposition and/or case study to inflect their understanding of the relationship between “the body” and public contexts of technological, communicative innovation.

2310

Thursday 11:00 am-12:15 pm

Room: Magnolia

Feminist Perspectives, Purposes, and Practices in the Archives: An Interactive Roundtable Discussion

Sponsor: Gender Studies Division

Chair: Melody Lehn, University of South Carolina, Extended University

Panelists:

Melody Lehn, University of South Carolina, Extended University

Camille Lewis, Independent Scholar

Sandra J. Sarkela, University of Memphis

Caroline E. Sawyer, University of South Carolina, Beaufort

Sarah Mayberry Scott, Arkansas State University

Lori Stallings, University of Memphis

In a roundtable format, presenters consider how feminist perspectives, purposes, and practices inform and complicate archival research on women. As feminist critics with varying levels of archival experience, presenters will explain a current research project and deliver a response to three organizing questions based on that project, followed by discussion.

2311

Thursday 11:00 am-12:15 pm

Room: Gardenia

Innovative Ways to Make the Most of the Classroom Experience: Culture, Curriculum, and Public Speaking Contexts

Sponsor: Instructional Development Division

Chair: Scott Christen

Romans... in Space! Using Serious Games on the Advanced Public Speaking Classroom
Edgar D. Johnson III, Augusta University

An Evaluation of High Impact Learning Practices: Student Reflections about Student Learning in Communication Studies

Trudy L. Hanson, West Texas A&M University

Carolyn Baum, West Texas A&M University

Transforming the Capstone: Transformative Learning as a Pedagogical Framework and Vehicle for Ethical Reflection in the Capstone Course
Michael G. Strawser, Bellarmine University

Exploring Students' Mindsets, Beliefs, and Attitudes about Public Speaking
Craig O. Stewart, University of Memphis
John R. McConnell, III, Austin Peay State University
Lori Stallings, University of Memphis
Rod D. Roscoe, Arizona State University – Polytechnic Campus

A World at Your Doorstep: Innovative Globalizing Initiatives at a Small Liberal Arts University
Mary Grace Antony, Schreiner University
Sonja Land, Schreiner University

Respondent: Linda Pysker Jurczak

2312
Thursday 11:00 am – 12:15 pm
Regency H

Communicating Greenville as Innovative Space: From Southern to Global Village

Sponsor: Rhetoric and Public Address

Greenville's reputation is put to critical interrogation by a panel of local faculty who use the city daily for research and teaching. Scholars evaluate the narratives of Greenville's transition from small textile village to global hub by leading a tour of sites along Main Street.

Chair: Brandon Inabinet, Furman University

John Armstrong, Furman University
Focus: *Greenville News* decline in the face of the Internet and conservative talk radio

Glen Halva-Nebauer, Furman University
Focus: Max Heller and City Hall as "Bipartisan" Space

Cynthia King, Furman University
Focus: Springwood Cemetery and the remembrance of regional Confederate history

Steve O'Neill, Furman University
Focus: Sterling High School statue and Civil Rights in Greenville memory

Bill Ranson, Furman University

Focus: Textile dyes and geology in the Reedy River

Steve Richardson, Furman University
Focus: Mill villages as financial landscape

Claire Whitlinger, Furman University
Focus: Willie Earle Lynching and the sociology of remembrance/forgetting

Mike Winiski, Furman University
Focus: Furman and Clemson University as community innovation partners

2401

Thursday 12:30 pm-1:45 pm

Room: Room: Think Tank@NOMA AV

Working through the Vagenda: Feminist Communication and Innovation

Sponsor: Performance Studies Division [This would be a good panel to be co-sponsored with the Gender Studies Division]

Co-Chairs:

Brianne Waychoff, Borough of Manhattan Community College, CUNY
Rebecca Walker, Southern Illinois University

Panelists:

Emily Graves, Louisiana State University
Jade C. Huell, Columbia College, Columbia, SC
Sarah K. Jackson, Southern University at New Orleans
Danielle Dick McGeough, University of Northern Iowa
Lyndsay Michalik Gratch, Georgia Gwinnett College
Holley Vaughn, University of North Texas
Rebecca Walker, Southern Illinois University
Brianne Waychoff, Borough of Manhattan Community College, CUNY

Recently, a meme surfaced on the Internet containing a startling image from a few years ago – a lettered sign for a Maine gunsmith stating, “Beware The Beast: Hildabeast Clinton and Its Vagenda of Manocide” (sic). In this panel, we reclaim the term “vagenda” from those intent on using it as an insult, and explore the various ways in which innovative feminist discourse contributes to the national political (and academic) conversation. Each performance represents a specific genre of feminist praxis (for example, a diatribe, a personal narrative, a silent body-based performance, a dance, a mixed media piece, poetry, prose, etc.). Join us as we work through our vagenda.

2402

Thursday 12:30 pm--1:45 pm

Room: Studio 220@NOMA B and C

Transitioning Between Roles of Faculty and Administration

Chair: Todd Lee Goen, Christopher Newport University

Sponsor: Association of Communication Administrators

Panelists:

Carl Cates, Arkansas State University

Sherry Ford, University of Montevallo

Robert (Bob) Frank, Longwood University -- retired

Linda D. Manning, Christopher Newport University

Nina-Jo Moore, Appalachian State University

2403

Thursday 12:30-1:45 pm

Room: Regency D-E AV

Hip Hop and America Will Never Be the Same - The Music and Message of Kendrick Lamar

Sponsor: Popular Communication

Black Survival: Examining the Life, Lyrics and Lived Experience of an Inner-City Youth
Marquese McFerguson, University of South Florida

Falling Victim to a Revolutionary Song: Kendrick Lamar and the Rhetoric of Black
Radicalism

Max W. Plumpton, University of South Florida

Sonic Social Justice: To Pimp a Butterfly's Auditory Critique of the Rationalized State
A.G. Hughes, University of Memphis

Will everything be Alright? The political-personal dynamic in Kendrick Lamar's 2016
Grammy Performance

Christina Blankenship, The University of North Carolina, Greensboro

2404

Thursday 12:30 pm-1:45 pm

Room: Regency F

Locating Rhetorical Invention in Southern Stereotypes: NASCAR, Appalachian Foodways, Small Town Museums, and Festivals

Sponsor: American Society for the History of Rhetoric Interest Group

Chair: Dan Grano, University of North Carolina-Charlotte

Blueberry Queens and Hot Tamales: The Epideictic Function of Regional Festivals
Wendy Atkins-Sayre, University of Southern Mississippi

Wreckers or Checkers?: Hegemonic and Emancipatory Potential in NASCAR's Culturally Revisionist Rhetoric
Jason Edward Black, University of North Carolina-Charlotte

Mom Cooked Beans and Cornbread: The Co-Constitutive Relationship between Popular Memory and Appalachian Identity
Ashli Quesinberry Stokes, University of North Carolina-Charlotte

"You Get Black Belt in Your Soul:" Storytelling, Remembrance, and Revision at the Kathryn Tucker Windham Museum
Jefferson Walker, University of Alabama at Birmingham

Respondent: Jean DeHart, Appalachian State University

2405

Thursday 12:30 pm-1:45 pm

Room: Regency G

Communication and Innovation as Imperatives for Activism and for Organizational Responses

Sponsor: Applied Communication Division

Chair: Chris Geyerman, Georgia Southern University

YouTube as Innovation in Activism: Analysis of Message Sophistication in Reactions to the Gardasil 9 Vaccination

Pamela Bourland-Davis, Georgia Southern University

Beom Jun Bae, Georgia Southern University

Beverly Graham, Georgia Southern University

Camille Broadway, Georgia Southern University

Melissa Carrion, Georgia Southern University

A Critical Analysis of Gardasil 9 Advertising
Beverly Graham, Georgia Southern University

Melissa Carrion, Georgia Southern University

Hospitable Innovation: The Travel Industry Launches Various Strategic Communication Campaigns to Illustrate its Support of Same Sex Marriage Law

Lisa Fall, Pellissippi State Community College

Public Relations and Policing the Police: #BlackLivesMatter as Activism

Hazel Cole, West Georgia University

Teaching Activism during Conflict: How to Encourage Dialog in a Space of Anger

Jenni Simon, University of North Carolina at Greensboro

This panel will provide an opportunity to examine communication applied in a variety of contemporary activism-oriented issues to examine the impact of messaging and contemporary communication as innovation. Ultimately, grassroots communication – with some level of sophistication – continues to have an impact on issues and organizations. This panel concludes with suggestions for addressing activist issues in the classroom.

2406

Thursday 12:30 pm-1:45 pm

Room: Regency H

Intercultural Communication: A Multi-Faceted Look at Issues of Real Life

Sponsor: Intercultural Communication Division

Chair: Terry M. Thibodeaux

Do #AllTweetsMatter? A Content Analysis of Tweets Using the #AllLivesMatter Hashtag

Colleen Bartos, Virginia Tech

Maureen Lawrence-Kuether, Virginia Tech

Rich Polikoff, Virginia Tech

James D. Ivory, Virginia Tech

Hip Hopping Across the Globe: Postcolonial Theory and Hip Hop

Patrick D. Bennett, Midlands Technical College

Anxiety, Uncertainty, and Attitudes toward Refugees from Syria

Mirjana Pantic, University of Tennessee, Knoxville

Whitney L. Tipton, University of Tennessee, Knoxville

If She is That Big, She Can Cook: Comparison between White and Black Young Adults

Pavica Sheldon, University of Alabama in Huntsville

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

2407

Thursday 12:30 pm-1:45 pm

Room: Red Bud A

Narrative Approaches to Understanding Cultural Scripts

Sponsor: Ethnography Interest Group

Chair: Elizabeth Stephens, Middle Tennessee State University

Playing on the Margins: Communicating about Death through Ghostly Play

Christine S. Davis, University of North Carolina at Charlotte*

Deborah Cunningham Breede, Coastal Carolina University*

Mindful Dwelling, Socio-Structural Interdependence and Nomadic Mutualism: Being In, With, and Through Place

Charlotte G. Burke, Bob Jones University

Austin D. Burke, University of Hawaii at Mānoa

Broken Promises: An Autoethnography of Psychological Contract Breach and Organizational Exit

Andrew F. Herrmann, East Tennessee State University

Respondent: Elizabeth Stephens, Middle Tennessee State University

2408

Thursday 12:30 pm-1:45 pm

Room: Red Bud B

Shared Perspectives on Finding Perspective on the Tenure Track

Sponsor: Interpersonal Communication Division

Chair: Carrie L. West, Schreiner University

Program Description:

This panel represents four different phases of the academic journey: a PhD candidate, two paths through Assistant Professorship, and a Full Professor. In response to the stresses present in academic life at these various stages, the panelists will discuss the use of

interconnectivity, application of interpersonal communication scholarship, and the use of innovative technologies, to construct a path to resilience. Group discussion will address the challenges of balancing emotional, intellectual and creative energy while managing the often overwhelming, sometimes narrow and sometimes nebulous definition of academic success.

Prana Chat: Bending Social Media to our Needs
Sally Hannay, Schreiner University

A Stitch Just in Time
Silke Feltz, Michigan Technological University

Decorating the Ivory Tower
Carrie L. West, Schreiner University

Reflections in Wellness
Kristen McAlexander, Reflections Wellness

Respondent: This will be an open discussion with the audience after brief presentations from the panelists. The goal of this panel is to generate peer to peer discussion about experiences constructing and maintaining resilience in Higher Ed. Panelists will share methods and strategies to do more than survive academic challenges, but thrive and support each other through application of interpersonal communication scholarship, interconnectivity, and social media.

2409
Thursday 12:30 pm-1:45 pm
Room: Red Bud C

From Gator Speech and Debate to Gator Fulbrighters: Honoring the Legacy of University of Florida Professor Emeritus Donald E. Williams, Ph.D.

Sponsor: Southern Argumentation and Forensics Division

Chair: Kellie W. Roberts, University of Florida

Don Williams and My Fabulous Fulbright to Malaysia
Edmund Kellerman, Ed.D. University of Florida

A Gator Visits Budapest: Maximizing the Fulbright-Hayes Experience for Research, Teaching, and Service
Todd S. Frobish, Fayetteville State University

Going Global: My Fulbright Experiences in Kazakhstan, Saudi Arabia, and Kuwait via the Fulbright Senior Specialist Program

Ty Adams, Fayetteville State University

Respondent: Kellie W. Roberts, University of Florida

2410

Thursday 12:30 pm-1:45 pm

Room: Dogwood

Online Education and Innovation in Program Administration

Sponsor: Association of Communication Administrators

Chair: John A. McArthur, Queens University of Charlotte

Panelists/Topic:

John A. McArthur, Queens University of Charlotte

Herding (Virtual) Cats: Faculty Leadership and Instructor Development

Candy J. Noltensmeyer, Western Carolina University

Can Online Programs Boost Enrollment and Increase Course Access?

April Chatham-Carpenter, University of Arkansas at Little Rock

Online, Hybrid, and Face-to-Face Communication Classes: Can they Co-Exist in the Same Program?

Kim Weller, Queens University of Charlotte

How Teaching Online Made Me a Better Teacher On-Campus

Mark Ward Sr., University of Houston-Victoria

Be Careful What You Wish For: Balancing Online Success with On-Campus Development

Thomas M. Steinfatt, University of Miami

The Potential Disaster of Increased Emphasis on Fully Online Courses

Diane Monahan, Saint Leo University

Forging Forward: Opportunities and Challenges of Online Education Program Administration

2411

Thursday 12:30 pm-1:45 pm

Room: Magnolia

Hold for special panel

2412

Thursday 12:30 pm-1:45 pm

Room: Gardenia

Innovate or Stagnate?: Battle Royal for the Classroom

Sponsor: Instructional Development Division

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

Panelists:

Beau Foutz, Alcorn State University

Linda Pysher Jurczak, Valdosta State University

William Maze, Northwest Mississippi Community College

Laurie D. Metcalf, Blinn College

Molly Stoltz, Valdosta State University

It's round 2. Last year we only got started. So let's get ready to rumble again, as passionately face off to discuss best practices in teaching. Some ideas we love, while some we immediately reject. We have all heard of a classroom practice which we have immediately rejected as blasphemy, but politely kept our angst to ourselves. Well, not in this panel!

This panel intends to discuss, debate, even outright argue about many of the controversial classroom and pedagogical practices that you might have heard about at a conference like this one. No verbal punches will be pulled and feelings will be checked at the door. If you want to have a frank, honest discussion about controversial issues that are important, but aren't often discussed openly and honestly, then join us for this friendly, yet feisty discussion. If you choose to join us, prepare to take off your jackets, roll up your sleeves, and join the skirmish.

2501

Thursday 2:00 pm -3:15 pm

Room: Think Tank @NOMA AV

Top Student Performances in Performance Studies I

Sponsor: Performance Studies Division

Chair: Danielle Dick McGeough, University of Northern Iowa

“On my Long Journey Home”: Understanding Videogame Narratives through Evocative Autoethnography
Jake Beck, Southern Illinois University, Carbondale

My Makeshift Mother
Cynthia Sampson, Louisiana State University

Handing Her Over
Montana Jean Smith, Louisiana State University

Respondent: Danielle Dick McGeough, University of Northern Iowa

2502
Thursday 2:00 pm -3:15 pm
Room: Studio 220@NOMA B and C

Philosophy and Ethics of Communication in the Public Sphere

Sponsor: Philosophy and Ethics of Communication Interest Group

Chair: Molly Stolz, Valdosta State University

Becoming *Gebildete*: Living-through Interaction
Pat Arneson, Duquesne University

*Communicative Shock: An Unethical Challenge to Narrative Engagement
Andrew Tinker, Duquesne University

Expanding the Moral Horizon through Rhetorical Ecologies
Silke Feltz, Michigan Technological University

The Challenges of Integrated Marketing Communication and Innovation: Communication Ethics and Privacy
Jeanne M. Persuit, University of North Carolina-Wilmington

*Top Graduate Student Paper in Philosophy and Ethics of Communication

2503
Thursday 2:00 pm -3:15 pm
Room: Regency D-E AV

“All Aboard!” The Cultural Transformation of Train and Railroad Imagery from Historical Transport to Modern Innovation

Sponsor: Popular Communication

Chair: Kellie W. Roberts, University of Florida

Movin’ On from Folsom to New Orleans: The Communication of Emotion and Place Through Train Images in Country Music

Jean L. DeHart, Appalachian State University

Ride the Tourism Train: Temporality, Public Memory, and the South Carolina Railroad Museum

Jason B. Munsell, Columbia College

Switching Tracks: Navigating Nature and Media in the Transformation of Tweetsie Railroad from Commercial Train to Amusement Park

David Spiceland, Appalachian State University

Modern-day Transportation Icons: The Innovative Reinvention of Trains as Contemporary Conduits in Southern Cities

Kelli L. Fellows, Pfeiffer University

2504

Thursday 2:00 pm -3:15 pm

Room: Regency F

Campaign Advertisements in the 2016 U.S. Presidential Election

Sponsor: Mass Communication Division

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

Making the presidency great again: In pursuit of the presidential narrative of Donald J. Trump

Melissa M. Smith, Mississippi University for Women

I’m with her: Hillary Clinton’s attempts to define herself and her opponent

Lauren Reichart Smith, Indiana University

The confused narrative of Gary Johnson’s attempts to appeal to both sides of the political aisle

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

Me too: Attempts by smaller political parties to join the presidential discussion

Barry P. Smith, Mississippi University for Women,

Candidate advocacy by outside organizations
Patrick G. Wheaton, Georgia Southern University,

Respondent: Michael Frawley, University of Texas of the Permian Basin

Panelists will discuss attempts by those involved in the 2016 U.S. presidential election to exercise and expand their influence through campaign advertisements.

2505

Thursday 2:00 pm -3:15 pm

Room: Regency G

Organizations Come in All Shapes and Sizes: The Role of Communication in Diverse Organizational Contexts.

Sponsor: Applied Division

Chair: Abby Brooks, Georgia Southern University

It'll Be OK, Because We Belong Together: The Influence of Person-Organization Fit on Interpretation of Bad-News Messages and Source Credibility

Jonathon K. Frost, Louisiana State University

Renee Edwards, Louisiana State University

Healthcare Organizations and Ethical Behavior: A Multiple Case Study Approach to First and Second Things

Carrie Reif, The University of Southern Mississippi

Julie Lasslo, Eastern Kentucky University

Web Metrics to Inform Organizational Communication Audits

Amy L. Forrester, University of Tennessee

John W. Haas, University of Tennessee

Mission Statements as Naming Proposals: Applying an RSI Approach

Susan Opt, James Madison University

Respondent: Kristina Drumheller, West Texas A&M University

2506

Thursday 2:00 pm -3:15 pm

Room: Regency H

Diversity Training for Faculty: Intentional, Inclusive, and Impactful

Sponsor: Intercultural Communication Division

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

Panelists:

Yvonne Bogle, Western New England University

Jessica H. Carlson, Western New England University

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

Josie A. Brown-Rose, Western New England University

Cheryl I. Smith, Western New England University

This round table discussion features a panel of University faculty and administrators who have served in a variety of leadership roles at the level of department, School, and University-wide Diversity training initiative. This collaborative panel will involve a hands-on demonstration of a diversity training session conducted during university new faculty orientation. Panelists will investigate diversity training within the context of a university setting. Although diversity training is an important initiative in organizations today, it has received little attention in the realm of higher education. Faculty and administrators are often expected to work with a diverse student population with little to no training. Panelists will guide participants through a faculty inclusion workshop, comprised of activities, scenarios based on actual classroom situations involving diversity issues and discussion. Data regarding program effectiveness will also be shared. This diversity training is recommended as a strategy for universities to improve campus climate and employee attitudes about diversity

2507

Thursday 2:00 pm -3:15 pm

Room: Red Bud A

Rhetorical approaches to gender studies

Sponsor: Gender Studies Division

Chair: Linda Levitt, Stephen F. Austin State University

Professional Instincts: Negotiating Motherhood and Professional Identity in Late Nineteenth-Century Women’s Magazines

Sarah W. Walden, Baylor University

In Defense of Women’s Health Care: Cecile Richards as the Voice of Planned Parenthood
Emmalene Carberry, Texas State University-San Marcos

Divergent Discourse: A Case Study Analyzing the Effects of Campus Communication About Sexual Assault

Melissa H. Nipper, East Tennessee State University

Using the Heterosexual Questionnaire as a tool for LGBTQ issue awareness: A rhetorical analysis of responses

Sheree' Keith, Middle Georgia State University

2508

Thursday 2:00 pm -3:15 pm

Room: Red Bud B

Innovation in Public Relations in Cultural Arts and Entertainment-related Industries

Sponsor: Public Relations

Chair: Corey A. Hickerson, James Madison University

Adapting Travel and Tourism Promotions for Millennials & Gen Y: Going Where They Go

Pam Bourland-Davis and Megan George, Georgia Southern University

Happy 100 th Birthday to America's National Parks! A PR Case Study of this Special Centenarian Celebration

Lisa Fall, Pellissippi State Community College

Tracey Farr, Pellissippi State Community College

A priori Public Relations: Reverse Engineering Media Relations Principles to Develop Cultural

Arts Programming

William Thompson, Louisville

Celebrities Connecting with Their Fandom: Who Is Running Their Social Media Accounts?

Michelle Groover, Georgia Southern University

Haphazard or Deliberate: An Examination of Strategic Engagement by Sports Organizations

Christie M. Kleinmann, Belmont University

While traditional public relations models focus on entertainment-related industries as relying on one-way communication with little research, contemporary practices suggest that such a perspective may miss the mark. Many practitioners in these fields maintain

strategic message development (especially in crises), detailed audience analysis, and any number of other research-based, data driven analyses of information - much of which contributes to strategic, two-way communication by public relations professionals. This panel will provide an assessment of some of the contemporary, innovative communication practices within these industries.

2509

Thursday 2:00 pm -3:15 pm

Room: Red Bud C

Innovative Mentoring Practices

Sponsor: Instructional Development Division

Panelists:

Allies in the Academy: Communicating for Democratically-based Mentoring Relationships

Spoma Jovanovic, University of North Carolina Greensboro

Vincent Russell, University of North Carolina Greensboro

Mentorship in Career Development

Holly K. Ott, University of South Carolina

Joon Kyoung Kim, University of South Carolina

Inspiring a Love for Research

Lynsey K. Romo, North Carolina State University

Meredith Foulke, North Carolina State University

Mentorship in Service Learning

Matthew S. VanDyke, Appalachian State University

Emily Blevins, Appalachian State University

Four professor-student dyads from four different universities will discuss the innovative mentorships and partnerships that have emerged between professor and student both with respect to academic and community pursuits. Participants will share mentoring best practices on academic research projects, how to establish a democratically-based mentoring relationship, how to more effectively work side by side on service learning projects (including tips for promoting mentorship in service-learning courses), and the importance of career mentoring for academia and practice (with regard to preparation for internships, jobs, networking, professional development, etc., and how career mentorship is mutually beneficial for both faculty and students).

2510

Thursday 2:00 pm -3:15 pm

Room: Dogwood

Rhetorical Perspectives on Music, Art, Literature and Poetry

Sponsor: Rhetoric and Public Address Division

Chair: Bill Balthrop, University of North Carolina, Chapel Hill

Epic Nationalism: Visualizing Constitutive Rhetoric Through Alphonse Mucha's The Slav Epic

Kelly Williams, Baylor University

A Village as a Martyr: My Lai and Visual Rhetoric

Ryan Kor, University of Georgia

Digital Literary Public Spheres: Citizen and "Citizen Critics"

Nikki Orth, Pennsylvania State University

Sound Studies' Aural Fixation: A Potential Cure

Sarah Scott, Arkansas State University

Respondent: Ryan Neville-Shepard, University of Arkansas

2511

Thursday 2:00 pm -3:15 pm

Room: Magnolia

"The Great Debates(?):" Fallacy, Foible, and Major Party Foisting in the 2016 Presidential Election

Sponsor: Southern Argumentation and Forensics Division

Chair: Rich Knight, Shippensburg State University

Panelists:

Gary Deaton - Transylvania University

Jacob Metz - Tennessee Technological University

Bob Glenn - Owensboro Community and Technical College

Kevin Bryant - University of Southern Mississippi

Taylor Deaton - Valdosta State University

Brian Powell - University of Montana

Respondent: Misty Knight, Shippensburg State University

This panel will utilize Argumentation Theory to analyze what happened in the 2016 Presidential race, including the primaries, but focusing on the general election

2512

Thursday 2:00 pm -3:15 pm

Room: Gardenia

Using Data Analytics as a Pedagogical Metaphor: How I Learned to Stop Worrying About Cell Phones in the Classroom and Love the Selfie

Sponsor: Instructional Development Division

Panelists:

William Faux, Valdosta State University

Ashley Myers-Cooper, Valdosta State University

David R. Nelson, Valdosta State University

Unknowingly two entry level survey communication summer classes combined forces to create an environment where learning extended out of the classrooms and into online social networks. It happened when two professors accidentally stumbled onto ways to engage students in a summer class. Through the use of Instagram and a few other apps that students help load on to their professors' phones and a little encouragement from the first year program coordinator an innovative learning experience was created. Reflecting of the summer teaching experience, ideas used to navigate the world of social media and data analytics became useful pedagogical metaphors to examine and explore the positive student engagement.

2601

Thursday 3:30-4:45

Room: Think Tank@NOMA AV

Top Student Performances in Performance Studies II

Sponsor: Performance Studies Division

Chair: Danielle Dick McGeough. University of Northern Iowa

Of Mics and Men

Joshua Steinberg, University of North Texas

Guide Star

Anna Marsden, University of North Texas

Red June Sunrise: A Performative Poetic Response to the Orlando Gay Club Shooting

Of the Self, Toward the Other: An Autoethnographic Performance Starting with Underwear

Gregory Langner, Louisiana State University

Colin Whitworth, Southern Illinois University, Carbondale

Respondent: Danielle Dick McGeough. University of Northern Iowa

2602

Thursday 3:30-4:45

Room: Studio 220@NOMA B and C

Perspectives on Communicative Engagement

Co-Sponsors: Philosophy and Ethics of Communication Interest Group and Freedom of Speech Division

Chair: Molly Stoltz, Valdosta State University

Ally Communication in Action: Communicative Engagement and the Black Lives Matter Movement

Sarah J. Constant, Duquesne University

Engaging Hate Speech in the Public Sphere

Austin Hestdalen, Duquesne University

The Transformative Possibilities of Engaging Students in Community: Arneson's *Communicative Engagement and Social Liberation*

Linda Pysher Jurczak, Valdosta State University

When *Poiesis* is Missing: The Difference Between Communicative Engagement and Communication

Molly Stoltz, Valdosta State University

Buffer Zones and “Safe Spaces”: Communicative Engagement in Private and Public Proximities

Andrew Tinker, Duquesne University

Respondent: Pat Arneson, Duquesne University

2603

Thursday 3:30-4:45

Room: Regency D-E AV

Jesus on the Small Screen: The Portrayal of Christianity on Television

Sponsor: Mass Communication Division

Chair: Alison Slade, Faulkner State Community College

Topics/Panelists:

Christianity in Tyler Perry’s television shows
Danielle Williams, Georgia Gwinnett College

But...you’re the savior”: Christian imagery within Once Upon a Time
Alison Slade, Faulkner State Community College, and Scott Chappuis, Bowling Green State University

Biblical allegories, religious symbolism, and Old Testament suffering in The Walking Dead
Garret Castleberry, Oklahoma City University, and Kristopher Copeland, Northeastern State University

Savior of the Squared Circle: CM Punk’s Televised Vilification of Faith
Jason Peterson, Charleston Southern University

Panelists will explore the abundance of modern-day morality plays gracing our 21st-century screens and discuss whether it’s still the norm to see good rewarded and sin punished.

2604

Thursday 3:30 pm-4:45 pm

Room: Regency F

Top Papers in Public Relations

Sponsor: Public Relations Division

Chair: Ashli Quesinberry Stokes, UNC Charlotte

Evaluation of the NFL's NO MORE Campaign: Investigating Influence on Bystander Intentions and Rape Myth Acceptance

*Sharlene Thompson Richards, Ph.D, James Madison University

*Corey A. Hickerson, Ph.D., James Madison University

Live streaming: Social Media and Crisis Response

Joe R. Downing, Ph.D., Penn State University (York Campus)

The 2014 General Motors Recalls: Understanding General Motors' Crisis Communication Strategies

**Grace Ellen Brannon, Texas A&M University

**Gabriel Esteban Pantoja, Texas A&M University

The "beautiful game" or the "bountiful game"? A public relations approach to sport-based corporate social responsibility

Chelsea Woods, University of Kentucky

Respondent: Christopher J. McCollough, Columbus State University

2605

Thursday 3:30-4:45 pm

Room: Regency G

It Could Happen on Your Campus: A case Study of Campus Terrorism, Media Convergence, and Crisis Communication

Sponsor: Applied Communication Division

Chair: Dr. Brett Borton, University of South Carolina Beaufort

Terroristic Threats on College Campuses: ECU Case Study, Part 1

Gary D. Folckemer, Eastern Kentucky University

Media Convergence, Contagion, and Escalation of Terror: ECU Case Study, Part 2

Jayne L. Violette, University of South Carolina Beaufort

Campus Terrorism and Crisis Communication Strategies: ECU Case Study, Part 3

Jim Gleason, Eastern Kentucky University

Panelists will discuss campus threats as communication events, featuring an actual

terroristic occurrence which happened at Eastern Kentucky University in October of 2015. A summary of the event and rationale behind the communication decisions made during the event will be offered, along with a theory-framed explanation of social media's role in the case, and a final analysis of the crisis communication lessons learned from the experience.

2606

Thursday 3:30-4:45

Room: Regency H

Communication, Innovation and Sustainable Development: Trends, Perspectives and Challenges from the Global South

Sponsor: Intercultural Communication Division

Chair: Janet D. Kwami, Furman University

Communication and Development in an African Market: Ethnographic Study of Ghanaian Women Traders' Mobile Phone Use

Janet D. Kwami, Furman University

Challenging Political Development in Kenya: A Failure of the Rule of Law and of its Innovation

Lindsay Harroff, University of Kansas

19 Coups and What's a Monk to Do? Religious and Academic Responses to Thai Paternalism

Brandon Inabinet, Furman University

Sustainable Peace-Building? Possibilities and Limitations of Journalism and User-generated Content

Marta N. Lukacovic, Furman University

Culturally Grounding Sexual Health Initiatives among Panamanian Adolescents

Deborah Sellnow-Richmond, Columbus State University

Amanda Gabster, Instituto Commemorativo Gorgas de Estudios de la Salud

Economic and political development in Ghana, Kenya, Panama, and Thailand and the Global South more broadly are based on the interplay between individual practices on the one hand and governmental or media policies and reporting on the other. Panelists critically analyze four scenes with an emphasis on communicative practices "from below" that create social change through grassroots practice.

2607

Thursday 3:30-4:45

Room: Red Bud A

Rhetoric and the Black Public Sphere

Sponsor: Rhetoric and Public Address Division

Chair: Roseann Mandziuk, Texas State University, San Marcos

Crafting an African American (Trans)national Identity: Frederick Douglass at the World's
Columbian Exposition

Anna Dudney Deeb, University of Georgia

Judge J. Waties Waring's Transcendent Persona in "The Struggle for Negro Rights"

Wanda Fenimore, University of South Carolina – Sumter

The Subject of the Unsung: Remembering Slavery at the University of North Carolina

Alex McVey, University of North Carolina, Chapel Hill

Respondent: Andre E. Johnson, University of Memphis

2608

Thursday 3:30-4:45

Room: Red Bud B

Considering gender in the public sphere

Sponsor: Gender Studies Division

Chair: Leland G. Spencer, Miami University

Should I Be Kissing A Woman Instead?": Michael Sam and Masculinity in the National
Football League

Jeff Nagel, Baylor University

Gender, Sexuality, and Environmental Injustice: Understanding the Intersectional
Activism of "Queers for the Climate"

Mollie Murphy, University of Georgia

Voice of Resistance: SlutWalk Little Rock

Janine Armstrong, Pulaski Technical College

On Having a House in Virginia: Anachronistically Racist Reimagining of History in the State of Missouri v. Michael L. Johnson
Cordarrell Self, Louisiana State University

2609

Thursday 3:30-4:45pm

Room: Dogwood

Top Papers in Intercultural Communication

Sponsor: Intercultural Communication Division

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

Nicaragua: A Perspective on Disaster Communication**

Rhett Richardson, University of North Texas

Do You Care for A Relationship? A Qualitative Study of Hispanic Students’ College Experiences*

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

Students Writing Culture: Strategies for Illuminating Pluralistic Voices Through Critical Intercultural Communication Pedagogy

Amy N. Heuman, Texas Tech University

Respondent: Mary M. Meares, University of Alabama

*Top Paper

**Top Student Paper

2610

Thursday 3:30 pm-4:45 pm

Room: Magnolia

Murder, Lies and Deception: The tales we tell in the courtroom and then dissect in innovative communication forms

Sponsor: Freedom of Speech Division

Chair: Laura Brown, University of Kentucky

Deception in “Serial,” “Undisclosed,” “Truth & Justice,” “Making a Murderer”

Laura Brown, University of Kentucky

The social construction of reality in the courtroom

Amy Thieme, Eastern Kentucky University

The rhetorical nature of evidence as advocacy in documentary

Chandra Maldonado, North Carolina State University

The rhetoric of criminality, criminal justice policy reform, and stigma in the formerly incarcerated

Susannah Bannon, University of Texas, Austin

Dramatism and Murder

Kailin Regutti, Florida Atlantic University

2611

Thursday 3:30 pm-4:45 pm

Room: Gardenia

When You Aren't An Old White Guy in Academe: Exploring the Challenges Faced by Female Faculty In and Out of the Classroom

Sponsor: Instructional Development Division

Panelists:

Michelle T. Violanti – University of Tennessee

Carolina Rosas Webber – University of South Carolina Upstate

Stephanie Kelly – North Carolina A & T State University

Laura E. Miller – University of Tennessee

Michelle E. Garland – University of South Carolina Upstate

This panel explores the many challenges faced by female faculty in and out of the classroom and in tenured and tenure-track positions. Panelists come from a variety of work environments: teaching- and research-focused institutions as well as traditional and historically black universities. Discussion topics include socialization experiences, teacher-student communication, promotion and tenure processes, roles and expectations, classroom management, Latina experiences, and work/life balance to name a few. The goal of this panel is to share our experiences to not only empower new and upcoming

female faculty but also to encourage all faculty and administrators to create better, more innovative, strategies for training, socialization, and classroom management practices.

2701

Thursday 5:00 pm-6:15 pm

Room: Regency D&E

**Vice President Spotlight Panel:
Innovative approaches to Commemoration, Race, and Place: A Conversation
with Rhondda Robinson Thomas**

Co-sponsors: Applied Communication, Community College, Intercultural Communication, Political Communication, Popular Communication, Rhetoric and Public Address, Ethnography, Philosophy and Ethics of Communication, Association for Communication Administrators, American Society for the History of Rhetoric

Chair: Victoria J. Gallagher, North Carolina State University

Presenter:

Rhondda Robinson Thomas, Clemson University

Respondents:

Dr. Jason Black, University of North Carolina at Charlotte

Dr. Carole Blair, University of North Carolina at Chapel Hill

Dr. Cynthia King, Furman University

Description:

Dr. Thomas will present her work, discussing topics related to how archival research and digital technologies may be employed to excavate histories and places that have been hidden, lost, or covered over; the identification of efficient and effective processes in using the archive (and other materials) to better understand how commemoration and cultural heritage sites -- along with other historical texts -- preserve national and cultural identities, especially in terms of gender, race and class relations, and the innovations in scholarship made possible by partnerships between humanities scholars and colleagues in architecture and design.

Drs. Carole Blair, Jason Black, and Cynthia King will to respond to Dr. Thomas' work, based on the methodological, critical, and theoretical insights they have developed from (and in relation to) their own work.

2801

Thursday 6:30 pm-8:30 pm

Teal Ballroom

SSCA Welcome Reception

DAY 3 FRIDAY

3101
Friday 8:00am-10:00 am
Room: Regency C

87th Annual Southern States Communication Association Breakfast and Business Meeting

Sponsor: Southern States Communication Association

Presiding: Roseann Mandzuik, Texas State University

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

3201
Friday 10:15-11:30
Room: Think Tank@NOMA AV

Exploring Identity, Family Narrative, and Performance

Sponsor: Performance Studies Division

Chair: Montana Smith, Louisiana State University

Fat: A Family Tree
Colin Whitworth, Southern Illinois University

Just Breathe
Montana Jean Smith, Louisiana State University

Grandmama Says
Nicole Constantini, Louisiana State University

Strangers
Les Delgado, Southern Illinois University

Respondent: Brianne Waychoff, Borough of Manhattan Community College, CUNY

Family narratives create a family's group identity and aid in the creation of personal identities. Individuals revisit family stories as a way to teach family history as well as situate personal identities within a larger, societal context. The telling and retelling of these family narratives becomes a performance that shapes and reshapes our language, identity, and experiences. Through the use of personal family narratives, the members of this panel use performance as a way to embody their own family stories and to share that embodiment with others. In a transformative personal performance, the performers fuse together identity, family narrative, and performance.

3202

Friday 10:15-11:30

Room: Studio 220@NOMA B

Rhetorical Innovations in Policy, Law and Order: Burke and the American Political Mind

Sponsor: Kenneth Burke Society

Chair: Ryan McGeough, University of Northern Iowa

The Metaphoric Construction of the Space Frontier: Politics of Scientific Innovation
Alexander Morales, University of South Florida

The (Burkean) Irony of American History: Niebuhr and American Political Realism
Cody Hawley, University of South Florida

What's Love Got to Do with It?': Love as Order in Capitalist Society
Jamie Robb, University of South Florida

Dis-able-ing the ADA: Giving Voice to Disabled Populations with Help from Burke
Max Plumpton, Independent Scholar

Heath Ledger's Joker: A Burkean Hero
Jacob Abraham, University of South Florida
Respondent: David Payne, University of South Florida

3203

Friday 10:15-11:30

Room: Studio 220@NOMA C

Theoretical and Methodological Innovations in Deception Research

Sponsor: Language and Social Interaction Division

Chair: Kelly Morrison, University of Alabama at Birmingham

Whose Choice is it Anyway? Contemplating the Ways in Which Methods and Design Influence Degrees of Freedom in the Production of Deceptive Messages

Kelly Morrison, University of Alabama at Birmingham

Steven McCornack, University of Alabama at Birmingham

Applying the Activation-Decision- Construction-Action Theory of Deception to Understand Development of the Ability to Deceive

Jeffrey J. Walczyk, Louisiana Tech University

The Truth-Default Theory Perspective on Human Deception Detection

Timothy R. Levine, University of Alabama at Birmingham

Culture, Deception, and Cognitive Structure

Elena Bessarabova, University of Oklahoma

Summary:

This panel reviews current theoretical and methodological innovations in three different areas of deception research: deceptive message production, deception detection, and perception of deception. The panelists from two different fields, communication and psychology, will present their most recent findings, and discuss their recommendations for how we should move deception research forward both theoretically and methodologically.

3204

Friday 10:15-11:30

Room: Regency D-E AV

Social & Media Representation and Choices to Communicate Cross-Culturally

Sponsor: : Intercultural Communication Division

Chair: Patrick D. Bennett, Midlands Technical College

Black Patrons Matter: Insight into the Negro Green Social Media Guide

Tracey Vaughan, Old Dominion University

Striving for Universal Content: Transforming the NBA's Visual Nature

Joseph Moss, Georgia State University

Evolution of Racial Representations in Vogue Magazine Advertisements: Women and Whiteness

Elizabeth H. Hurst, University of Tennessee, Knoxville

The Influence of High/Low Context Culture on Choice of Communication Media:
Students' Media Choice to Communicate with Professors in China and the United States
Xiaoxu Yang, University of Alabama
Yi Jasmine Wang, University of Louisville
Margaret D'Silva, University of Louisville

Respondent: Pavica Sheldon, University of Alabama in Huntsville

3205
Friday 10:15-11:30
Room: Regency F

**'A Woman's Place,' With Love from South Carolina, Joseph E. Brown
Southern Colloquium on Rhetoric**

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

Chair: James Darsey, Georgia State University

Panelists:

Ann Burnette, Texas State University

Brandon Inabinet, Furman University

Paul Stob, Vanderbilt University

Sandra J. Sarkela, The University of Memphis

Women's suffrage only made the Senate floor once in the nineteenth century, in 1887. It was fitting that the opposition, against Susan B. Anthony's testimony, was led by a man born locally, in Pickens, South Carolina, Joseph Emerson Brown. In his speech "Against the Women's Suffrage Amendment," as printed in Wrage and Baskerville's American Forum: Speeches on Historic Issues, 1788-1900, Brown uses all of the standard topoi of the era to deny a woman like Anthony her standing, her voice, and her argument.

This year's Southern Colloquium on Rhetoric SCA seminar uses the occasion of Greenville, SC, to take up this more obscure text from South Carolina's most infamous century. With its well-known first female governor today, this location serves a timely opportunity to view the long inventional history of gender in the state, in the southeast, and in the larger national and global culture. Distinguished panelists of women's suffrage, gender politics, nineteenth century culture, and regional history take up this text with brief position statements to spur a conversation. All are invited to participate. As with all good

seminars, our SCoR/SSCA meetings are best when everyone has done the reading and comes prepared to join the discussion. Links to the readings can be found at the SCoR Website: www.southerncolloqrhetoric.net.

3206

Friday 10:15-11:30

Room: Regency G

Innovation Against Oppression

Sponsor: Applied Communication Division

Chair(s): Dr. Michael Waltman, (Co-Chair), University of North Carolina, Chapel Hill
Dr. Kenneth S. Zagacki, (Co-Chair), North Carolina State University

Racist is to Racist Behavior as Rapist is to...: Innovative Communication Resources to Address Sexual Violence & Consent Practices

Nicole T. Castro, University of North Carolina, Chapel Hill

Re-Centering Whiteness: GIRLS

Benjamin Clancy, University of North Carolina, Chapel Hill

(Inter)Playing with Race: Art and Play as Communicative Social Justice Strategies

Daniel Dilliplane, University of North Carolina, Chapel Hill

Queering Black (im) Possibility: Black Lives Matter vs. Blue Lives Matter

Goyland Williams, New York City College of Technology

This round-table panel highlights the work of emerging scholars in the fields of rhetoric, interpersonal communication, and performance studies to investigate the communicative and civic requirements of activist-scholars; special attention is paid to theories of oppression and topics of sexual violence, re-centering whiteness, theater of the oppressed, and social movements.

3207

Friday 10:15-11:30

Room: Regency H

Top Three Papers in Philosophy and Ethics of Communication

Sponsor: Philosophy and Ethics of Communication Interest Group

Chair: Pat Arneson, Duquesne University

*Kierkegaardian Seductions: Ambiguity and Edification in the Student-Teacher Relationship

Andrew F. Herrmann, East Tennessee State University

War within the Margins: A Confrontation between Faith and Reason

Mark Ward Sr., University of Houston-Victoria

Communication Ethics: The Interplay of Cultural Relativism and Cultural Universalism

Ronald C. Arnett, Duquesne University

*Top Competitive Paper in Philosophy and Ethics of Communication

3208

Friday 10:15-11:30

Room: Red Bud A

Rhetoric in the Age of Obama

Sponsor: Rhetoric and Public Address Division

Chair: Patrick G. Wheaton, Georgia Southern University

Droning On: Barack Obama's Definitional Discourse Justifying Procedures for Lethal Operations Outside of War Zones

Stephen J. Heidt, Florida Atlantic University

Race, the Movement and the Bully Pulpit: Barack Obama and Addressing Black Audiences

Andre E. Johnson, University of Memphis

Bringing Visibility to a Broken System: Barack Obama's Visit to El Reno Federal Correctional Institution

Matthew Klingbeil, Georgia State University

"You fit in here:" A Close Textual Analysis of President Barack Obama's Address to the Islamic Society of Baltimore

Matthew Winn, Texas State University, San Marcos

Respondent: Sam Perry, Baylor University

3209

Friday 10:15-11:30

Room: Red Bud B

Innovations in the Ethnographic Gaze: Identity, Space, and Performative Ethnography

Sponsor: Ethnography Interest Group

Chair: Adolfo Lagomasino, University of South Florida

Blue and Green and All Else In Between

Deborah Cunningham Breede, Coastal Carolina University

A Str8 Subject in Mayor Milk's Court – Intersectionality, Archival Queering, and World Making in an LGBTQ Anthology Project

Jason Edward Black, University of North Carolina at Charlotte

Soul For Sale: A Reflection on the NCA Graduate School Fair

Adam Key, Texas A&M University

Queering Space: A Performance of Gender in the Classroom

Cara T. Mackie, Florida Southern College

Respondent: Beth Bradford, Florida Southern College

3210

Friday 10:15-11:30

Room: Red Bud C

Graduate Papers in Public Relations

Sponsor: Public Relations Division

Chair: Amber Smallwood, University of West Georgia

The Contingency Theory of Conflict Management: The Innovative Life and Growth of a Meta Theory of Public Relations

Douglas Wilbur, University of Missouri at Columbia

Crafting a Faculty and Staff Fundraising Campaign: Predictors of Giving, Donor Motivations and Effective Strategies

Piyawan Charoensap-Kelly, University of Southern Mississippi

Talking Tough: The White House Response to the 2013 Government Shutdown

Erik Brooks, University of North Carolina at Charlotte

University Advertising and Universality in Messaging
Stan Diel and Stephen Katsinas, Ph.D., University of Alabama

Respondent: Pam Bourland-Davis, Georgia Southern University

3211
Friday 10:15-11:30
Room: Dogwood

Top Faculty Papers in Political Communication

Sponsor: Political Communication Division

Chair: Larry Powell, University of Alabama at Birmingham

Weighing our options: Unintended ramifications of Michelle Obama's Let's Move first lady initiative

Christine M. Spinetta, University of Texas-Rio Grande Valley
Susan H. Sarapin, Troy University

Fact-checking political candidates: An analysis of PolitiFact patterns 2010-2014*
Joan L. Conners, Randolph-Macon College

Tweet to the Primaries: A Narrative Analysis of Presidential Candidates
J. Scott Smith, Christopher Newport University
Anna Brinkley, Christopher Newport University

Respondent: Barry P. Smith, Mississippi University for Women

Top Faculty Paper *

3212
Friday 10:15-11:30
Room: Magnolia

Wake Me Up Before You Go-Go: Adventures in Survey and Applied Research

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Abby Brooks, Georgia Southern University

The Power of Stigmatizing Language Surrounding Substance Use Disorder
Thomas Johnston, Georgetown College

The Success of Online Dating Versus Traditional Dating Among College Students

Kaitlin Colon, Southern Adventist University

Shaina Rantung, Southern Adventist University

Ashley Rich, Southern Adventist University

Cheyenne Silvers, Southern Adventist University

An Investigation of Bullying Perpetrators and Victims' Usage of Imagined Interactions

Colton Krawietz, Louisiana State University

Promoting Communication within a Learning Environment among Toddlers and

Preschoolers

Christie Johnson, University of Montevallo

Spillover and Cell Phones: The Development of the Digital Single Market in the European Union

Melissa Temple, Furman University and Vesalius College

Respondent: Abby Brooks, Georgia Southern University

3213

Friday 10:15-11:30

Room: Gardenia

The Politics are Dancing: Innovative Work in Political Communication

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Christina Moss, University of Memphis

Narrative Criticism of President Obama's Address on Osama bin Laden

Julie A. Rakowitz, Texas A&M University

Defining Physical Fitness Politically: A Discussion of Image and a Rhetorical Analysis of Political Discourse

Katie Mathewson, Appalachian State University

Mother In Chief: Gender, Hillary Clinton, and the Rhetoric of the 2016 DNC

Lainey Wood, Columbia College SC

Colin Kaepernick Protesting the National Anthem

Nichole West, Schreiner University

Koral Riggs, Schreiner University

Apocalypse to Innovation: Detecting a Shift in Climate Change Rhetoric

John McNair, Appalachian State University

Respondent: Christina Moss, University of Memphis

3301

Friday 11:45am --1:00 pm

Room: Regency D-E

Vice President Spotlight Panel

Communicative Cities in the 21st Century: A Roundtable Discussion and Assessment of Greenville, SC as an Innovative Case Study

Co-sponsors: Applied Communication, Ethnography

This panel features local leaders from the city of Greenville interacting with communication scholars whose work on Urban Communication and related issues/topics provide innovative assessments and innovative opportunities for urban planning, urban infrastructure and urban life. Invited panelist will discuss the potentialities that can emerge from the joining of academic and community organizations and also discuss how communication scholars have and can continue to contribute to conversations related to issues of community well-being, access to resources for all regardless of socioeconomic status, and structures which can produce better civic engagement within and between communities. Topics for this panel include historical and structural developments of Greenville, public transportation and access, economic sustainability efforts and public policy.

Chair/Facilitator: Brandon Inabinet, Furman University

Urban Communication Scholars:

Susan Drucker, Hofstra University

Gary Gumpert, Urban Communication Foundation and Professor Emeritus, Queens College, CUNY

Victoria Gallagher and Max Renner, North Carolina State University

Matthew Matsaganis, State University of New York, Albany

3302

Friday 11:35 am-2:00 pm

Studio 220@NOMA A

Past Presidents' Luncheon

3303

Friday 11:45 am-1:00 pm

Room: Think Tank @NOMA AV

New Parenting Innovations and Some Good Old-Fashioned Stories

Sponsor: Performance Studies Division

Chair: Lyndsay Michalik Gratch, Georgia Gwinnett College

Oh Baby, Baby How Was I Supposed to Know: A Birth Partner's Guide to Negotiating Anxiety, Uncertainty and Masculinity in Case Someone Happens to Ask You
Charles Parrott, Kennesaw State University

Tube: An Accounting of the Quantified Baby
Lyndsay Michalik Gratch, Georgia Gwinnett College

Born into a Metaphor: Inscribing and Incorporating Practices in the CCHD Community
Ariel Gratch, Georgia College & State University

Respondents:

Danielle Dick McGeough, University of Northern Iowa

Loretta Pecchioni, Louisiana State University

This panel demonstrates how storytelling can perform family and open dialogue about the parts of new-parenthood that are often left unspoken. The performers on this panel are all new at doing family, at least in the role of parent. Their stories are political acts of memory and revelation that make visible what other stories hide. Topics include: the medicalization of birth from a father's point of view, technological innovations used to keep a critically ill newborn alive, and the pressure to thrust identities onto children before they can choose their own. The two panel respondents address the performances from performance studies and health communication perspectives. 33

3304

Friday 11:45 am -1:00 pm

Room: Studio 220@NOMA B

Top Papers in Freedom of Speech

Sponsor: Freedom of Speech Division

#DoYourJob: Fairness, Freedom, and the Rhetoric of Victimhood
Christopher J. Vincent, Louisiana State University* (Top Student Paper)

[Rolling] Stone may break my bones, but its words should never hurt me: Can a case of

defamation lead to innovation in communication law?
Susan H. Sarapin, Ph.D., Troy University

Larry the Cable Guy: The Public Advocate of the Anti–Political Correct Free Speech
Crowd
David Dewberry, Rider University

“Taking a Knee” and Other Acts of Symbolic Expression: Gender and Race Constraints in
Colin Kaepernick’s National Anthem Protest
Grant Cos, Rochester Institute of Technology
R. Pierre Rodgers, George Mason University

3305
Friday 11:45 am-1:00 pm
Room: Studio 22@NOMA C

Communication Innovations in Race, Gender, and Identity Theory

Sponsor: Communication Theory Division

Chair: Alison Slade, Faulkner State Community College

An Ethnographic Exploration of the Layered Identities of Syrian Refugees (Top Paper)
Elizabeth H. Hurst, The University of Tennessee, Knoxville
Courtney N. Wright, The University of Tennessee, Knoxville

Counterpublics and the Universal Audience
Aaron Dicker, Georgia State University

A Uses and Gratifications Theoretical Examination of Gender, Race, and Sexual
Orientation in Shondaland

Eletra S. Gilchrist-Petty, The University of Alabama in Huntsville
Kathy Barclay, The University of Alabama in Huntsville

Organizational Identification and the Willingness to Censor College News Media
Christopher Mapp, University of Louisiana at Monroe

A Rhetorical Theory of Identity
Piyawan (Pui) Charoensap-Kelly, University of Southern Mississippi

A More Complete Model Predicting Breastfeeding Intentions?: Combining the Theory of
Planned Behavior and Uses and Gratifications
Elizabeth Johnson-Young, University of Mary Washington

3306

Friday 11:45 am-1:00 pm

Room: Regency F

Top Papers in Mass Communication

Sponsor: Mass Communication Division

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

Trends in Higher Education Communication Tools

Katherine P. Saxon, University of Tennessee

“Four Homegrown Muslim Terrorists on a Mission from Hell”: Law Enforcement Gatekeeping and News Framing of the Newburgh Four

J. Scott Smith and Kyle Angelet, Christopher Newport University

Emotions, Mental Health and Advertising: An Analysis of the Advertising Campaign for Disney/Pixar’s Inside Out

Emma Butterworth, University of North Carolina at Charlotte*

“Paving the Way”: How Newspaper Coverage of Fracking in Florida Supports Fossil Fuels

Alex Huebner and Jennifer Proffitt, Florida State University**

Respondent: Lauren Reichart Smith, Indiana University

*Top Student Paper in Mass Communication

**Top Paper in Mass Communication

3307

Friday 11:45 am-1:00 pm

Room: Regency G

Competitive Papers in Interpersonal Communication

Sponsor: Interpersonal Communication Division

Chair: Gary Beck, Old Dominion University

Health and Relationship Beliefs in Family Discourses about Purity Pledges: Gender, Faith Values, and the Communicative Constitution of Reality
Jimmie Manning, Northern Illinois University

The Stickiness of Weight Stigma: An Examination of Residual Weight Stigma, Stigma Targets, and Willingness to Date
Mary Beth Asbury, Middle Tennessee State University
Jessica M. W. Kratzer, Northern Kentucky University
Thomas M. Brinthaup, Middle Tennessee State University

Toward a Theory of Moral Injury and Relational Framing among Post-deployment Soldiers in Close Relationships: A Preliminary Study
Jennifer A. Samp, University of Georgia
Andrew I. Cohen, Georgia State University

Rejection Sensitivity, Complaint-related Communication, and Relational Satisfaction: A Mediation Analysis
Timothy Worley, Murray State University
Jennifer Samp, University of Georgia

Managing Family Communication Paradigm Shift: Family Members' Cell Phone Use, Affective Responsiveness, Affective Involvement, and General Family Functioning
Thomas Socha, Old Dominion University
Tracey Vaughan, Old Dominion University
Amal Aldawoud, Old Dominion University
Ericha Forest, Old Dominion University
Christian Kendall, Old Dominion University
Brian Patrick Kurisky, Old Dominion University
Amy Matzke-Fawcett, Old Dominion University
Joseph G. Ponthieux, Old Dominion University
Bernard Pruden, Old Dominion University
Ryan Webb, Old Dominion University

Respondent: Linda D. Manning, Christopher Newport University

3308
Friday 11:45 am-1:00 pm
Room: Regency H

**Critical Pedagogical Innovations in the Intercultural Communication Classroom:
Stories of Reflexivity and Praxis**

Sponsor: Intercultural Communication Division

Chair: Chad Nelson, Florida Gulf Coast University

Panelists:

EunYoung Lee, Florida Gulf Coast University

Theon Hill, Wheaton College

Chad Nelson, Florida Gulf Coast University

Billy Huff, University of South Florida, Tampa

Jon Braddy, Florida Gulf Coast University

United by our commitment to practice what Deanna Fassett and John Warren (2007) call critical communication pedagogy, panelists explore both opportunities and obstacles to performing critical communication pedagogy in the intercultural communication classroom. Guided by autoethnographic methodologies, panelists wrestle with how their positionalities mutually inform their pedagogies in the intercultural communication classroom. This panel also opens up a conversation about the use of personal stories to innovate the ways in which we teach and engage in intercultural communication.

3309

Friday 11:45 am-1:00 pm

Room: Red Bud A

Innovation and Interruption: Rhetorical Interventions in Abortion Discourse, 2013-2016

Sponsor: Rhetoric and Public Address Division

Forty-three years after the landmark abortion case, *Roe v. Wade* (1973), America has seen a revitalized conservative campaign to rollback reproductive rights, making abortion one of the most heavily regulated procedures in the United States. The contemporary battle over abortion rights peaked with the June 2016 Supreme Court decision in *Whole Women's Health v. Hellerstedt*, which struck down Texas' House Bill 2, a law that shutdown numerous clinics across the state. In response to increased legislation regulating and limiting abortion access, some filmmakers have released new documentaries to shed light on the impact these laws have on women, doctors, and ability to access abortion care. This panel will explore and critique the rhetorical strategies embedded in both popular and political discourses that have shaped the current political landscape and narratives on reproductive justice. Scholars on this panel are located at southern universities in states where repressive laws and harmful popular representations about abortion abound.

Panelists:

Laura Roberts, North Carolina State University

Kelly M. O'Donnell, University of North Carolina at Greensboro

Molly McCormack, University of Arkansas

Skye de Saint Felix, University of Arkansas

Respondent: Lisa M. Corrigan, University of Arkansas

3310

Friday 11:45 am-1:00 pm

Room: Red Bud B

The Changing Landscape of the Job Market: Preparing Communication Students for the Job Search

Sponsor: Instructional Development Division

Chair: Jacob Metz, Tennessee Tech University

Using Persuasion to Increase Your Marketability?

Michelle T. Violanti, University of Tennessee

Résumé/Vita and the Digital Revolution

Scott Christen, Tennessee Tech University

Dressing to Impress May not Mean a Suit and Tie

Stephanie Kelly, North Carolina A and T State University

Prepare to Impress: Prepping Students for the Job Interview

Colleen Mestayer, Tennessee Technological University

Dealing with Rejection: How to Bounce Back When You Do Not Get the Offer

Christina Williams, North Carolina A & T State University

Dressing for the Masquerade: Balancing Who You Are and Who They Want in the Pursuit of a Position

Michelle Garland, University of South Carolina Upstate

The National Association of College Employers (NACE) Job Outlook for 2016 indicates employers want communication skills. Great news for our majors, but how do we help them put their best foot forward? This panel discusses the changing job market landscape and how to prepare students of various academic degree levels for the job market.

3311

Friday 11:45 am-1:00 pm

Room: Red Bud C

Top Student Papers in Political Communication

Sponsor: Political Communication Division

Chair: Marcus J. Coleman, University of Southern Mississippi

Softer Shades of Propaganda: The Innovation of the Islamic State's Recruitment Rhetoric
Austin Allen, Texas State University

Towards a conflicting Weibo sphere: an entertainment-oriented agenda and networked
political deliberation**

Zhou Shan, University of Alabama

Factors Predicting the Internet Adoption Worldwide: A Longitudinal Analysis between
2000 and 2013

Hongliang Chen, Texas A&M University

The 'War' on Terror and Disease: President Obama's Metaphoric Securitization of Ebola
Logan Gramzinski, University of Georgia

Respondent: Stephanie Martin, Southern Methodist University

Top Student Paper **

3312

Friday 11:45 am-1:00 pm

Room: Dogwood

Gendering Rhetorical Practice

Sponsor: Rhetoric and Public Address Division

Chair: Wendy Atkins-Sayre, University of Southern Mississippi

Approaching the Analysis of Space via the Visual Rhetoric of Lady Justice:
Understanding Jurisprudence Through 'Metonymic Tokens'

Bradley Knox, University of Memphis

Watson's Invitation to the Oppressor: The Implications of Audience on Invitational
Rhetoric

Cassidy D. Ellis, University of Alabama

A Woman's Place: Redefining Republican Motherhood Through Katherine G. Howard's
"On Being a Woman"

Krystal Fogle, Texas A & M University

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

3313

Friday 11:45 am-1:00 pm

Room: Magnolia

We are Living in a Media World: Research on Media and Innovation

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Dean Farmer, Campbell University

Constructing Knowledge Outside of the Education and Medical Systems: Young
Women's Understandings of Pregnancy, Childbirth and Media Representation
Ambria King, Berea College

Survival of the Fittest: Evolution of the Relationship Between Media and the Public
Through Social Media

Katelyn Brooks, Middle Tennessee State University

Beyond an Online Community: Exploring the Role of Social Media in the Formation of
Fan Culture in Sports

Lauren Shear, The George Washington University

Ethical Implications of Blogging in Public Relations Practices

Cierra Seid, College of Charleston

Vanity and Victimization: The Paris Robbery and Media Portrayal of Kim Kardashian-
West

Madeline Bronstein, The George Washington University

Respondent: Dean Farmer, Campbell University

3314

Friday 11:45 am-1:00 pm

Room: Gardenia

Music and Television for the Masses: Innovative Work in Popular Communication

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Jade C. Huell, Columbia College SC

Bitter Sweet *Lemonade*

Cayla D. Jones, Berea College

A Love Song, a Death Rattle, a Battle Cry: I Am a Man, No Matter How You Define It
Patrick "Paddy" Murphy, Florida Gulf Coast University

Risky Parable: A Metaphoric Criticism of The Front Bottoms' song, *Twin Size Mattress*
Juanita Ceyann Boone, West Texas A&M University

Collegiate a Cappella Culture: The Sing Off, Pitch Perfect and the Role of Secondary
Socialization in Creating Strong Cultures
Hannah Star, College of Charleston

Power and Women of Color on Primetime Television
Joy E. Mattocks, Fayetteville State University

Respondent: Jade C. Huell, Columbia College SC

3401

Friday 1:15 pm-2:30 pm

Room: Think Tank @NOMA AV

Innovations in Communication Pedagogy – Platforms, Partnerships, and Praxis

Sponsor: Instructional Development Division

Chair: Christopher J. McCollough, Columbus State University

Applying Praxis in the 21st Century Communication Curriculum: Opportunities,
Challenges, and Examples

Danna M. Gibson, Columbus State University

What is Old is New: Using the Structural Differential Model from General Semantics, and
Other Lessons from Communication, to Train K-20 Educators on 21st Century
Pedagogical Principles

Bridget Markwood, Columbus State University

From the Boardroom to the Classroom: Innovative Community Partnerships bringing

Fortune 500s to the Classroom
Marion Scott, Columbus State University

Service-Learning Spurring Economic Development: Applying Competitive Assessment of
Service-Learning to Achieve Mutual Benefit in Town-Gown Relationships
Christopher J. McCollough, Columbus State University

Experiential Learning and the Online Classroom: Student Perceptions of a Cross-
University, Team-Based Project
Amber K. Smallwood, University of West Georgia
Brigitta R. Brunner, Auburn University

This panel offers a cross-institutional perspective of faculty on community partnerships and bringing praxis to a variety of teaching platforms, contexts, and levels of education, as well as exploring innovative means of evaluation. After a brief discussion of the value of praxis in the classroom, faculty members will discuss how their community partnership development and innovative teaching models. Among the topics covered will be partnership cultivation, partner roles in the classroom, assessment of community-based class projects, and the application of practices to diverse classroom settings, as well as the use of communication principles in reforming public education.

3402
Friday 1:15 pm-2:30 pm
Room: Studio 220@NOMA C

How to Publish a Research Report: The Submission Process

Sponsor: Communication Theory Division

Chair/Facilitator: Fran C. Dickson, Eastern Kentucky University

How to select the appropriate journal
Tina A. Harris, University of Georgia

Tailoring the manuscript to the journal
Amanda Nell Edgar, University of Memphis

Dividing the study/essay into multiple submission
Amy N. Heuman, Texas Tech University

Composing the perfect cover letter
Richard Bello, San Houston State University

Navigating the sticky wicket of authorship credit
Craig O. Stewart, University of Memphis

This “how to” panel will proceed round-table style with brief remarks from the panelists followed by comments across the panel as well as an extensive question-and-answer session with the audience.

3403
Friday 1:15 pm-2:30 pm
Room: Regency D-E AV

Concerns for Administrators from Communication: A Panel Featuring Brian McGee, Constance LeDoux Book and Steven Ralston

Sponsor: Association of Communication Administrators

Chair: Carl Cates, Arkansas State University

Brian R. McGee is Provost and Executive Vice President of Academic Affairs of the College of Charleston. He is a professor of communication and a faculty associate in the Women’s and Gender Studies Program.

Connie LeDoux Book is the Provost and Dean of the College at The Citadel. She also professor and researcher in the field of telecommunications.

Steven Ralston is the Provost and Vice President of Academic Affairs at Morehead State University. He is a professor of communication and a scholar in the field of communication theory and research.

3404
Friday 1:15 pm-2:30 pm
Room: Regency F

Undergraduate Research at Sea as an Innovative High-Impact Educational Practice

Sponsor: Intercultural Communication Division

Chair: Jennifer T. Edwards, Tarleton State University

Panelists:
Jeff Nwidobie, Tarleton State University
Aissa Martinez, Tarleton State University
Christian Rocha, Tarleton State University

David Gillespie, Tarleton State University

Respondent: Karley Goen, Tarleton State University

Through this panel discussion, participants will discover the benefits, disadvantages, and best practices of low-cost, short-term study abroad programming for communication studies students (especially first-generation college students). The three faculty members and seven students traveled to Honduras and Mexico as part of a joint “Travel, Tourism, and Study Abroad” experience focused on undergraduate research. This session will feature several low-cost study abroad options (including cruises), a sample syllabus, the course agenda for each day abroad, best practices, student perspectives of the experience, and how to infuse high-impact educational practices in communication courses. This single-institution panel will provide in-depth knowledge from administrators, faculty, and staff who engage in their experience on their campus.

3405

Friday 1:15 pm-2:30 pm

Room: Regency H

Innovative Social Movements and Innovations in Social Movement Theories

Sponsor: Rhetoric and Public Address Division

“Vote Climate!”: Slogans, Planetary Anxieties, and The Green- Washing of Environmental Politics

Dustin A. Greenwalt, Pennsylvania State University

Rethinking Articulation Theory Through the Podemos Party’s Activist Praxis

Brittany R. Leach, University of Virginia

#blacklivesmatter: Innovations in Social Media, Activism, and World-Making

Jason G. Williamson, University of Georgia

Stigmatization and Social Movements: Mapping the Pro-Choice Fracture in the #ShoutYourAbortion Campaign.

Emily Winderman, North Carolina State University

Respondent: Lee Pierce, University of Georgia

Social movement discourses have provided persistent grounds for generating new rhetorical theories, methods, and areas of inquiry, many of which have influenced the trajectory of the discipline as a whole. With the recent emergence of activism among members of Black Lives Matter, Occupy Wall Street and similar groups across the globe, a variety of Women’s Movement’s, as well as organizations concerned with climate change, our contemporary context provides an important opportunity to evaluate and build

upon these accomplishments. As such, this panel seeks to revisit disciplinary inquiries associated with social movements, develop new scholarly pathways, and interrogate how shifting technological, political, and social contexts enable or constrain these attempts to spur social change.

3406

Friday 1:15 pm-2:30 pm

Room: Red Bud A

Innovative General Education Course Designs

Sponsor: Community College Division

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

Panelists:

Greg G. Armfield, New Mexico State University

Patrick Breslin, Santa Fe College

Nakia Welch, San Jacinto Community College

Whether you are a seasoned instructor in search of different ideas to design your general education class or an instructor new to the classroom, this panel is exactly what you are looking for! The panelists will share innovative course designs for teaching four of the more common classes offered at community colleges across the nation. Panelists will share their successful experiences implementing and offering these innovatively designed courses. These are not individual assignment ideas akin to those available in a GIFTS session, they are (re)design approaches/formats for the entire course!

3407

Friday 1:15 pm-2:30 pm

Room: Red Bud B

Invisible Barriers and Exclusivity in Forensics

Sponsor: Argumentation and Forensics Division

Chair: Keven Rudrow - University of Memphis

Unintelligible Barriers: A Critical Analysis of Racialized and Sexualized Exclusion in Competitive Debate

Christopher J. Vincent, Louisiana State University
Keven J. Rudrow, University of Memphis

English Is Not Enough: Language and Accessibility Within Debate Spaces

Hannah Tabrizi, Valdosta State University
Michael Eaves, Valdosta State University

Competition and Inclusion: Addressing the Needs of People with Disabilities in the
Competitive Forensics

Austin Allen, Texas State University – San Marcos

To Eat or Not to Eat: A Content analysis of Forensic Tournament Invitations

Kevin Bryant, University of Southern Mississippi

3408

Friday 1:15 pm-2:30 pm

Room: Dogwood

New Directions in Political Rhetoric

Sponsor: Rhetoric and Public Address Division

Chair, Dan Grano, University of North Carolina, Charlotte

The Rhetoric of the New Southern Strategy: Rand Paul at Howard University
Ryan Neville-Shepard, University of Arkansas

“I am the NRA”: Values Advocacy and Identification Strategies of the Freedom's Safest
Place Campaign

Liz Ballard, University of North Carolina – Charlotte

Martí's Parrhesia: A Dream Sequestered
Adolfo Lagomasino, University of South Florida

Intersecting Globalization & Security: A Rhetorical Analysis of Free Trade Agreements
Clay Stewart, University of Georgia

The Senator Who Cried “Communist”: Joseph McCarthy and the
“Enemies from Within”

Kelly Williams, Baylor University

Respondent: Dan Grano, University of North Carolina, Charlotte

3409

Friday 1:15 pm – 2:30 pm

Room: Regency G

Exploring Elements of Recent Presidential Campaigns

Sponsor: Political Communication Division

Chair: Kayla Hastrup, Louisiana State University

Barack Obama's Response to the 'Angry Black Man' Race Card: A Critical Analysis of 'A More Perfect Union'

Ronald Lee, University of Nebraska-Lincoln

Aysel Morin, East Carolina University

Slicing the 2016 Campaign News Pie: Front-page election coverage

Joan Conners, Randolph-Macon College

The Presidential Nomination Acceptance Speeches of Donald Trump and Hillary Clinton: Terministic Screens and Antagonistic Worldviews

Jim A. Kuypers, Virginia Tech

John F. Kennedy and Identification in Houston

J. David Trebing, Kent State University

Intensity of Face Threats in the 2008, 2012 and 2016 US Presidential Debates

Edward A. Hinck, Central Michigan University

Shelly S. Hinck, Central Michigan University

William O. Dailey, Central Michigan University

3410

Friday 1:15 pm-2:30 pm

Room: Magnolia

Talk About the Passion: Research on Family and Gender

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Patrick G. Wheaton, Georgia Southern University

The Bravery Deficit: Reshma Saujani's TED Talk on Teaching Young Girls Bravery Rather than Perfection
Meghan Brophy, Furman University

For Better or for Worse: A Generic Criticism of American Family-Centered Sitcoms and Associated Ideological Influence
Lauren Lee, Texas State University

She's the 'Boss'--Not: Rhetoric, Gender and Managerial Styles in *30 Rock*
Ashley Robinson, Columbia College SC

Christmas Letters as Eulogy and Redemption
Stella Childress, Murray State University

Suitable for Adults: An Analysis of *Borrowed Time* Using Narrative Criticism
Kelsey Knight, West Texas A&M University

Respondent: Patrick G. Wheaton, Georgia Southern University

3411
Friday 1:15 pm-2:30 pm
Room: Gardenia

Doctor, Doctor: Research in Innovative Health Communication

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Kathryn E. Anthony, University of Southern Mississippi

'No Sexual Revolution Here': How Birth Control Advertisements Control Consumers
Laura Daley, Transylvania University

Deaf Patient and Healthcare Practitioner Communication: Deaf Patients' Experiences in a Small Southeastern City
Tess LaRie Ellis, University of South Carolina Upstate

"I'm Just Using Everything at My Disposal": A Qualitative Analysis of the Narratives Surrounding Prescription Stimulant Misuse on College Campuses
Gretchen Bauermeister, The George Washington University

Disclosure Patterns Among Gynecologic Patients
Clint G. Graves, The University of Tennessee

Critical Analysis of Fetal Alcohol Spectrum Disorders: Explication and Dissection of Stigma

Taylor E. McKaig, Campbell University

Respondent: Kathryn E. Anthony, University of Southern Mississippi

3501

Friday 2:45-4:00 pm

Room: Think Tank@NOMA AV

Don't Forget to Play: Celebrating the Legacy of Dr. Kelly Taylor

Sponsor: Performance Studies Division

Chair: Rebecca Walker, Southern Illinois University, Carbondale

Panelists

Jay Allison, University of North Texas

Andrea Baldwin, University of Houston- Clear Lake

Garret Castleberry, Oklahoma State University – Oklahoma City

Sharon Croft, Capital University

Dan Heaton, Capital University

Leigh Anne Howard, University of Southern Indiana

Holley Vaughn, University of North Texas

Rebecca Walker, Southern Illinois University

Dr. Kelly Taylor taught for almost twenty years in the Communication Studies department at the University of North Texas. During that time, her work as a performance studies scholar and practitioner made her a vital part of the performance studies field, particularly throughout the southern region of the United States. A former chair of the Performance Studies Division when it was still called the Interpretation Division, Dr. Taylor has a long history of service to SSCA. Although she recently retired, her creative research and mentorship impacted so many members of the Southern States Communication Association's larger community, that this panel was created to honor her lasting influence on multiple generations of communication and performance studies scholar-practitioners. Featuring former students and colleagues, this panel celebrates Dr. Taylor's legacy in performance, through performance.

3502

Friday 2:45-4:00 pm

Room: Studio 220@NOMA C

Innovation is Ruining How I Teach Theory!: A Roundtable Discussion on How Social Media and Technology is Changing the Ways We Explain Older

Communication Theories

Sponsor: Communication Theory Division

Panelists:

John H. Saunders, University of Central Arkansas

Alison Slade, Faulkner State Community College

Christopher Mapp, University of Louisiana at Monroe

Carl Thamelng, University of Louisiana at Monroe

Many of the communication theories that we teach, and are highlighted in most introductory and advanced theory textbooks, were created prior to the invention of the world-wide web and all the following technology that has forever changed how humans communicate. Because these theories are still very workable, we continue to teach them. However, due to technology, our students communicate differently now than most faculty members did when we first learned these theories. This change means that faculty are being forced to find different ways to explain and apply older theories. This roundtable encourages discussion in the innovation of new methods in teaching communication theory with the advent of social media impacting this education and application of theory in the classroom.

3503

Friday 2:45-4:00 pm

Room: Regency D-E

Top Papers in Popular Communication

Sponsor: Popular Communication

Chair: Emily D. Ryalls, Mississippi State University

The Perfect Affair: Ashley Madison's Simulation

Terri Manley, Texas Tech University

"I Didn't See It, but I Know What It's About": The Motion Picture Trailer and Problematic Synecdoche

C. Wesley Buerkle, East Tennessee State University

A Thankless Compromise: You Tube, Uber, Gary Vayherchuk, and the Language of Hustle

John Moist, Baylor University

*Co-opting Voice and Cultivating Fantasy: Contextualizing and Critiquing the A Gay Girl in Damascus Hoax Blog

Gordon Alley-Young, Kingsborough Community College – City University of New York

****Star Trek, Metaphor, and Social Change: An Innovative Approach to Social Commentary in the 1960s and Beyond**
Joseph G. Ponthieux, Old Dominion University

Respondent: Emily D. Ryalls, Mississippi State University

3504
Friday 2:45-4:00 pm
Room: Regency F

Pathos, Public Address, and Political Invention: Advancing Rhetorical Theory & Criticism

Sponsor: Rhetoric and Public Address Division

In the past several years, critics have turned towards the study of emotion in order to expand our understanding of how human social boundaries are made and unmade through rhetorical action. While affect theory has helpfully complicated some of our calcified intellectual traditions, pathos remains an under-theorized resource for critics. To continue addressing this lacuna, our panel focuses on pathos from a number of perspectives ranging from bio-symbolicity to rhetorical history. Each panelist examines pathos as both a vector of critique and a mode of inventional resource, considering the political implications of public emotions and their strategic deployment. This panel suggests that pathos could be a valuable theoretical export to interdisciplinary affect studies insofar as it calls for a consideration of emotional historicity, corporeal materiality, and political invention.

Chair: Emily Winderman, North Carolina State University

“Osama bin Laden’s Angry Rhetoric”
Celeste M. Condit, University of Georgia

“We celebrate our own funeral, the discovery of America: Pathos, Promise, and Constraint in Simon Pokagon’s (Potawatomie) Resistance to the 1893 World’s Fair”
Jason Edward Black, University of North Carolina, Charlotte

“Gendered Empathy and the Rhetorical Production of Disgust: Pathos in the Center for Medical Progress’ Planned Parenthood Videos.”
Emily Winderman, North Carolina State University
Laura Roberts, North Carolina State University

“‘This is Great, but We’re Not Crazy’: NAMI’s Muted Anger at ACA’s Mental Health Stigma”

Sally Spaulding, University of Georgia

Respondent: Kevin Marinelli, Davidson College

3505

Friday 2:45-4:00 pm

Room: Regency G

Innovation vs. Dissolution: A Roundtable Discussion of the 2016 US Presidential Election

Sponsor: Political Communication Division

Chair: Marcus J. Coleman, University of Southern Mississippi

Participants:

Larry Powell, University of Alabama at Birmingham

Melissa M. Smith, Mississippi University for Women

Marcus J. Coleman, University of Southern Mississippi

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

Lauren Reichart Smith, Indiana University

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

Kenny D. Smith, Indiana University

Barry P. Smith, Mississippi University for Women

Patrick G. Wheaton, Georgia Southern University

Panelists will discuss the candidates, issues, strategies, and outcome of the 2016 U.S. presidential election. This election featured a major-party female nominee, a real-estate magnate turned reality-TV star nominee, a historic level of mistrust in both parties' nominees, and an unconventional campaign season that defied easy analysis. Does this election presage innovation or dissolution of the familiar electoral process?

3506

Friday 2:45-4:00 pm

Room: Regency H

Innovations in Supporting Public Engagement with Science: Methodological, Institutional, Educational

Sponsor: Applied Communication Division

Chair: Jean Goodwin, North Carolina State University

Breaking Maslow's hammer: Cross-training public engagement students in rhetoric and

ethnography

Pat J. Gehrke, University of South Carolina

Prosaic voices: Accounting for Vernacular Data in Rhetoric of Science Research

Adam Lerner, The University of South Carolina

Leadership in Public Science at NCSU: An institutional mechanism for integrating research and education in science and in communication

Jean Goodwin, North Carolina State University

Bring the healers, scientists, techies, builders, mathematicians, as well as all others: An institutional center for enhancing (science) communication at TTU

Luke LeFebvre, Texas Tech University

Scientists should improve their public communication efforts; communication scholars should be able to help. This panel reports on the methodological, institutional and educational innovations that promise to allow communication scholars to better support the communication of science to broader publics.

3507

Friday 2:45-4:00 pm

Room: Red Bud A

Innovative Ideas for Helping Students with Language Barriers Navigate the Basic Course

Sponsor: Intercultural Communication Division

Chair: Jill Bergeron, University of Tennessee

Innovative Strategies for Meeting the Needs of International Students

Jill Bergeron, University of Tennessee

Gamification in the ESL classroom: Diminishing speaking anxiety through play

Mary Grace Antony, Schreiner University

Innovation and Basic Communication: An Inductive Pedagogy for Public Speaking

Mark Ward Sr., University of Houston-Victoria

The purpose of this roundtable discussion is to explore creative and innovative ways to help students with language barriers, such as ESL students, succeed in the basic course. So often these students are mainstreamed into the basic course with native speakers and are left behind because of the fast pace of the course and a lack of mastery in the English language. Panelists briefly discuss their experience in this area and offer pedagogical

strategies that have worked for their students; then open the floor for members of the audience to ask questions and contribute their ideas and insights.

3508

Friday 2:45-4:00 pm

Room: Red Bud B

Innovations in Training Graduate Students, Teaching Undergraduates, Curricular Design and Assessment

Sponsor: Instructional Development Division

Chair: Steven McCornack, University of Alabama at Birmingham

Panelists:

Andrew Pyle – Clemson University

Kelly Morrison – University of Alabama at Birmingham

Erin Ash – Clemson University

Beth Goodier – College of Charleston

Jennifer Kopfman – College of Charleston

Jayne L. Violette – University of South Carolina Beaufort

To truly innovate instruction we must consider each dimension influencing delivery. This roundtable provides useful suggestions across each dimension. We begin by exploring how we train graduate students, examining ways to facilitate their comprehension and application of research, and how to use communication theory to enhance instructional techniques. Next, we review the use of group collaboration and internships in undergraduate education. Creative curricular design is considered, with specific suggestions for flexibly streamlining design choices. Finally, we address assessment, describing an innovative approach to individual student assessment that also may be used for program assessment.

3509

Friday 2:45-4:00 pm

Room: Red Bud C

Communication Theory Division Business Meeting

Chair: Shaughn Keaton

3510

Friday 2:45-4:00 pm

Room: Dogwood

Top Papers in Argumentation and Forensics

Sponsor: Southern Argumentation and Forensics Division

Chair: Adam Key, Texas A&M University

The Either/Or Fallacy of Binary Voting in Competitive Academic Debate

Nakia Welch, San Jacinto Community College

Reduction and Decadence: Implications of Reduction on Universalist and Nominalist
Argument

Cody R. Hawley, University of South Florida

#Urban: Student Voices and Conflicting Social Identities in a Critical Ethnography of an
Urban Debate League*

Sara M. Mathis, Auburn University

Forensics and Anthropocentrism: Envisioning a Posthuman Debate Space **

Keven Rudrow, University of Memphis

Hannah Tabrizi, Valdosta State University

Respondent: Forrest Rule, Texas A&M University

3511

Friday 2:45-4:00pm

Room: NOMA B

National Communication Association: Initiatives and Member Resources

Chair: Trevor Parry-Giles, University of Maryland

Participants:

Ron Jackson, NCA First Vice President
Jimmie Manning, NCA Inclusivity Task Force
Kathleen Turner, NCA Inclusivity Task Force
Paaige K. Turner, NCA Executive Director

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. The panel will dedicate time for attendees to share input and ask questions about NCA.

3512
Friday 2:45-4:00 pm
Room: Magnolia

People are People: Innovations in Ethnography, Culture, and Organizations

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Susan Opt, James Madison University

African American Teen and Adolescent Communication in the African American Roller Skating Subculture
Hannah Jobe, Southern Adventist University
Gavin Finch, Southern Adventist University

Up in the Air: A Look into the Positive Effects of Aerial Dance on Self-concept, Self-esteem, and Identity
Caitlyn Anderson, Columbia College SC

Sexual Assault: An Autoethnography about Survivors as a Muted Group
Cassandra B. Weckerly, Berea College

Sporting Gender: Blowing the Whistle on Gendered Communication in the Player-Coach
Devon Walter, Columbia College SC

Newsroom Culture in a Time of Change
Megan Foster, Coastal Carolina University
Lindsey Hanks, Coastal Carolina University

Respondent: Susan Opt, James Madison University

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

It's Not the Rhetoric of Failure: Innovations in Theory and Rhetoric

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Richard Leeman, University of North Carolina, Charlotte

The Constitutive Rhetoric of Daniel Webster's Reply
John Michael Kauth, Florida Gulf Coast University

Beyond the Utilitarian Principle: Tragic Oedipus, Farcical Christ, and Prosthetic Hamlet
Austin D. Burke, University of Hawai'i at Mānoa

Chris Murphy's Filibuster on Guns: An Effective Narrative for Change
Natalie Swimmer, Furman University

Dying to Live: Challenging the Rhetoric of Gendered Motivation in Suicide Bombing
Dina Hamadi, University of Houston

Somos España: Building a New Spanish Identity
Lakelyn Taylor, University of Southern Mississippi

Respondent: Richard Leeman, University of North Carolina, Charlotte

3601

Friday 4:15-5:30 pm

Room: Regency D-E

Vice President Spotlight Panel – Communication and Innovation in Presidential Campaigns: A Conversation with Michael McCurry

Co-Sponsor: Community College, Political Communication, Popular Communication, Rhetoric and Public Address, (Southern) Argumentation /Forensics, Kenneth Burke Society, Philosophy and Ethics of Communication

Moderator: Mary Stuckey, Georgia State University

Featured Guest: Michael McCurry, Distinguished Professor of Public Theology at Wesley Seminary and former White House Press Secretary

Panelists:

Navita Cummings James, University of South Florida

Jennifer Mercieca, Texas A&M University

Kenneth Zagacki, North Carolina State University

Description: This panel will feature Mike McCurry, currently Distinguished Professor of Public Theology at Wesley Seminary, former press secretary for President Bill Clinton, and current head of the presidential debate commission, in conversation with presidential, rhetorical and media studies scholars (including Drs. Jennifer Mercieca, Kenneth S. Zagacki, and Navita Cummings James) to provide a post mortem reflection on the communication innovations and challenges that characterized the 2016 presidential campaign. Topics will include comparing and contrast strategies of past presidential campaigns with recent approaches, as well as assessment of the measures taken to represent a collective understanding of a candidate's identity. This is a moderated discussion with Dr. Mary Stuckey serving as moderator.

3602

Friday 4:15-5:30 pm

Room: Think Tank @NOMA AV

The 2017 Multimedia Production Showcase

Moderator: Barry P. Smith, Mississippi University for Women

The 2017 Multimedia Production Showcase highlights student works from video production and media design courses. These works are presented as pedagogical examples to spur discussion and innovation in such courses. The producers and/or course instructors for various works will discuss the background of each work and how it fits into a production curriculum. Projection equipment will be required for this panel.

3701

Friday, 5:45-7:00 pm

Room: Studio 220@NOMA Think Tank

Kenneth Burke Society Business Meeting

3702

Friday 5:45-7:00 pm

Room: Regency F

Popular Communication Division Business Meeting

3703

Friday 5:45-7:00 pm

Room: Regency G

Performance Studies Division Business Meeting

3704

Friday 5:45-7:00 pm

Room: Regency H

Philosophy and Ethics in Communication Interest Group Business Meeting

3705

Friday 5:45-7:00 pm

Room: Red Bud A

Political Communication Division Business Meeting

3706

Friday 5:45-7:00 pm

Room: Red Bud B

Instructional Development Division Business Meeting

3707

Friday 5:45-7:00 pm

Room: Red Bud C

Language and Social Interaction Division Business Meeting

3708

Friday 5:45-7:00 pm

Room: Dogwood

Public Relations Division Business Meeting

3709

Friday 5:45-7:00 pm

Room: Magnolia

American Society for the History of Rhetoric Business Meeting

3710

Friday 5:45-7:00 pm

Room: Gardenia

Association of Communication Administrators Business Meeting

DAY 4
SATURDAY

4101
Saturday 8:00 am—9:15 am
Room: Regency C

Theodore Clevenger, Jr. Undergraduate Honors Conference Breakfast

Presiding: Jason Munsell, Vice President-Elect

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

4102
Saturday 8:00 am--9:15 am
Room: Think Tank@NOMA AV

TOO PERFECT?: The Cyborg Who Schooled Me (An Original, Site-Specific play)

Sponsor: Performance Studies Division

Chair: David Burke, Greenville Technical College

Director: David Burke, Greenville Technical College

Performers: Carli Gaughf, Greenville Technical College
Bobbi Lee, Greenville Technical College
David Burke, Greenville Technical College
Rebecca Ferguson, Greenville Technical College
Dan Robbins, Greenville Technical College

4103
Saturday 8:00 am--9:15 am
Room: Studio 220@NOMA B and C

GIFTS: Great Ideas For Teaching Students

Sponsor: Community College Division

Chair: Monette Callaway, Hinds Community College

Building A Promotional Campaign
Andrew S. Pyle, Clemson University
D. Travers Scott, Clemson University

Isn't That Pinteresting?: Innovating with Pinterest to Broaden Course Impact
Laurie D. Metcalf, Blinn College

Playing Cards For Status
Jill Stapleton Bergeron, University of Tennessee

Using TED Talks to Teach Outlining
Jay Pedregosa, Blinn College
Melissa Meek, Blinn College

Teaching PowerPoint as a Visual Aid to Create Study Guides
Stephanie Kelly, North Carolina A & T University

#Communication: Making Class a Social Media Experience
Nakia Welch, San Jacinto Community College

4104
Saturday 8:00 am-9:15 am
Room: Regency D-E AV

Entertainment and Representation in Popular Culture

Sponsor: Popular Communication

Chair: Danielle E. Williams, Georgia Gwinnett College

“She Invited Other People to that Space”: Social Justice and Place in Beyonce’s
Lemonade Audience Communities
Amanda Nell Edgar, University of Memphis
Ashton Toone, University of Memphis

‘Cause Stone Cold Said So: Austin 3:16 as Prophetic Aphorism
Adam Key, Texas A&M University

Astral Projections on being Haunted by Ghosts from the Future
Kevin Ells, Texas A& M University-Texarkana

The Supercam Mythology and Cam Newton’s Performance of Blackness: The
Controversial Superbowl 50 Post-Game Press Conference

Serena Daya, Wake Forest University

Respondent: Danielle E. Williams, Georgia Gwinnett College

4105

Saturday 8:00 am--9:15 am

Room: Regency F

Advances and Innovations in Rhetoric and Religion

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

Chair: Vernon Ray Harrison, Central Alabama Community College

“An Abominable Conclave of Negro Hating Demons”: Bishop Henry McNeal Turner, the Supreme Court and the Plessy Decision
Andre E. Johnson, University of Memphis

Ethical Innovation in Religious Rhetoric: First Peter’s Challenge to Household Codes
Steven Tramel Gaines, University of Memphis

The Jeremiah Wright Controversy, Obama’s Loss of Religious Identity, and Rhetorical Invention
Sam Perry, Baylor University

Evolution and Creation: A Civilized Debate?
Andrew Judson Hart, University of Georgia

Respondent: Laura Alberti-Strait, University of Southern Mississippi

4106

Saturday 8:00 am--9:15 am

Room: Regency G

Targeting, Organizing, & Resisting: Stakeholders and Group Communication

Sponsor: Applied Communication Division

Chair: Carrie Reif, University of Southern Mississippi

SnowedOut Atlanta: Examining the Development of Digital Emergent Citizen Groups

Meredith Morgoch, Clemson University

Andrew S. Pyle, Clemson University

Brandon Boatwright, Clemson University

They're With Us: Bullying and the Role of Group Affiliation

Trevor Setvin, Community College of Baltimore County

Young Millennials and Food Companies: Product Purchasing and Word of Mouth Behaviors

Sadie Moore, University of Arkansas

Kelly W. Conley, University of Arkansas

Zeyu Lu, University of Arkansas

Myria W. Allen, University of Arkansas

Pins and Publicity: Exploring Public Relations Best Practices for Pinterest

Cathlin V. Clark-Gordon, West Virginia University

Andrew S. Pyle, Clemson University

Respondent: Marjorie Buckner, Texas Tech University

4107

8:00 am--9:15 am

Room: Regency H

Family Conversations and Unique Interactions

Sponsor: Interpersonal Communication Division

Chair: Josh Pederson, University of Alabama

Mothers' Beliefs about the Importance and Impact of Family Sexual Communication

Katrina L. Pariera, George Washington University

Family, Identity and Home: Retrospective Narratives of Child Immigrants

Linda D. Manning, Christopher Newport University

Heather L. Bridges, The Virginia Gazette

A Silver Lining: A Quantitative Study of the Relationship between Personality Factors and Post Traumatic Growth Following the Death of a Spouse.

Carrie L. West, Schreiner University

Grandparents and Grandchildren at Play: Video Games as Conduit for Family

Communication

Sanela Osmanovic, Louisiana State University
Loretta Pecchioni, Louisiana State University

Respondent: Thomas Socha, Old Dominion University

4108

Saturday 8:00 am--9:15 am
Room: Red Bud A

Prisons and the Public: Criminal Justice Rhetoric and its Political Consequences

Sponsor: Rhetoric and Public Address Division

Chair: Ryan Kor, University of Georgia

#KellyOnMyMind: Religion and Gender Discourse in Capital Punishment
Abolitionist Campaigns
Jason G. Williamson, University of Georgia

Searching for a National Community: Barack Obama's Rhetoric on Race and Prison
Reform
Matthew Klingbeil, Georgia State University

Race, Mass Incarceration, and the Book Review: A Genre Analysis of Reform
Scholarship Debates
Sara Baugh Harris, University of Denver

The Visible Criminal and the Specter of Willie Horton: Changing Perspectives of
Justice within the Civic Imaginary
Emily Kofoed, University of South Carolina Upstate

This panel considers public rhetoric about U.S. prisons and the people within the
prison-industrial complex. In looking to criminal justice discourse in presidential rhetoric,
social media, and literature, these papers consider the role of correctional facilities in
shaping society and culture.

4109

Saturday 8:00 am--9:15 am
Room: Red Bud B

The Need for Innovation in Crafting Educational Responses to Terror Strikes

Sponsor: Intercultural Communication Division

Chair: Todd Lee Goen, Christopher Newport University

Panelists:

Todd Lee Goen, Christopher Newport University

Joy L. Hart, University of Louisville

Linda D. Manning, Christopher Newport University

Nina-Jo Moore, Appalachian State University

Kandi L. Walker, University of Louisville

Terror attacks during the 2015-2016 academic year required many intercultural and education abroad programs to craft messages addressing fears for safety and security. This panel will explore concerns communication scholars working in a variety of intercultural capacities must consider when crafting messages to address these fears. Specifically, the panel will address the roles of media coverage in creating barriers to intercultural understanding, institutional concerns regarding intercultural programs, and a potential lack of intercultural competence amongst the target for the messages. The panel will also address the need for innovative strategies to ensure messages create greater intercultural awareness and understanding while simultaneously addressing concerns raised by parents, students, administrators, etc.

4110

Saturday 8:00 am--9:15 am

Room: Red Bud C

Is Perception Reality? A Look at How Perception Shapes Our Thinking, Actions, and Innovative Practices

Sponsor: Ethnography Interest Group

Chair: Christine S. Davis, University of North Carolina at Charlotte

Augmenting Singularity through 360 Video

William Allen, Florida Southern College

Bounce Back Discourse: The Significant Connection Between Communication and Resilience

Pamela Dykes, Florida Southern College

The Iron Will in Fitness

Beth Bradford, Florida Southern College

Portrayals of the Middle East from Abroad: The Truth and the Lies

Theresa MacNeil, Florida Southern College

Respondent: Deborah Cunningham Breede, Coastal Carolina University

4111

Saturday 8:00 am--9:15 am

Room: Magnolia

Incorporating Free Speech in the Curriculum

Sponsor: Freedom of Speech Division

Chair: Grant Cos, Rochester Institute of Technology

Free Speech in the Basic Course

David R. Dewberry, Rider University

Free Speech in Organizational Communication Courses

Rebekah L. Fox, Texas State University

Free Speech in Political Communication Courses

Ann Burnette, Texas State University

Free Speech in the Journalism Courses

Mark Grabowski, Adelphi University

Free Speech in the Methodology Courses

Stephen A. Smith, University of Arkansas

Free Speech in the Communication Ethics Courses

Pat Arneson, Duquesne University

4112

Saturday 8:00 am--9:15 am

Room: Gardenia

Politics as Story Telling

Sponsor: Political Communication Division

Chair: Marcus J. Coleman, University of Southern Mississippi

Narrativizing the Iraq Surge: A Rhetorical History
John P. Banister, University of Georgia

Donald Trump and the (De)Evolution of the Strict Father in Conservative Political
Rhetoric
Nick Rangel, Houston Community College

Instagram, Hillary Clinton, and Femininity: Examining Follower Preferences in Social
Media
Krystal Fogle, Texas A&M University

Respondent: Melissa M. Smith, Mississippi University for Women

4201
Saturday 9:30 am-10:45 am
Room: Think Tank @NOMA AV

Innovations in Teaching Public Speaking: Digital and Critical

Sponsor: Instructional Development Division

Avoiding a Faustian Bargain: Using Critical Communication Pedagogy in the Required
Public Speaking Course
Juliane Mora, University of Tampa

Transforming the Pedagogy of the Basic Course: A Team-Based Learning Approach
Luke LeFebvre, Texas Tech University

Public Speaking in the 21st Century: Leveraging the Digital for Rhetorical Excellence
Davis W. Houck, Florida State University

Rhetorical innovation for the digital era: Meeting the civic/commercial duties through
online pedagogy
Pat J. Gehrke, University of South Carolina

This panel presents the research of four active teacher-scholars proposing and practicing major innovations in teaching public speaking. These papers present not only practical guidance on how the course can better serve its mission in our current age, but also macro-level reorganizations and reorientations of the course. These innovations together indicate the beginning of a revolution in how we think about and teach one of our discipline's most important and most common courses

4202

Saturday 9:30 am-10:45 am

Room: Studio 220@NOMA B and C

GIFTS: Great Ideas For Teaching Students

Sponsor: Community College Division

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

Understanding How We Present Ourselves to Others: An Exercise in Identity Management

Jacob Metz, Tennessee Technological College

The Passion Speech

Steven Herro, College of Southern Nevada

Two Truths and a Lie—Increasing Student Interaction with Professor and Peers During the First Weeks of Class in Blended and Online Classes

Ruth Martin, Blinn College

Lights. Camera, Communicate: Assigning Student Videos to Build A Learning Community in a Hybrid or Online Communication Course

Anne O. Campbell, Penn State Erie, The Behrend College

Pinterest Visualization and Audience Analysis Assignment

Scott A. Eldredge, Western Carolina University

4203

Saturday 9:30 am-10:45 am

Room: Regency D-E AV

On the Frontiers of Feminism: Contesting Post-Feminist Rhetoric and Gender Performativity in Popular Culture

Sponsor: Popular Communication

Chair: Cynde Carrico Rausch, Florida Atlantic University

Bits and Bites of Play: An Exploration of the Online Paratextual Practices Surrounding Female Gameplay of Telltale's The Walking Dead (2012)

Kristina Bell, High Point University

A Woman's Place in the Octagon: Audience Reception of Gender and Sexuality as Depicted in Representations of Female UFC Fighters
Temiela Blackman, Independent Scholar

#FarmHer and the Hybrid Rhetoric of the 21st Century Female Farmer
Krystin Gollihue, North Carolina State University

The Frontier and the Rhetoric of Gender Performativity in Early 20th Century Visual Culture
Chandra Maldonado, North Carolina State University

Respondent: Cynde Carrico Rausch, Florida Atlantic University

4204
Saturday 9:30 am-10:45 am
Room: Regency F

Panel in Honor of Outstanding Scholar in Communication Theory: Courtney N. Wright

Sponsor: Communication Theory Division

Chair: Christopher Mapp, University of Louisiana at Monroe

This program honors Dr. Courtney Wright for her contributions to our knowledge and understanding of communication theory. Dr. Wright's research program focuses on relational communication and conflict in close relationships and instructional settings. She is primarily interested in manifestations of the darker sides of human interaction in social influence, social confrontation, and paradoxical forms of communication (e.g., the silent treatment, teasing behavior).

Please join us as we celebrate Dr. Wright's accomplishments.

4205
Saturday 9:30 am-10:45 am
Room: Regency G

Top Papers in Applied Communication

Sponsor: Applied Communication Division

Chair: Kathryn E. Anthony

Emotions and Organizational Citizenship Behavior: Exploring the Emotional Predictors of Interpersonal OCB*

Emily Paskewitz, University of Tennessee

Family Caregiver Communication in the ICU: Toward a Relational View of Health Literacy

Mandy Young, University of Memphis

Elizabeth Stephens, Middle Tennessee State University

Joy Goldsmith, University of Memphis

Dress for Their Success: Thematic Analysis of Gender Bias Dress Codes**

Anna-Carrie Beck, The University of Kentucky

Communicating an Elimination Diet

Madison Ray, Armstrong State University

Respondent: Raymond R. Ozley, University of Montevallo

*Top Faculty Paper

** Top Student Paper

4206

Saturday 9:30 am-10:45 am

Room: Regency H

Top Papers in the History of Rhetoric

Sponsor: American Society for the History of Rhetoric Interest Group

Chair: Jefferson Walker, University of Alabama at Birmingham

The Readiness Paradigm: An Innovative Approach to Rhetorical Education from Classical Sources

Thomas Duke, University of Alabama

The Manhattan Project National Historical Park: Technofetish Tourism at the Hanford B-Reactor

Wade Walker, Auburn University

A Public without Community? Toward a Rapprochement of Two Critical Concepts**

Cody R. Hawley, University of South Florida

Money Matters: Rhetorics of Money and the Criticism of Economic Discourse*

William O. Saas, Louisiana State University

Respondent: Melody Lehn, University of South Carolina, Extended University

*Top Paper

**Top Student Paper

4207

Saturday 9:30 am-10:45 am

Room: Red Bud A

Top Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address Division

Chair: Lisa M. Corrigan, University of Arkansas

Irony in Charleston: Barack Obama's Eulogy for Clementa C. Pinckney, June 26, 2015
Scott Anderson, Arkansas State University*

"Dumbing" the Jocks: Exploring Opportunities for Nonverbal Athlete Protest Rhetoric
Meredith Bagley, University of Alabama

Performing Late Liberal Prudence: Rehnquist and Due Process
Tim Barouch, Georgia State University

Sirleaf's Rhetorical Transformations during Liberia's Ebola Crisis
Julia Spiker, University of Akron

Respondent: Kevin Marinelli, Davidson College

*Top Paper

4208

Saturday 9:30 am-10:45 am

Room: Red Bud B

Top Papers in Interpersonal Communication

Sponsor: Interpersonal Communication Division

Chair: Fran C. Dickson, Eastern Kentucky University

Transgenerational Patterns of Communication Orientations and Depression among

Mothers and Adult Children*

Timothy Curran, University of Georgia
Jennifer A. Samp, University of Georgia,
Anastacia Janovec, University of Georgia

Memorable Messages and the Evaluation of Relational Transgressions
Nathan Miczo, Western Illinois University

Nonverbal Politeness Scale: Development and Validation
Andrew C. Tollison, Merrimack College
Kenneth J. Levine, Michigan State University
Abby M. Brooks, Georgia Southern University
Mary Beth Asbury, Middle Tennessee State University

A Proposed Model of College Students' Mental Health Help-Seeking Attitudes and Intentions**

Jacob J. Matig, University of Kentucky
Michele K. Olson, University of Kentucky
Sarah E. Sheff, University of Kentucky
Chelsea L. Woods, University of Kentucky

Respondent: Carrie L. West, Schreiner University

*Top Paper

** Top Student Paper

4209

Saturday 9:30 am-10:45 am

Room: Red Bud C

Construction of the “Other” through Influence, Writing, and Recruitment Interculturally

Sponsor: Intercultural Communication Division

Chair: Ramesh N. Rao, Columbus State University

Covering Others: For what purpose, and with what intent?

Ramesh N. Rao, Columbus State University

Persuasive Tactics of the STOP ERA Campaign: Gaining Compliance through the Six Principles of Influence

Kayla J. Hastrup, Louisiana State University

Social Media Practices and Intercultural Communication for Employee Recruitment in the Cruise Industry

Jennifer T. Edwards, Tarleton State University

Travel journalism as global media discourse: Constructions of the “other” in travel writing
Philip S. Poe, Mississippi State University

Respondent: Mary Grace Antony, Schreiner University

4210

Saturday 9:30 am-10:45 am

Room: Dogwood

Free Speech Issues: Societal Stasis and Flux

Sponsor: Freedom of Speech Division

Chair: Pat Arneson, Duquesne University

The Public Platform as Fundamental to Freedom of Expression: Access to the Opportunity to Influence

Pat Arneson, Duquesne University

Hyper Vigilance or Hyper Vigilantism: Why is the Press Preoccupied with Clinton Scandals?

David R. Dewberry, Rider University

Cacophony of Gunfire: Competing Frames of Campus Carry Discourse

Rebekah L. Fox, Texas State University and Ann E. Burnett, Texas State University

The Importance and Necessity of Primary Research in Researching Free Speech and Politics

Stephen A. Smith, University of Arkansas

4211

Saturday 9:30 am-10:45 am

Room: Magnolia

***Clevenger Panel One: Top Papers in Media and Popular Communication**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Brandon Inabinet, Furman University

Law & Order: SVU, Rape Culture, and the Rhetoric of Guilt
Palmer Reynolds, Columbia College SC

The Bro Code: Masculinity Construction and Communication in *How I Met Your Mother*
Cameron Brown, The University of Memphis

A Rhetorical Criticism of M.I.A.'s "Borders"
Mollie Murphy, North Carolina State University

Piper Chapman: How Performativity and Intersectionality Interact within the Women-In-Prison Genre
Kennedy Wilks, University of North Texas

Tracing Narrative Blueprints: How Audience Lines Allow for Map Projections to Become Reality
Estefania Castro, North Carolina State University

Respondent: Brandon Inabinet, Furman University

*This year, the UHC Top Paper panels are designated as Clevenger Panels. Each student presenting on these panels is recognized as a Clevenger Scholar.

4212
Saturday 9:30 am-10:45 am
Room: Gardenia

Everybody Wants to Rule the World: Research in Innovative Political Rhetoric and Nationalism

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Kellie W. Roberts, University of Florida

Decent Exposure: An In-Depth Analysis of David Horsey's Political Cartoon
Olivia Rudiak, North Carolina State University

Social Media and Its Effects on the 2016 Presidential Election
Victoria Newbill, Flagler College

I Want to Thank You for What I Have Done and What I Will Do
Tim Hare, Georgia Southern University

The Fabled Fabric
Sarah Mohr, Furman University

Communication as a First Lady: Anticipating the Style of Melania Trump
Anna Bundy, Appalachian State University

Respondent: Kellie W. Roberts, University of Florida

4301
Saturday 11:00 am-12:15 pm
Room: Think Tank@NOMA AV

Top Student Papers in Performance Studies

Sponsor: Performance Studies Division

Chair: Danielle Dick McGeough, University of Northern Iowa

Trapped in A Doll House: How Nora's Slammed Door Left the Men Behind
Naomi Bennett, Louisiana State University

Reflexive Intersectionality
Anna Marsden, University of North Texas

Finding my Front Porch: An Autoethnography of Performing Intersections of Queer and
Regional Identity
Colin Whitworth, Southern Illinois University, Carbondale

Hermanas del Arte, Sisters of Art
Olivia G. Perez-Langley, Angelo State University**

Coping with Cancer's Narrative Uncertainty: A Narrative and Performative Model for
Coping with Cancer
Patrick E. McElearney

Respondent: Danielle Dick McGeough, University of Northern Iowa

4302
Saturday 11:00am --12:15 pm
Room: Studio 220@NOMA B and C

GIFTS: Great Ideas For Teaching Students

Sponsor: Community College Division

Chair: Frances E. Brandau, Sam Houston State University

Who Made Up These Rules?: Understanding the Rules of Family Communication

Isaac Evans, Tennessee Technological University

Scott Christen, Tennessee Technological University

The Empathy Map: An Innovative Approach for Teaching Students Communication Skills

Courtney R. Brazile, Eastfield College

Mary F. Forrest, Eastfield College

Innovative Ideas from the Cult Classic Motion Picture Friday: Persuasion Theory as

Taught by “Professor Smokey”

S. Brad Bailey, Mississippi Gulf Coast Community College

Using Jimmy Carter’s Call to Action to Increase Awareness of Issues Facing Women and Girls

Mary Carver, University of Central Oklahoma

Innovation and Creativity in Video and Audio: how Film and T.V. Clips Craft Communication Learning

Beau Foutz, Alcorn State University

4303

Saturday 11:00am --12:15 pm

Room: Regency D-E AV

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

Chair: Linda Levitt, Stephen F. Austin State University

The Politics and Potentialities of Queer Decorum: Exploring Gabriel García Román’s

Queer Icons

Megan Elizabeth Morrissey, University of North Texas*

The Best of All Worlds: Containing Miley Cyrus through the (White) Male Gaze

Montana Jean Smith, Louisiana State University**

Transing Communication Education: A Chorus of Voices for Innovating Transgender Pedagogy

Jamie Capuzza, University of Mount Union

Leland G. Spencer, Miami University

E. Tristan Booth, Arizona State University

Lucy Miller, Texas A&M University
T.J. Billard, University of Southern California
Sarah Jones, Arizona State University
Matthew Heinz, Royal Roads University

Camping the “Post-” on *Scream Queens*
Emily D. Ryalls, Mississippi State University

*Outstanding faculty paper
** Outstanding student paper

4304
Saturday 11:00am --12:15 pm
Room: Regency F

Discourses of Hate

Sponsor: Language and Social Interaction Division

Chair: Caroline E. Sawyer, University of South Carolina - Beaufort

Rhetoric, Race, and the Reconstruction of Black Lives Matter as a Hate Group
Andre E. Johnson, University of Memphis

Patriarchy in Sheep’s Clothing: Hillary Clinton, Liberal Women, and Discourses of Hate
Melody Lehn, University of South Carolina, Extended University

Donald Trump and Hitler: How Modern White Nationalists Perceive ‘The Donald.’
Claire D. Rhodes, Florida State College at Jacksonville

Discourses of Race/ism in the 2016 Presidential Campaign
Craig O. Stewart, University of Memphis

Respondent: Amanda Nell Edgar, University of Memphis

Summary:

From the rise of Donald Trump and Hillary-bashing in the 2016 presidential campaign, to the backlash against anti-racist movements such as Black Lives Matter, hate has been a salient feature of U.S. public discourse in the past year. Drawing on critical and rhetorical discourse studies perspectives, the presenters on this panel will analyze how conservatives attempt to reframe the Black Lives Matter as a hate group, how liberal women enact “Hillary-hate,” how White Nationalists respond to Trump’s political discourse, and how Trump and Clinton make and respond to accusations of racism.

4305

Saturday 11:00am --12:15 pm

Room: Regency G

Social Norms and Mores: Papers on Health Communication

Sponsor: Applied Communication Division

Chair: Cathlin V. Clark-Gordon, West Virginia University

Why Do People with Diabetes Adapt or Avoid eHealth?: A Qualitative Approach towards Examining Communication Patterns

Grace Ellen Brannon, Texas A&M University

E-cigarette Users: Better Health through Vaping?

Clara G. Sears, University of Louisville

Joy L. Hart, University of Louisville

Kandi L. Walker, University of Louisville

Alexander S. Lee, University of Louisville

S. Lee Ridner, University of Louisville

Rachel J. Keith, University of Louisville

Coping with Stress through Humor in Emergency Medical Services

Brian Perna, The University of Southern Mississippi

Daily communication and eating: exploring media use, parental rules and peer influence on minority children's healthy eating

Xueying Zhang, University of Alabama

Kim Baker, University of Alabama

Sarah Pember, University of Alabama

Kim Bissell, University of Alabama

Respondent: Rebekah L. Fox, Texas State University

4306

Saturday 11:00am-12:15 pm

Room: Regency H

Contemporary Issues in Free Speech

Sponsor: Freedom of Speech Division

Chair: R. Pierre Rodgers, George Mason University

Laura Brown, University of Kentucky
Pat Arneson, Duquesne University
Stephen A. Smith, University of Arkansas
Susan H. Sarapin, Troy University
Chandra Maldonado, North Carolina State University
Grant Cos, Rochester Institute of Technology

4307
Saturday 11:00am --12:15 pm
Room: Red Bud A

Top Student Papers in Rhetoric and Public Address

Chair: Lisa M. Corrigan, University of Arkansas

Forgetting Stonewall: Public Memory and the Loss of Militancy in Queer Activism
Jeff Nagel, Baylor University **

“An Awesome Responsibility to Withstand her Barrage”: William F. Buckley, Jr. and the
Conservative Critique of Higher Education
John Moist, Baylor University

“The Role of Cold War Nostalgia in the Senate Armed Services Committee Hearing on
‘Global Challenges and the U.S. National Security Strategy.’”
Breena Brockmann, University of Georgia

“Father Charles E. Coughlin's "Menace of The World Court" Speech and the Mobilizing
Role of Fear in Depression Era Rhetoric”
Milene Ortega, Georgia State University

Respondent: Stephen J. Heidt, Florida Atlantic University

4308
Saturday 11:00am --12:15 pm
Room: Red Bud B

**Stop!: We Have Explored Innovative Approaches to Apprehension, Emotions, and
the Public Speaking Curriculum...and the Results are in!**

Sponsor: Community College Division

Chair: Steven Herro, College of Southern Nevada

Exploring Communication Apprehension Among College Students

Colin Croat, Western Carolina University

Candy J. Noltensmeyer, Western Carolina University

Suzon Hawley, Western Carolina University

Association Among Community College Students' Technology Apprehension and
Achievement Emotions in Developmental Education Courses

Sara G. Crocker, Clemson University

Joseph P. Mazer, Clemson University

An Integrally Informed Approach to the Public Speaking Curriculum

Patrick Breslin, Santa Fe College

Respondent: Nakia Welch, San Jacinto Community College

4309

Saturday 11:00am --12:15 pm

Room: Red Bud C

Top Papers in the Kenneth Burke Society

Chair: Ryan Erik McGeough, University of Northern Iowa

Floor Debates of the 1910 Mann Act: A Contest of Scene and Agent

Ben Swenson-Weiner, Texas State University

Skyrim and Immersion into the Scene: Kenneth Burke and Environmental Potential

Within Role-Playing Video Games

Sam Watson, Baylor University

Bloody Bogalusa and the Fight for a Bi-Racial Lumber Union: A Study in the Burkean
Rebirth Cycle

Josie A. Burks, University of Alabama

Rejecting the 'New South': Ida B. Wells's New Moral Order for Civil Rights*

Anna M. Dudney Deeb, University of Georgia

I, Soldier: The Military Mythos of the TALOS Project**

Johanna M. Broussard, Louisiana State University

*Top Student Paper in the Kenneth Burke Society

**Top Paper in the Kenneth Burke Society

4310

Saturday 11:00am --12:15 pm

Room: Dogwood

Creating and Sustaining a Student-Run Social Media Research Institute: Benefits, Opportunities, and Supports, a Roundtable Discussion

Sponsor: Public Relations Division

Chair: Jennifer Edwards, Tarleton State University

Participants:

Jeff Nwidobie, Tarleton State University

Nwidobie is an undergraduate student majoring in engineering at Tarleton State University. He serves as the Executive Social Media Coach for the Texas Social Media Research Institute.

Aissa Martinez, Tarleton State University (968-9638))

Martinez is an undergraduate student majoring in communication at Tarleton State University. She serves as a fourth-semester, Social Media Coach for the Texas Social Media Research Institute.

Christian Rocha, Tarleton State University

Rocha is an undergraduate student majoring in communication at Tarleton State University. She serves as a fourth-semester, Social Media Coach for the Texas Social Media Research Institute.

David Gillespie, Tarleton State University

Gillespie is an undergraduate student majoring in communication at Tarleton State University. He serves as a second-semester, Social Media Coach for the Texas Social Media Research Institute.

Respondent: Dr. Kaley Goen, Tarleton State University, Co-Director of the Texas Social Media Research Institute (TSMRI)

Description:

College students who attend higher education institutions located in a rural environment do not typically have opportunities to connect with industry professionals through company internships. The Texas Social Media Research Institute provides opportunities for students to gaining experience working with faculty members on external social media

accounts while never leaving their campus. Through this panel, the student panelists will provide the structure of TSMRI, the goals of the organization, and how universities can form their own institute.

4311

Saturday 11:00am --12:15 pm

Room: Magnolia

***Clevenger Panel 2: Top Papers in Survey and Applied Research**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Thomas Socha, Old Dominion University

Fighting Islamophobia: Prejudice Reduction through Contact Simulation with Written Narrative

Nejla Day, The George Washington University

The Baltimore Riots as Crisis Management Case Study

Alena Kairys, Flagler College

HPV Vaccination Receptivity: How Provider Messaging Influences Patient Receptivity

Katie D. Scott, University of Tennessee

Social Media: The Use of Social Media in Social Justice Movements

Monica Crawford, Appalachian State University

Adaptation of International Students: View Change on the LGBTQI Community

Sheyla Finkelshteynn, Berea College

Respondent: Thomas Socha, Old Dominion University

*This year, the UHC Top Paper panels are designated as Clevenger Panels. Each student presenting on these panels is recognized as a Clevenger Scholar.

4312

Saturday 11:00am --12:15 pm

Room: Gardenia

***Clevenger Panel 3: Top Papers in Rhetorical Theory and Criticism**

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Dan Grano, University of North Carolina, Charlotte

Human Rights Theory: Making the Case for the Inclusion of Adam Smith
Kelsey Orr, Furman University

The Growing Threat of Terrorism Inside of Our Borders': A Fantasy-Theme Criticism of
Donald Trump's Interpretation of the 2016 Orlando Nightclub Shooting
Kiara Walker, Transylvania University

Obama and American Exceptionalism: The Shaping of an American Identity
Jessica Chaplain, Appalachian State University

A Question to Society: 'Whether the Art of Medicine as It Has Been Usually Practiced
Has Contributed to the Advancement of Mankind'
Kayla Wiles, Furman University

Dialogues Concerning Natural Religion as Controversial Rhetoric
Jocelyn Boulware, Furman University

Respondent: Dan Grano, University of North Carolina, Charlotte

*This year, the UHC Top Paper panels are designated as Clevenger Panels. Each student
presenting on these panels is recognized as a Clevenger Scholar.

4401
Saturday 12:30 pm-2:30 pm
Room: Regency C

Southern States Communication Association 87th Annual Awards Luncheon

Presiding: Roseann Mandzuick, President

Keynote Speaker: Michael Waltmann

This is a ticketed event

4501
Saturday 2:45 pm-4:00 pm
Room: Think Tank@NOMA AV

Did Video Really Kill the Radio Star? Adventures in Digital and Performance Submissions

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Ariel Gratch, Georgia College & State University

Praye(red)

Les Delgado, Southern Illinois University

S.O.S. Food Pantry PSA

Kaitlyn Word, Austin Peay State University

Who is Spring & Sprout?

Lesley Goodaker, Transylvania University

“Authentic Inauthenticity”: A Rhetorical Critique of BuzzFeed’s Tasty and Lifestyle Video Tutorials

Jordan Long, Transylvania University

Respondent: Ariel Gratch, Georgia College & State University

4502

Saturday 2:45 pm-4:00 pm

Room: Dogwood

Planning Meeting for 2018 SSCA Convention

Chair: Jason Munsell, Second Vice President

All division and interest group planners for 2018 should attend this meeting or the one on Sunday morning at 8am.

4503

Saturday 2:45 pm-4:00 pm

Room: Studio 220@NOMA B and C

GIFTS: Great Ideas For Teaching Students

Sponsor: Community College Division

Chair: Laurie D. Metcalf, Blinn College

Teaching t-tests, ANOVA, and Correlations Through Throwing
Timothy Worley, Murray State University

Discovering Cultural Differences Through A Rigged Board Game
Jeff Sorrels, East Texas Baptist University

Inquiry-Based Civil Discourse Education
Darren L. Linvill, Clemson University
Andrew S. Pyle, Clemson University

Street Ethnography Using Tumblr
D. Travers Scott, Clemson University
Andrew S. Pyle, Clemson University

Drastic Measures: Teaching Effective Delivery Through Phil Davison
T. Kody Frey, University of Kentucky

Teaching with TED Talks
Donata Worrell, Rockingham Community College

4504
Saturday 2:45 pm-4:00 pm
Room: Regency D-E AV

Town Hall Debate

Sponsor: Southern Argumentation and Forensics Division

Moderator: Michael Eaves, Valdosta State University

Panelists:

Christopher J. Vincent - Louisiana State University

Taylor Deaton - Valdosta State University

Ty Adams - Fayetteville State University

Stephen A. Smith - University of Arkansas (Retired)

An annual tradition of the Argumentation & Forensics Division, the Town Hall Debate features members of the Division arguing on a resolution related to current events in teams of two. This year's resolution will concern the theme of the conference, Communication & Innovation. Audience members will be asked to participate both through comments and questions after the debate as well as voting

to decide the winner.

4505

Saturday 2:45 pm-4:00 pm

Room: Regency F

Management of Contradiction, Contingency, and Ambiguity in Public Discourses

Sponsor: Language and Social Interaction Division

Chair: Jelena Petrovic, Stetson University

#OscarsSoWhite: A thematic and visual analysis of Tweets during Chris Rock's
2016 Academy Award Monologue

Catherine E. Bahn, Arkansas State University

Co-Constructing Constituent Relations in Town Hall Meetings: The Pursuit of Political
Accountability in Question and Answer Exchanges*

Robert J. Green, Stephen F. Austin State University

The Inherent Visual Nature of Language**

Joseph G. Ponthieux, Old Dominion University

The Absence/Presence of the Transgender Identity in the Political Discourse of March 23,
2016... The Day North Carolina's "Bathroom Bill" Passed

Deborah Thomson, East Carolina University

Respondent: Bryan Crow, Southern Illinois University Carbondale

*Top Paper in Language and Social Interaction

** Top Student Paper in Language and Social Interaction

4506

Saturday 2:45 pm-4:00 pm

Room: Regency G

Writing Evocative Autoethnography: Writing Lives, Telling Stories

Sponsor: Ethnography Interest Group

Chair: Cara T. Mackie, Florida Southern College

Panelists:

Art Bochner, University of South Florida
Carolyn Ellis, University of South Florida

Bochner and Ellis will provide a detailed account of the development and writing of their latest book, *Evocative Autoethnography*. They will discuss such issues as how they function as collaborators and writing partners; deficiencies in the norms of scholarly writing in the human sciences; the rise of autoethnography and narrative inquiry; how to evaluate autoethnography; writing as method; truth and memory in narrative writing; overspecialization in communication studies; what it means to live a writing life; and how they teach autoethnography and narrative inquiry. Respondents will lead discussion of issues related to the future of autoethnography in communication research.

Respondents: Andrew F. Herrmann, East Tennessee State University
Chris Patti, Appalachian State University

4507

Saturday 2:45 pm-4:00 pm

Room: Regency H

“There’s No ‘I’ in Team:” The Role of Communication in Sports and Volunteerism

Sponsor: Applied Communication Division

Chair: Greg G. Armfield, New Mexico State University

Motivation Gets Them in the Door, But What Keeps Them There? Exploring A New Model of Volunteer Satisfaction

Colleen Mestayer, Tennessee Technological University

Development and testing of the NASCAR Fan Motivation Model

Thomas Mueller, Appalachian State University

Volunteer Socialization: Rethinking the Training of American Cancer Society Volunteers

Haley Miller, Western Kentucky University

Jennifer Mize Smith, Western Kentucky University

High School Athletes’ Relationships with Head Coaches and Teammates as Predictors of their Expressions of Upward and Lateral Dissent

Gregory A. Cranmer, Clemson University

Marjorie Buckner, Texas Tech University

Respondent: Andrew S. Pyle, Clemson University

4508

Saturday 2:45 pm-4:00 pm

Room: Red Bud A

Prison and the Rhetoric of Black Liberation

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

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

Panelists:

Carole Blair, University of North Carolina, Chapel Hill

Davis W. Houck, Florida State University

Sean O'Rourke, Sewanee, The University of the South

Mary Stuckey, Georgia State University

Respondent: Lisa M. Corrigan, University of Arkansas

This panel examines Lisa M. Corrigan's new book *Prison Power: How Prison Influenced the Movement for Black Liberation* (UPM: 2016) to assess the book's excavation of the changing role of prison politics in the black freedom struggle.

4509

Saturday 2:45 pm-4:00 pm

Room: Red Bud B

Finding Your Voice: A Workshop on Public Speaking as Innovative Empowerment

Sponsor: Instructional Development Division

Panelists:

Kathleen J. Turner, Davidson College

Randall Osborn, Independent Scholar

Michael Osborn, University of Memphis

Suzanne Osborn, University of Memphis

Despite the fear and trembling with which many student approach public speaking courses, we understand the value of public speaking as a way to provide innovative empowerment for them personally, professionally, and as members of the body politic. This workshop will develop a list of challenges facing students (and faculty!) in each of the five rhetorical canons, brainstorm solutions in smaller groups, and share insights as a whole.

4510

Saturday 2:45 pm-4:00 pm

Room: Red Bud C

Student Papers on Interpersonal Communication Processes

Sponsor: Interpersonal Communication Division

Chair: Fran C. Dickson, Eastern Kentucky University

The Relationship between Aggressive and Assertive Communication Behaviors:
Examination and Scale Development of the Aggressive Assertive Communication
Instrument (AACI)

Valerie Berenice Coles Cone, University of Georgia

Seeking vs. Avoidance: How Young Adults Manage Uncertainty Regarding the
Affordable Care Act

Gemme Campbell, Texas A&M University

Smartphones and Interpersonal Relationships: An Exploratory and Descriptive
Examination of How Texting Plays a Role in Face-to-Face Communication

Matthew Robins, Arkansas State University

Managing Political Differences within Marriage: Does Shared Family Identity Help?

Jennifer Schon, University of Kansas

Respondent: Mary Beth Asbury, Middle Tennessee State University

4511

Saturday 2:45 pm-4:00 pm

Room: Magnolia

Issues of gender in digital spaces

Chair: Ashton Mouton, Purdue University

“Does This Lab Coat Make Me Look #DistractinglySexy?”: A Critical Discourse Analysis
of a Feminist Hashtag Campaign

Alex Rister, University of Central Florida

Player-Avatar Sex Congruity and Game Enjoyment

Duncan V. Prettyman, University of Delaware

Social Media and Gender Issues
Lynne M. Webb, Florida International University
Nicholas M. Temple, Central Washington University

Transgender Consciousness-Raising on YouTube: Experience, Testimony, and Vu's
Oeuvre
Evan Schares, Louisiana State University

Respondent: Ashton Mouton, Purdue University

4512
Saturday 2:45 pm-4:00 pm
Room: Gardenia

Culture Club: Innovations in Culture and Communication Research

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Caroline Sawyer, University of South Carolina, Beaufort

The Influence of Cultural Dimensions on Conflict Communication Patterns
Alexandra Nelson, University of Tennessee
Chris Stovall, University of Tennessee
Karlie Crawford, University of Tennessee
Lizzie Davis, University of Tennessee
Leah French, University of Tennessee

Does China Run on Dunkin?
Alexandra Balcom, High Point University

The Rhetoric of Black Women's Hair as a Personal Identity
Jamal Mentor, Georgia Southern University

Airbnb: Digital Discrimination
Chloe Medina, Flagler College

Universality of Facial Expression of Emotion
Kelley Smith, Young Harris College

Respondent: Caroline Sawyer, University of South Carolina, Beaufort

4601

Saturday 4:15 pm-5:30 pm
Room: Regency D-E AV

President's Spotlight Panel: A Conversation on Politics, Civility, and Conscience

Sponsor: SSCA President

Chair: Roseann Mandziuk, Texas State University

Panelists:

Vanessa Beasley, Vanderbilt University
Carole Blair, University of North Carolina, Chapel Hill
Michael Osborne, University of Memphis
Mary Stuckey, Georgia State University

Description: This panel brings together scholars who through their research and professional service examine the intersections between communication and conscience, including engaging questions of social justice, equality, conservation, caring, and civic responsibility. As our region continues to grow and diversify, this is a particularly opportune moment for SSCA members to come together to determine how to promote the value of communication scholarship and communication competencies. This conversation continues the excellent work we shared together at the 2016 convention in Austin.

4602
Saturday 4:15 pm-5:30 pm
Room: Red Bud C

Making Your Mark: Utilizing Innovation and Technology to Market Your State Association

Sponsor: State Association Interest Group

Moderator: Carl Cates, Arkansas State University

Panelists:

Leslie Rasmussen, Xavier University
S. Brad Bailey, Mississippi Gulf Coast Community College
Keith Perry, Abraham Baldwin Agricultural College
John H. Saunders, University of Central Arkansas

The focus of this roundtable is to discuss different ways that state associations have used technology to promote their respective association. The panel will discuss what has worked, what has not worked, and how emerging technologies might further promote state

associations. Our discussion will primarily focus on social media, but will also discuss other technologies that have been used.

4603

Saturday 4:15 pm-5:30 pm

Room: Magnolia

It's the End of the World as We Know It: Adventures in Innovative Research on Technology, Culture, Politics and Education

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: Jean DeHart, Appalachian State University

Tweeting for Presidency: Donald Trump's Sophist Rhetoric
Ashley Whittemore, Georgia Southern University

Saving Innovation: Examining the Technology Gap Through the Lens of Symbolic Interactionism
Sierra Marling, Berea College

Developing and Promoting Two Interdisciplinary Minors
Austin Hunter Morgenroth, Schreiner University

From Blacksmiths to Dentists: An Examination of the Scientific Method and Rhetoric in The Natural History of Human Teeth
James Ricke, Furman University

The Publicity of Privacy: Why Sexuality Shouldn't Be News
Anne K. Walker, Northwest Arkansas Community College

Respondent: Jean DeHart, Appalachian State University

4604

Saturday 4:15 pm-5:30 pm

Room: Gardenia

We're Not Gonna Take It!: Innovative Research on Gender, Race and Culture

Sponsor: Theodore Clevenger, Jr. Undergraduate Honors Conference

Chair: C. Wesley Buerkle, East Tennessee State University

Something New and Something Old: The Progression and Regression of Modern Representations of African American Femininity in Romance Films
Rosemary Coskrey, Furman University

An Exploration of Dominance in Rape Culture: A Feminist Criticism of the Stanford Rape Case Letters
Kassidy Payne, West Texas A&M University

Just Because We're Magic Doesn't Mean We're Not Real: Deciphering Jesse Williams' 2016 BET Awards Speech
Blair Williams, North Carolina State University

Tell Me How You Really Feel: How the Ideals of "Love" Promoted in Romantic Comedies Alter the Communication Tendencies of Romantic Relationships
Emily Arnold, Georgia Southern University

Observation of Gender Roles in the Media: Dissection of the 1984 Classic *Ghostbusters* and 2016 Remake *Ghostbusters*
Elysia Leos, Schreiner University
Kathryn Bushman, Schreiner University

Respondent: C. Wesley Buerkle, East Tennessee State University

4701
Saturday 5:45 pm-7:00 pm
Room: Studio 220@NOMA B
Ethnography Interest Group Business Meeting

4702
Saturday 5:45 pm-7:00 pm
Room: Studio 220@NOMA C
Gender Division Business Meeting

4703
Saturday 5:45 pm-7:00 pm
Room: Regency F
Rhetoric and Public Address Division Business Meeting

4704
Saturday 5:45 pm-7:00 pm
Room: Regency G
Applied Communication Division Business Meeting

4705

Saturday 5:45 pm-7:00 pm

Room: Regency H

Intercultural Communication Business Meeting

4706

Saturday 5:45 pm-7:00 pm

Room: Red Bud A

Southern Argumentation and Forensics Business Meeting

4707

Saturday 5:45 pm-7:00 pm

Room: Red Bud B

Freedom of Speech Division Business Meeting

4708

Saturday 5:45 pm-7:00 pm

Room: Red Bud C

States Advisory Interest Group Business Meeting

4709

Saturday 5:45 pm-7:00 pm

Room: Dogwood

Community College Division Business Meeting

4710

Saturday 5:45 pm-7:00 pm

Room: Magnolia

Interpersonal Communication Division Business Meeting

4711

Saturday 5:45 pm-7:00 pm

Room: Gardenia

Mass Communication Division Business Meeting

4712

Think Tank@NOMA 5:45 pm-7:00pm

Page to Stage: Adapting and Staging Antoine de Saint-Exupery's The Little Prince

Sponsor: Performance Studies Division

Chair: Ruth Laurion Bowman, Louisiana State University

Adapting and Staging Antoine de Saint-Exupery's The Little Prince
Melanie Kitchens O'Meara
Augusta University

Respondent: Ruth Laurion Bowman, Louisiana State University

4801

Saturday 6:30 pm-8:30 pm

Room: Studio 220@ NOMA A

The Annual SSCA Osborn Reception

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

**DAY 5
SUNDAY**

5101

Sunday 8:00 am-9:15 am

Room: Gardenia

Nominating Committee Meeting

Chair: Roseann Mandzuik, SSCA Immediate Past President

Participants: Immediate Past Chairs of SSCA Divisions

LIST Chairs here

5102

Sunday 8:00 am-9:15 am

Room: Magnolia

2017 Convention Planning Meeting

Chair: Jason Munsell, Vice President

All division and interest group planners for 2017 should attend this meeting or the one on Saturday afternoon at 2:45 pm.

5103

Sunday 8:00 am-9:15 am

Room: Think Tank @NOMA-AV

Installation: Afterlife

Sponsor: Performance Studies Division

Artist/Chair: Jennifer Tuder, St. Cloud State University

5104

Sunday 8:00 am-9:15 am

Room: Regency F

Speaking Out by Kneeling Down: Professional Athletes and Political Protest

Sponsor: Mass Communication Division

Chair: Lauren Reichart Smith, Indiana University

Panelists:

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

Lauren Reichart Smith, Indiana University

Matthew Stilwell, University of South Carolina

Panelists will discuss various acts of protest centering on the U.S. national anthem initiated by professional athletes, as well as the wide range of reaction to those protests by members of the media and the public.

5105

Sunday 8:00 am-9:15 am

Room: Dogwood

Measuring Public Relations Education's ROI: Best Practices in Program Assessment

Sponsor: Public Relations Division

Moderator: Christie M. Kleinmann, Ph.D., APR, Belmont University

Participants:

Pamela G. Bourland-Davis, Ph.D.
Georgia Southern University

Corey A. Hickerson, Ph.D.
James Madison University

Kevin S. Trowbridge, Ph.D., APR
Belmont University

Christie M. Kleinmann, Ph.D., APR
Belmont University

Panel Description:

In the era of big data, public relations is expected to demonstrate business results through its strategies and tactics. In response, public relations educators teach students how to establish return on investment (ROI) in the boardroom, but how well do we illustrate our own ROI in the classroom and on our campuses? This panel focuses on how educators can assess and validate the effectiveness of a public relations program.

5106

Sunday 8:00 am-9:15am

Red Bud B

Interrogation and Communication: Questions as Social Action in Online Discourse

Sponsor: Language and Social Interaction Division

Chair: Linda Di Desidero, Marine Corps University

Q&A in the Online Classroom: How Questions Build Relationships and Create Community

Mark Ward Sr., University of Houston-Victoria

Questions as Teaching Tools in Online Classes
Andrew Pyle, Clemson University

Social Action and Epistemic Stance in Peer to Peer Online Discourse
Linda Di Desidero, Marine Corps University

Respondent: Eugenie Almeida, Fayetteville State University

Panelists all develop insights about the role of questions in online interaction. All presentations characterize the online communication environment as a unique context, not simply as an extension of face-to-face communication. They argue that understanding the nature and function of questions in online social interaction can strengthen the ways in which we view, design, and structure these interactions in contexts such as the online classroom.

5201

Sunday 9:30 am-10:45 am
Room: Gardenia

Committee on Committees Meeting

Presiding: Victoria Gallagher, President

Participants:

Jason Munsell, Vice President
Roseann Mandzuik, Immediate Past President
Jerold L. Hale, Executive Director
Ashli Quesinberry Stokes, Marketing Director
Leroy Dorsey, SCJ Editor
Melissa M. Smith, Finance Committee Chair

5202

Sunday 9:30 am-10:45 am
Room: Think Tank@NOMA-AV

Contributed Performances in Performances Studies

Sponsor: Performance Studies Division

Chair: Danielle Dick McGeough

Change Ring
Sarah McGreevey Hannay, Schreiner University

“The Water is Wide”: A Celebration of Pat Conroy’s Memoir
Jayne L. Violette, University of South Carolina Beaufort
Libby Ricardo, University of South Carolina Beaufort
George Pate, University of South Carolina Beaufort
Ellen Malphrus, University of South Carolina Beaufort

Afterlife: A Performative Documentation of Suicide Punchline
Jennifer Tuder, St. Cloud State University

Respondent: Ron Shields, Sam Houston State University

5203

Sunday 9:30-10:45am

Room: Red Bud C

Save for Time and Place Committee

5204

Sunday 9:30 am-10:45 am

Room: Studio 220 @ NOMA B

**The Falling Academic Spectacle: Giving Our Regards to the Phantom Power
Structure of Higher Education in Order to Foster Civic Innovation and Disciplinary
Rebirth**

Sponsor: Philosophy and Ethics of Communication Interest Group

Chair: Caryn L. Winters, University of Louisiana at Lafayette

Disillusion at the Trailhead of Innovation: The Four Noble Truths and the Possibility of
Compassion in an Ambivalent Gaze
Charles Womelsdorf, South Louisiana Community College

Regarding Academic Duty: What Faculty Owe Students, Society, and Ourselves
Caryn L. Winters, University of Louisiana at Lafayette

The Melissa Click Conundrum: Must We Choose Between Laws and Circumstances?
Christopher M. Toula, Georgia State University

5205

Sunday 9:30 am-10:45 am

Room: Regency D-E AV

**Explorations of Online Marketing, Gaming, Filtering & Entertaining
Sponsor: Popular Communication**

Chair: Steve Herro, College of Southern Nevada

Panelists:

You Got Macros in my News Story: BuzzFeed and the Continued Success of Infotainment
Victoria Stiegel, Texas A&M University

Popular Culture and the Progress of Modern-Day Pilgrimages
Melissa H. Nipper, East Tennessee State University

#Transformation Tuesday: Investigating the “Female Gaze” on Female Fitness Ideals
Katie Nelson, Wake Forest University

Gender Issues in Online Gaming
Nicholas M. Temple, Central Washington University & Lynne M. Webb, Florida
International University

Respondent: Amanda Nell Edgar, University of Memphis

5206

Sunday 9:30 am-10:45 am

Room: Regency F

**How Groups Use Media to Inform and Persuade Their Communities
Sponsor: Mass Communication Division**

Chair: Kenny D. Smith, Indiana University

Panelists:

Digital Religion and Media Economics: Concentration and Convergence in the Electronic
Church
Mark Ward, University of Houston-Victoria

Chronic Disease in the National Football League: An Analysis of the NFL’s Health
Information Using Identification Theory
Paige B. Gloeckner, Texas A&M University

Grace Ellen Brannon, Texas A&M University

The Influence of Time of Year on the Tweeting Behavior of Major League Baseball Teams

Zachary W. Arth, University of Alabama

Gregory D. Saxton, University at Buffalo, SUNY

Free-to-Play? Considering a Model of Functional Factors in Video Game Design Influencing the Economic Effectiveness of Microtransactions

Casey Hart, Stephen F. Austin State University

Respondent: Barry P. Smith, Mississippi University for Women

5207

Sunday 9:30 am-10:45 am

Room: Regency G

Discussions and Applications: Examining Cases from the Book, Issues of Culture and Conflict: Case Studies in Organizational Communication

Sponsor: Applied Communication Division

Chair: Matthew C. Ramsey, Shippensburg University of Pennsylvania

Participants:

A Crisis at the Counseling Center

Matthew C. Ramsey, Shippensburg University of Pennsylvania

Between a Rock and a Hard Place

Kathryn E. Anthony, University of Southern Mississippi

Alyssa M. Sloan, King College

An Athletic Director's Dilemma

Kara Laskowski, Shippensburg University of Pennsylvania

No Victory: Leadership and Dissent in Church

John C. Meyer, University of Southern Mississippi

How Do We Tell the Family?

Laura E. Miller, University of Tennessee

'Do No Harm': Futility in the ICU

Stacey Passalacqua, University of Texas at San Antonio

Panelists (case study authors) will overview their cases and outline the potential applications for the new organizational communication case study book, *Issues of Culture and Conflict: Case Studies in Organizational Communication*, published by Kendall Hunt.

5208

Sunday 9:30 am-10:45 am

Room: Regency H

Innovative Communities: Constructing Co-Cultural Communities through New Media

Sponsor: Intercultural Communication Division

Chair: Cassidy D. Ellis, The University of Alabama

Panelists:

Natalee M. Briscoe Pounders, The University of Alabama

Benjamin A. Ray, The University of Alabama

Peyton E. Magruder, The University of Alabama

Cassidy D. Ellis, The University of Alabama

Research has shown that when ostracized by society-at-large, co-cultural groups often find community online. But what does it mean to find community in the age of new media? How does the advent of innovative communication such as Facebook Live and Twitter, which can reach millions of people in real-time, impact co-cultural groups' online communities, and how do these communities respond in times of crisis or hardship? Projects presented on this interdisciplinary panel will attempt to grapple with such questions. Utilizing intercultural communication theories, as well as feminist and queer theories, projects included on this panel will present both probing theoretical research as well as mixed-methods content analyses. During a time in which people are particularly divided by issues of race, gender, sexuality, and class, this panel will illuminate the sometimes subversive ways in which support can be found and agency can be reclaimed by "othered" groups online.

5209

Sunday 9:30 am-10:45 am

Room: Red Bud A

Communicating the Body

Sponsor: Gender Studies Division

Chair: Heather Suzanne Woods, University of North Carolina, Chapel Hill

Kristiana Lilly Baez, Baylor University
Nicole Castro, University of North Carolina Chapel Hill
Jackie Poapst, George Mason University
Emily Winderman, North Carolina State University

5210

Sunday 9:30 am-10:45 am
Room: Dogwood

Innovations in Rhetorical Theory

Sponsor: Rhetoric and Public Address Division

Chair: Lisa Corrigan

On the Invention of a Scientific Romance: Thomas H. Huxley's "Origin of Species"
Thomas Lessl, University of Georgia

Playing Offense and Defense: The NFL (National Football League) and the Concussive
Crisis in Player Safety
Jeff Nagel, Baylor University

The "Ghostly Traces" of Racism: Visual Rhetoric and Negotiating Iconophilia and
Iconoclasm
John Russell, Georgia State University

A Call for an Agrarian Reevaluation of Richard M. Weaver
McKay Stangler, Berry College

5301

Sunday 11:00am-12:15am
Room: Think Tank@NOMA-AV

Installation: Afterlife

Sponsor: Performance Studies Division

Artist/Chair: Jennifer Tuder, St. Cloud State University

End of 2017 Program

Thank you for being part of SSCA! Safe travels!

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SSCA 88th Annual Convention Call for Participation
“Muses and Musings in the Music City”
April 4-8, 2018 Sheraton Downtown Nashville, TN

Homer begins *The Odyssey* with something like “Sing to me, Oh Muse...” The theme “Muses and Musings in the Music City” (a strategic tongue twisting alliteration) calls on us all to consider inspiration, engage in reflection, and to listen to each other. “Muses and Musings” as a theme invokes *kairos* and provokes inspiration. Contemporary times demand invention and discovery requires a muse; a *telos* of passion. This conference theme asks us to sustain and stimulate enthusiasm in our craft(s), to offer motivational research and pedagogy, and to create art and action.

Of course the conference theme—and themes are themselves muses--offers us many avenues of scholarly inquiry starting, of course, with the mythic muses. Generally, the muses inspired works of both art and science. Pausanias seemingly told of the original three: *melete* (practice), *mneme* (memory), and *aeode* (song). We also have the well-known mythic nine muses/goddesses and all their mythic doings: Calliope, Clio, Erato, Euterpe, Melpomene, Polyhymnia, Terpsichore, Thalia, and Urania. Can the original three muses and the well-known nine offer us inspiration for our scholarship, our teaching, our everyday lives? And, by the way, any interesting scholarly work on *Xanadu* is fair game and magical. Of course, we can also consider work in mythology generally for this conference; the cultural stories we tell and re-tell impact all aspects of our lives. Further, considering that many of our contemporary practices/places/thoughts have their linguistic genealogy in “muse,” we can consider the voice of muse as she sings in such “rows” as museums, amusements, and music.

The state capital of Tennessee, Nashville bills itself as “Music City, USA” and its music industry is the second largest in the United States. There are countless opportunities to submit work in the area of music and communication from multiple interests and epistemological stances. But Nashville’s biggest industry is healthcare. That makes sense since a lot of folks get sick of all that country music; though countless genres of music thrive in Nashville. Nashville is also home to an ever growing automotive industry as well as home to the headquarters of the United Methodist Church and Southern Baptist Convention. Even more, Nashville is indeed home to a number of well-known museums (like the Johnny Cash Museum) and auditoriums, including the coveted Grand Ole Opry. Nashville has several civil war sites and, linking us back to the ancients, a full-scale reproduction of the Parthenon. I have also heard that there are some colleges and universities in Nashville. Therefore, given the theme and the site, Nashville is an inspirational location for not only mindful reflection on communication research, scholarship, and pedagogy, but also inspired new work that will inspire others.

Each division and interest group is encouraged to program at least one panel consistent with the conference theme. Co-sponsored panels where thematic presentations cut across divisions or interest groups are also welcome. In addition to traditional panels of papers, the Vice President is interested in workshops and interactive programs that maximize opportunities for intellectual engagement and

professional development. Where entire panels are proposed, submitters are encouraged to diversify the institutional affiliation of the panel participants. Program proposals that do not fit within SSCA's divisional and interest group structure may be submitted directly to the Vice President for consideration as part of the Vice President's Spotlight Series. The deadline for all submissions is September 8, 2017. The complete call for papers will be posted in June 2017. For more information, contact Dr. Jason Munsell by email at jmunsell@columbiasc.edu. We look forward to seeing you in Nashville in 2017!