

Interest Group Programs at a Glance

Applied Communication.....	TH 2.06, TH 2.13, TH 2.22, TH 2.53, TH 2.60, FR 3.24
.....	SA 4.11, SA 4.59, SU 5.08, SU 5.12
Argumentation and Forensics	TH 2.51, TH 3.18, FR 3.03, FR 3.33, FR 3.46, SU 5.23
Communication and Law	SA 4.02, SA 4.25, SA 4.49, SU 5.06
Community College	SA 4.08, SA 4.24, SA 4.31, SA 4.48, SU 5.28
Health Communication.....	TH 2.05, TH 2.40, TH 2.63, FR 3.39, FR 3.50, SA 4.04, SA 4.26, SU 5.16, SU 5.29
Human Information Technologies.....	TH 2.20, TH 2.59, FR 3.49, SA 4.09, SA 4.50, SU 5.15
Instructional Communication.....	TH 2.07, TH 2.14, TH 2.24, TH 2.35, TH 2.48, TH 2.57, FR 3.15
.....	FR 3.21, FR 3.32, FR 3.43, FR 3.54, SA 4.03, SA 4.19, SA 4.32, SA 4.44, SU 5.10
Intercultural Communication.....	TH 2.03, TH 2.21, TH 2.30, TH 2.41, FR 3.22, FR 3.41,
.....	FR 3.42, FR 3.52, SA 4.01, SA 4.17, SA 4.35, SA 4.51, SU 5.14
Interpersonal Communication	TH 2.08, TH 2.18, TH 2.28, TH 2.52, TH 2.61, FR 3.07, SA 4.22, SU 5.09
Interpretation and Performance Studies.....	TH 2.62, FR 3.06, FR 3.35, FR 3.44, FR 3.58, SA 4.40, SA 4.61
Kenneth Burke Society.....	FR 3.12, FR 3.25, Fr 3.48, FR 3.60, SA 4.47, SA 4.60, SU 5.13
Lambda Pi Eta	TH 2.29, SA 4.00
Mass Communication	TH 2.50, TH 2.58, FR 3.04, FR 3.20, FR 3.38, FR 3.48, FR 3.59
.....	SA 4.33, SU 5.03, SU 5.19, SU 5.21
Media Ecology	TH 2.09, TH 2.19, FR 3.14, FR 3.26, SU 5.02, SU 5.17, SU 5.27
National Communication Association	FR 3.51, SA 4.13, SA 4.36
Nonverbal Communication.....	TH 2.04, TH 2.23, FR 3.11, FR 3.50, SA 4.27, SA 4.44
Organizational Communication.....	TH 2.10, TH 2.31, FR 3.13, FR 3.37, FR 3.55, SA 4.23, SU 5.01
Philosophy & Communication	TH 2.38, FR 3.05, FR 3.36, SU 5.24
Political Communication.....	TH 2.15, TH 2.25, TH 2.49, FR 3.10, FR 3.19, SA 4.20, SA 4.39
.....	SA 4.45, SA 4.56, SU 5.05, SU 5.11, SU 5.26
Rhetoric & Public Address.....	TH 2.16, TH 2.26, TH 2.36, TH 2.54, FR 3.34, FR 3.45, FR 3.57, SAS 4.07
.....	SA 4.12, SA 4.38, SA 4.53, SU 5.07, SU 5.20, SU 5.22
Theory and Methodology.....	TH 2.39, FR 3.23, SA 4.10, SU 5.18, SU 5.25
Voices of Diversity.....	TH 2.17, TH 2.27, TH 2.30, TH 2.37, FR 3.09, FR 3.22, FR 3.32
.....	FR 3.42, FR 3.47, FR 3.52, FR 3.56, SA 4.21, SA 4.34, SA 4.46, SA 4.58, SU 5.04

Co-Sponsored Programs

- TH 2.44** Creating & Negotiating Academic Life: Strategies For Getting Published (First Vice President, Distinguished Teaching Fellows)
- TH 2.45** Creating & Negotiating Academic Life: Strategies For New Course Development (First Vice President, Distinguished Teaching Fellows)
- TH 2.46** Creating & Negotiating Academic Life: Strategies For Managing The Academic Job Interview Process (First Vice President, Distinguished Teaching Fellows)
- TH 2.63** Not Your Average Joe: The Life and Work of Dr. Joseph N. Cappella (Health Communication, First Vice President)
- FR 3.22** Transforming The Form of Diversity By Engaging In Multicultural Discourses: "Voices" From International Graduate Students (Intercultural Communication, Voices of Diversity)
- FR 3.32** Diversity and Innovative Pedagogy: Exemplars For A Changing World (Voices of Diversity, Instructional Communication)
- FR 3.42** Spoken Word Poetry Showcase, Part I
(Howard University, Intercultural Communication, First Vice President, Voices of Diversity, Interpretation and Performance Studies)
- FR 3.50** Continuing the Dialogue: Directions for Future Research in Communication and Aspergers Syndrome/Autism (Health Communication, Nonverbal Communication)
- FR 3.52** Spoken Word Poetry, Showcase, Part II
(Howard University, Intercultural Communication, First Vice President, Voices of Diversity, Interpretation and Performance Studies)

Associate Sponsor Programs at a Glance

American Society for the History of RhetoricSA 4.07, SU 5.20
Kenneth Burke SocietyFR 3.12, FR 3.25, FR 3.60, SA 4.47, SA 4.60, SU 5.13
Lambda Pi EtaTH 2.20, SA 4.01
National Communication AssociationFR 3.51, SA 4.13, SA 4.36
Past Officers ClubSA 4.14, SA 4.29

Special Programs at a Glance

TH 2.44	Creating and Negotiating Academic Life: Strategies For Getting Published
TH 2.45	Creating & Negotiating Academic Life: Strategies For New Course Development
TH 2.46	Creating & Negotiating Academic Life: Strategies For Managing The Academic Job Interview Process
TH 2.54	Spotlight on David Zarefsky: Celebrating the Career of a Spectacular Scholar and Teacher
TH 2.55	Spotlight on Communication Programs at Historically Black Colleges and Universities
TH 2.63	Not Your Average Joe: The Life and Work of Dr. Joseph N. Cappella
FR 3.16	ECA Convention Keynote Lecture: "Can Americans Help?: Desiring Community
FR 3.18	Harry C. Strine III: 30 Years of Transforming People and Creating Communities
FR 3.27	Co-Authorship in the Academy: Establishing a Community of Colleagues and Friends
FR 3.28	Wi-Fi in Philadelphia and the Transformation of Urban Communication and Community
FR 3.40	Spotlight on The Scholarly Life and Career of Thomas W. Benson
FR 3.41	Spotlight on Pioneering Scholar Jack L. Daniel
FR 3.42	Spoken Word Poetry Showcase, Part I
FR 3.51	Meet the NCA Candidates
FR 3.52	Spoken Word Poetry Showcase, Part II
FR 3.55	Meet the ECA Editors
SA 4.13	Spotlight Panel: The Hope Conference as a Vehicle of Transformation
SA 4.14	Transforming Communication and Community: Spotlight on Past Officers' Club Awardees
SA 4.17	Spotlight on The Intellectual Impact of the Works of Molefi Kete Asante
SA 4.28	Spotlight on James W. Chesebro: A Transformer of Communication and Community
SA 4.36	Spotlight on Bring The Resume Builder to Life: The Rewards and Challenges of NCA Student Organizations For Your Department
SA 4.52	Spotlight on Multiple Languages, Dialects and Cultures in the Caribbean
SA 4.57	Spotlight on Transforming Our Knowledge Into Textbooks: The Rewards and Risks of Textbook Writing
SA 4.60	Spotlight on The Life and Work of Bernard Brock
SA 4.62	Spotlight on Transforming Opportunities and Challenges for Entrepreneurial Master's Programs in Communication: Villanova University – A Case Study

Business Meetings at a Glance

Wednesday, April 26, 2006

WE 1.02	1:30-2:30 p.m.	ECA Publications Committee Meeting	Cook
WE 1.03	2:45-4:15 p.m.	ECA Finance Committee Meeting	Cook
WE 1.04	4:30-5:30 p.m.	ECA Site Selection Committee Meeting	Cook

Thursday, April 27, 2006

TH 2.11	9:30 a.m.-12:00 p.m.	Executive Council Meeting I	Cook
TH 2.32	12:15-1:30 p.m.	Teaching Fellows Committee Meeting	Cook
TH 2.42	1:45-2:45 p.m.	Research Fellows Committee Meeting	Cook
TH 2.56	3:00-4:15 p.m.	2007 Convention Planners Meeting I	Claypoole

Friday, April 28, 2006

FR 3.03	8:15-9:15 a.m.	Argumentation & Forensics Interest Group Business Meeting	Bromley & Claypoole
FR 3.04	8:15-9:15 a.m.	Mass Communication Interest Group Business Meeting	Ballroom A1
FR 3.05	8:15-9:15 a.m.	Philosophy & Communication Interest Group Business Meeting	Ballroom A2
FR 3.06	8:15-9:15 a.m.	Interpretation & Performance Studies Interest Group Business Meeting	Flower
FR 3.07	8:15-9:15 a.m.	Interpersonal Communication Interest Group Business Meeting	Cook
FR 3.09	9:30-10:30 a.m.	Voices of Diversity Interest Group Business Meeting	Reynolds
FR 3.10	9:30-10:30 a.m.	Political Communication Interest Group Business Meeting	Bromley & Claypoole
FR 3.11	9:30-10:30 a.m.	Nonverbal Communication Interest Group Business Meeting	Ballroom A1
FR 3.12	9:30-10:30 a.m.	Kenneth Burke Society Business Meeting	Flower
FR 3.13	9:30-10:30 a.m.	Organizational Communication Interest Group Business Meeting	Ballroom A2
FR 3.14	9:30-10:30 a.m.	Media Ecology Interest Group Business Meeting	Cook
FR 3.17	12:15-1:30 p.m.	Resolutions Committee Meeting I	Ballroom A1

FR 3.61 5:00-6:15 p.m. Nominating Committee Meeting I Shippen

Saturday, April 29, 2006

SA 4.00 8:15-9:15 a.m. Lambda Pi Eta Business Meeting Claypoole

SA 4.01 8:15-9:15 a.m. Intercultural Communication Interest Group Business Meeting Reynolds

SA 4.02 8:15-9:15 a.m. Communication & Law Interest Group Business Meeting Ballroom D

SA 4.03 8:15-9:15 a.m. Instructional Communication Interest Group Business Meeting Flower

SA 4.04 8:15-9:15 a.m. Health Communication Interest Group Business Meeting Cook

SA 4.05 8:15-9:15 a.m. ECA 100th Anniversary Committee Meeting Shippen

SA 4.06 9:00 a.m.-4:00 p.m. Book and Graduate Program Exhibitors Hamilton/Exhibit Hall

SA 4.07 9:30-10:30 a.m. American Society for the History of Rhetoric Business Meeting Ballroom D

SA 4.08 9:30-10:30 a.m. Community College Interest Group Business Meeting Ballroom C

SA 4.09 9:30-10:30 a.m. Human Information Technologies Interest Group Business Meeting Bromley

SA 4.10 9:30-10:30 a.m. Theory & Methodology Interest Group Business Meeting Ballroom B

SA 4.11 9:30-10:30 a.m. Applied Communication Interest Group Business Meeting Ballroom A1

SA 4.12 9:30-10:30 a.m. Rhetoric & Public Address Interest Group Business Meeting Ballroom A2

SA 4.30 12:15-1:30 p.m. Nominating Committee Meeting II William Penn Boardroom

SA 4.54 1:45-2:45 p.m. 2007 Convention Planners Meeting II Whitpen

SA 4.55 2:00-3:00 p.m. Resolutions Committee Meeting Private Dining Room A (Wooden Nickel Restaurant)

SA 4.63 3:15-4:45 p.m. Nominating Committee Meeting II Flower

SA 4.64 5:00-6:30 p.m. General Business Meeting Hamilton

Sunday April 30, 2006

SU 5.30 11:15-12:45 p.m. Finance Committee Meeting II Cook

SU 5.31 12:45-2:00 p.m. Executive Council Meeting II Cook

Short Courses at a Glance

TH 2.12	Short Course I: The Necessity of the Intercultural Classroom in Communication Instructor: Christina Hicks-Goldston, Georgian Court University
TH 2.33	Short Course II: Communication Skills for Teachers for Whom English is a Second Language Instructor: Victoria Lichterman, New York City College of Technology
TH 2.47	Short Course III: How Internet Mass Communication Impacts Neurological Patient Demand: What is There, What is Says, and What it Means Instructor: David Mulholland, Landmark College
FR 3.02	Short Course IV: Body and Mind: Incorporating Physiology Into Communication Teaching and Research Instructors: Kory Floyd, Arizona State University, Jeff Judd, Arizona State University
FR 3.31	Short Course V: Wired in the Classroom: Transforming Class Communication or Enabling Student Inattention Instructors: Natalie Crocker, Landmark College, Ellen Wood, Landmark College
FR 3.53	Short Course VI: Teaching Business and Professional Communication: Connecting Communication With Community Instructor: Susan B. Malcolm, Duquesne University
SA 4.15	Short Course VII: Teaching With Technology: Tools for Transforming Communication and Community in the Communication Classroom Instructor: Steven L. Epstein, Suffolk Community College
SA 4.41	Short Course VIII: Recording and Viewing Student Speeches Chair: Dennis Klinzing, West Chester University

All Convention Events at a Glance

Wednesday, April 26, 2006

WE 1.01	1:00-5:00 p.m.	Preconference On The Discourse of Terror: Power, Leadership, Communication and Community	Bromley & Claypoole
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Thursday, April 27, 2006

TH 2.01	8:30 a.m.-5:30 p.m.	ECA Convention Registration	Hamilton/ Exhibit Hall
TH 2.02	9:00-10:00 a.m.	Short Course Registration	Hamilton/ Exhibit Hall
TH 2.34	1:00-5:00 p.m.	Book & Graduate Program Exhibits	Hamilton/Exhibit Hall
TH 2.43	2:00-3:00 p.m.	ECA Café	Hamilton/Exhibit Hall
TH 2.64	6:00-7:30 p.m.	General Reception/No Host Sponsored by Duquesne University	Ballrooms A,B

TH 2.66	8:00-11:00 p.m.	Fun at Dave & Buster's Sponsored by West Chester University	Meet Shuttle Outside Front Entrance of Conference Hotel
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Friday, April 28, 2006

FR 3.01	8:00-9:00 a.m.	Morning Walk	Meet in Lobby
	9:00 a.m.-5:00 p.m.	ECA Convention Registration	Hamilton/ Exhibit Hall
FR 3.08	9:00-5:00 p.m.	Book & Graduate Programs Exhibit	Hamilton/ Exhibit Hall
FR 3.16	10:45-12:00 p.m.	ECA Convention Keynote Lecture: "Can Americans Help?: Desiring Community	Ballrooms B & C
FR 3.29	1:30-3:30 p.m.	Poster Session I	Hamilton/Exhibit Hall
FR 3.30	1:45-2:45 p.m.	ECA Café Sponsored by Villanova University	Hamilton/Exhibit Hall
FR 3.65	9:00-Midnight	Sock Hop Sponsored by Howard University, Marywood University & EBSCO	Ballrooms A, B, & C

Saturday, April 29, 2006

	9:00 a.m.-4:00 p.m.	ECA Convention Registration	Hamilton/ Exhibit Hall
SA 4.06	9:00 a.m.-4:00 p.m.	Book and Graduate Program Exhibitors	Hamilton/Exhibit Hall
SA 4.16	10:00 a.m.-12:00 p.m.	Philadelphia Museum Tour	
SA 4.18	10:30-11:30 a.m.	ECA Café	Hamilton/Exhibit Hall
SA 4.42	1:30-3:30 p.m.	Poster Session II	Hamilton/Exhibit Hall
SA 4.43	1:30-2:30 p.m.	Exhibit Hall Book Sale	Hamilton/Exhibit Hall
SA 4.65	7:00-8:30 p.m.	Vice President's Reception Sponsored by The Pennsylvania State University	The Wooden Nickel Restaurant & Courtyard (Hotel Lobby)

Welcome to the 97th Annual Meeting of the

**EASTERN
COMMUNICATION
ASSOCIATION**

**April 26-30, 2006
Philadelphia, PA**

Transforming Communication & Community

Convention Programs and Activities

Wednesday April 26, 2006

WE 1.00**PRECONFERENCE REGISTRATION**

LOBBY

WE 1.01**PRECONFERENCE ON THE DISCOURSE OF TERROR:
POWER, LEADERSHIP, COMMUNICATION AND
COMMUNITY**

1:00-5:00

Bromley & Claypoole

The preconference will address complex communication dilemmas that our nation and the world face in this post-9/11 era of surveillance, investigation, and uncertainty bred in a culture of fear. Scholars will propose ways to transform communities through our intellectual, social, pedagogical and philosophical engagement. The preconference facilitators are comprised of academicians as well as community members/leaders.

WE 1.02**ECA PUBLICATIONS COMMITTEE MEETING**

1:30-2:30

Cook

WE 1.03**ECA FINANCE COMMITTEE MEETING**

2:45-4:15

Cook

WE 1.04**ECA SITE SELECTION COMMITTEE MEETING**

4:30-5:30

Cook



The University of Delaware, Department of Communication congratulates our esteemed colleague, **Dr. John Courtright, President**, for his exceptional leadership, commitment, and service to the Eastern Communication Association

Thursday April 27, 2006

TH 2.01 ECA CONVENTION REGISTRATION

8:30 a.m.-5:30 p.m.

Hamilton/ Exhibit Hall

TH 2.02 SHORT COURSE REGISTRATION

9:00-10:00 a.m.

Hamilton/ Exhibit Hall

TH 2.03 CULTURE, HUMOR AND MEDIA

9:00-10:15 a.m.

Ballroom D

Sponsor: Intercultural Communication

Chair: **Cheryl Jenkins**, *Texas Southern University*

Respondent: **Oluwatosin Adegbola**, *Morgan State University*

“Queering the big screen”

Kimberly M. Myers, *Indiana University-Purdue University Fort Wayne*

“Health-related content in prime-time television programs featuring African Americans”

Kimberly Henderson, *Howard University*

Carolyn Stroman, *Howard University*

Sherrie Wallington, *Howard University*

Rockell Brown, *Texas Southern University*

“The second-generation children of Korean immigrants’ uses of Korean TV programs”

Gooyong Kim, *Temple University*

“Aggressive and affiliative humor: Relationships to aspects of intercultural communication and communicative adaptability”

Nathan Miczo, *Western Illinois University*

Rebecca E. Welter, *Western Illinois University*

TH 2.04 THE ROLE OF RELATIONSHIPS IN NONVERBAL COMMUNICATION

9:00-10:15 a.m.

Flower

Sponsor: Nonverbal Communication

Chair: **Tina M. Carroll**, *California Polytechnic University, Pomona*

Respondent: **Lynn D. Gregory**, *University of Vermont*

“Length of Engagement as Predictor of Marriage Satisfaction:
A Research Study”

Jenna Schroeder, *Towson University*

“Is a Kiss Just a Kiss: What do Kisses Communicate?”

Sara R. Banfield, *West Virginia University*

Robert J. Sidelinger, *West Virginia University*

“Silent Nirvanas: The Potential for Transformation for Troubled Communities
who participate in Group Silent Meditation Retreats with Their Reliance on
Nonverbal Communication”

Robin Reese, *Penn State Altoona*

“Long Distance Relationships: A Review of the Literature”

Nicole Schwartz, *Towson University*

TH 2.05

**TRANSFORMING TARGET COMMUNITIES:
USING COMMUNICATION THEORY TO INVESTIGATE
HEALTH RISK ISSUES**

9:00-10:15 a.m.

Reynolds

Sponsor: Health Communication

Chair: **Kami Silk**, *Michigan State University*

Respondent: **Judi Weiner**, *University of Pennsylvania*

“Effective Dissemination of Food Safety Information to Farming Communities”

Aylin Sayin, *Michigan State University*

“The Social Norms Approach to Reducing Campus Binge Drinking: Why You
Shouldn’t Just Present Statistics”

Michael Kotoski, *Michigan State University*

“Formative Research on the Contraceptive Behavior of Asian Indians Couples”

Swati Shah, *Michigan State University*

“Using Theory to Better Understand How Knowledge Impacts the Opinion of
Genetically Modified Food”

Courtney McFeters, *Michigan State University*

Jamie Schriener, *Michigan State University*

Michele M. R. McMullen, *Michigan State University*

“Recreating the Health Care System”

Leigh-Anne Goins, *Michigan State University*

Addressing health issues in different target populations and communities is a complicated task. The use of theory to explicitly guide interventions and studies is critical to the success of an intervention or health-related study. This panel explores systematic research and campaign strategies that health communication researchers and practitioners can employ to address different target communities including farmers, college students, men and women in Ghana, and couples in India.

TH 2.06 BUILDING COMMUNITY: FROM DIATRIBE TO DIALOGUE

9:00-10:15 a.m.

Claypoole

- Sponsor: Applied Communication
 Co-Chair: **Sheryl B. Goodman**, *Ursinus College*
 Co-Chair: **Jeanine Czubaroff**, *Ursinus College*
 Respondent: **C. Jack Orr**, *West Chester University*

“Encouraging and Constraining Dialogue: A Discourse Analysis of E-mail Discussion among College Faculty”

Jeanine Czubaroff, *Ursinus College*
Sheryl B. Goodman, *Ursinus College*

“Business Owner as Gadamarian: Using Company Resources to Enable and Disseminate Genuine Conversations”

Michael King, *Cascadia Publishing House*

“Transforming Dialogue into Action: A Strength Approach for Easing Racial Tensions and Developing Solutions for Respecting Diversity and Creating Harmony in Bristol Township, Pennsylvania”

Steven N. Pyser, *University of Phoenix*

“Fostering Transformative Dialogic Moments in Group Reflection: Transforming Polarized Narratives of You vs. Me to Narratives of WE”

Irene Wasserman, *ICW Consulting Group and The Fielding Graduate Institute*

This panel focuses on four projects that explore the use of dialogue to build community in academic, religious, and civic contexts. Specifically, the researchers examine talk among professors about their investment in a common course for first year students; talk among professors about their investment in a common course for first year students; talk among Anabaptists about such contentious issues as appropriate policy on homosexuality; talk among citizens in Bristol Township to understand and heal rifts created by racial tensions and ethnic stereotyping; and talk among citizens about differences of faith, race, and gender.

TH 2.07 E-LEARNING IN COMMUNICATION: A TOWN HALL MEETING

9:00-10:15 a.m.

Ballroom A1

- Sponsor: Instructional Communication
 Participants: **Donald B. Egolf**, *University of Pittsburgh*
Sondra L. Chester, *University of Pittsburgh*
Ellen R. Cohn, *University of Pittsburgh*

The purpose of this session is to conduct an open town-hall meeting on e-learning in communication. The forum format will be used. The presenters will address a number of e-learning issues and then will invite the audience to respond to those same issues. Some issues to be explored are teacher training and certification, efficaciousness, current controversies, and future trends. It is hoped that the forum information-sharing format will lead to problem solutions and new perceptions.

TH 2.08

PROPOSING NEW DIRECTIONS FOR GENDER COMMUNICATION RESEARCH: SUGGESTIONS FROM GRADUATE STUDENT PERSPECTIVES

9:00-10:15 a.m.

Bromley

Sponsor: Interpersonal Communication Interest Group

Chair: **Marian L. Houser**, *Texas State University-San Marcos*

Respondent: **Melissa B. Wanzer**, *Canisius College*

Panelists: **Trish Bode**, *Texas State University-San Marcos*

Lynn Buehler, *Texas State University-San Marcos*

Lisa Furler, *Texas State University- San Marcos*

Carrie Kennedy, *Texas State University-San Marcos*

Sean Horan, *Texas State University-San Marcos*

Graduate students enrolled in a gender communication seminar were asked to synthesize and evaluate previous directions of gender communication research in order to propose new and creative possibilities for evaluating predominant gender lenses in today's society. This panel showcases four new research ideas or areas of investigation in gender communication intended to update existing research. Research studies in the areas of cross-sex friendships, opposite sex parent-child communication, gender schema as a predictor of political skill sets, and gender-linked language in single-sex/mixed-sex classrooms are proposed.

TH 2.09

FROM ADVERTISING TO WIRELESS: NEW LITERACIES, NEW COMMUNITIES

9:00-10:15 a.m.

Ballroom E1

Sponsor: Media Ecology

Chair: **Lance Strate**, *Fordham University*

"The Meaning Behind the Message: Advertising and the Reconciliation of Individualism and Interconnectivity"

Tony Kelso, *Iona College*

"The Digital Transformation of South Korea from 'Hermit Kingdom' to 'E-Society'"

William McCarthy, *Iona College*

"Between Access and Activism: Community Wireless Networks and Civic Participation"

Hanna Cho, *York University*

"The Television Family: Changing Narrative Structures and Environments"

Janice Kelly, *Marymount Manhattan College*

"Advertising Success Through Consumption: 1900-1929"

Monica Brasted, *SUNY College at Brockport*

TH 2.10 STRATEGIES OF MERGERS AND ACQUISITIONS: A LOOK AT THE RHETORIC AND CULTURAL TRANSITION OF ORGANIZATIONAL MERGERS

9:00-10:15 a.m.

Ballroom E2

Sponsor: Organizational Communication
 Chair: **Jeffrey R. Carlson**, *West Virginia Wesleyan College*
 Respondent: **Robert Whitbred**, *University of Pittsburgh-Johnstown*
 "Together, we are better than we are alone: The rhetoric of corporate mergers as a generic category"
Renee L. Cowan, *Texas State University-San Marcos**
 "Attempting to manage the aftermath: Understanding the cultural transition process after organizational mergers and acquisitions"
Corey Jay Liberman, *Rutgers University**

This panel invites a closer look at the processes associated with organizational mergers and acquisitions. The audience is encouraged to provide insight and further discussion on the topic after the presentations.

**Student author*

TH 2.11 EXECUTIVE COUNCIL MEETING I

9:30 a.m.-12:00 p.m.

Cook

TH 2.12 SHORT COURSE I: THE NECESSITY OF THE INTERCULTURAL CLASSROOM IN COMMUNICATION

10:00 a.m.-12:00 p.m.

Ballroom C



Instructor: **Christina Hicks-Goldston**, *Georgian Court University*
 This short course focuses on the following: (1) Defining intercultural communication, enculturation, and acculturation; (2) Theoretical perspectives; and (3) Defining cultural natures (high context vs. low context, particularism vs. universalism, cultural warrants vs. cultural mores, gender, individual vs. collective, the role of nonverbal in intercultural communication, and the role of religion in intercultural communication). The course recognizes the practical application of such concepts by relating them to "real world" classroom experiences, with an optional question-and-answer segment.

TH 2.13 TRANSFORMING COMMUNICATION AND COMMUNITY: HEALTH PRACTITIONERS MEET COMMUNICATION PRACTITIONERS IN A PROBLEM SOLVING FORUM

10:30-11:45 a.m.

Flower

Sponsor: Applied Communication

Chair: **Dennis Klinzing**, *West Chester University*

Participants: **Gerard Klinzing**, *Bryn Mar Hospital*

Katherine Klinzing, *Haverford Family Medicine*

Dene Klinzing, *University of Delaware*

This interactive panel will include a physician, a physician's office manager and a supervisor of hospital based child life interns. These panel members will identify communication problems they experience, indicate how they attempt to solve the problems and report on the success and failure of their attempted solutions. The panel chair and moderator will lead a discussion in which attendees will be invited to offer explanations about why the panel members' communication successes occurred and to offer suggestions about why the panel members' communication failures occurred and how they might be solved.

TH 2.14

BELIEFS, EMOTIONAL RESPONSES, & NAGGING: COLLEGE STUDENTS IN THE ACADEMY TODAY

10:30-11:45 a.m.

Ballroom A1

Sponsor: Instructional Communication

Chair: **Karen Evans**, *Ohio University-Lancaster*

Respondent: **Marian L. Houser**, *Texas State University-San Marcos*

"Misconceptions and Beliefs about Communication: Are there Differences Between Majors and Non-Majors?"

Eric M. Fife, *James Madison University*

C. Leigh Nelson, *James Madison University*

"The Relationship Between Students' Emotional Response and Perceptions of Empowerment"

Michelle L. Paulsel, *Northwestern State University of Louisiana*

"The Development of a Taxonomy of Student Nagging Behavior"

Katie Neary Dunleavy, *West Virginia University*

Scott A. Myers, *West Virginia University*

This panel is going to examine three unique aspects related to instructional communication: college student beliefs about the communication field; the affect of student emotional response on perceptions of student empowerment; and different ways students engage in nagging behavior in the classroom.

TH 2.15

POLITICAL IMAGE TRANSFORMED

10:30-11:45 a.m.

Ballroom B

Sponsor: Political Communication

Chair: **Jason Moldoff**, *Virginia Tech*

Respondent: **Kathy Kendall**, *University of Maryland*

"The 2004 Presidential Campaign: Candidate Access or Image Control?"

Len Shyles, *Villanova University*

“The Front Page Image of the 2004 Debates: Transforming Communication in Conflicting Choices”

Janis L. Edwards, *University of Alabama*

“Radio Advertisements and Candidate Image in the 2004 Elections”

John C. Tedesco, *Virginia Tech*

Papers on this panel focus on various aspects of political image ranging from image control, image alteration, and image presentation. Despite the War in Iraq, terrorism and homeland security concerns, and a wide array of significant domestic issues, candidate image continued to play an important role for voters in the 2004 presidential campaign. This panel takes a closer look at the role of image in the 2004 campaign.

TH 2.16

**THE SPEECH THAT FOUNDED TEMPLE UNIVERSITY:
RUSSELL CONWELL’S ‘ACRES OF DIAMONDS,’ THE AMERICAN
DREAM, AND ‘COMMON CENTS’**

10:30-11:45 a.m.

Ballroom D

Sponsor: Rhetoric and Public Address

Chair: **David Dzikowski**, *The Pennsylvania State University*

“Higher Education and the Legacy of Dr. Russell Conwell”

Marcus Paroske, *Temple University*

“Russell Conwell and Progressive Era Rhetoric of the American Dream”

Arthur Herbig, *University of Maryland*

“Dialogic Forces in Russell Conwell’s ‘Acres of Diamonds’”

David Dzikowski, *The Pennsylvania State University*

Tracing the influence of American orator and educator Russell Conwell through an extensive review of the Conwellana-Templana archives at Philadelphia’s Temple University, this panel also considers how ‘Acres of Diamonds’ exemplifies the shift from the abstract idea of a good life to a specific desire for wealth that has marked the evolution of the American Dream, and considers the internal dynamics of the dialogic functions of a speech noted for its narrative and Gospel-of-Wealth features.

TH 2.17

**CONSTRUCTING WOMANHOOD: FEMININE IDENTITY IN A
CONTEXT OF HEGEMONY**

10:30-11:45 a.m.

Claypoole

Sponsor: Voices of Diversity

Chair: **Deborah Borisoff**, *New York University*

Respondent: **Deborah Borisoff**, *New York University*

“Navigating the Invisible: The Complex Dual Standpoint of Black Womanhood”*

Larae Booker, *New York University*

"Sistahood: The Significance of Friendship Between African-American Women"*

Daria Hall, *New York University*

"The 'Patty Hou Phenomenon': From the Rising of a Young Anchorwoman to the Gender Imbalance in Taiwan"*

Annie Hsu, *New York University*

"Childproof: Social Construct and Gender Identity of the Childfree Woman"*

Sophie Painchaud, *New York University*

This panel of debut papers examines the construction of women's identity against a backdrop of an externally-controlled, oftentimes threatening hegemonic society. How are women's identities influenced by race? Gender imbalance? Social constructs? Rooted in communication, these papers are informed by ethnography and extend current research on the identification of women by dissecting it not in isolation, but within the more complicated context of dominant societal structure.

**Debut paper*

**TH 2.18 RESEARCHING COMMUNICATION AND THE COMMUNITY:
A ROUNDTABLE DISCUSSION OF THE CHALLENGES
INVOLVED IN EXPLORING DIFFICULT POPULATIONS AND
SUBJECT MATTERS**

10:30-11:45 a.m.

Reynolds

Sponsor: Interpersonal Communication Interest Group

Chair: **Frances N. Huber**, *University of North Carolina – Charlotte*

Respondents: **Christie Bautista Ghetian**, *The Pennsylvania State University*

Frances N. Huber, *University of North Carolina – Charlotte*

Janice L. Krieger, *The Pennsylvania State University*

Wendy Nichols, *Century College*

Jennifer E. Ohs, *The Pennsylvania State University*

This roundtable discussion will explore some of the obstacles involved when researching populations that are difficult to identify or recruit, as well as challenges in exploring sensitive topics. The panelists will converse about their experiences with older adults, low income groups, inmates, obese persons, and sexually active adolescents. The panelists will discuss participant recruitment, establishing trust, ethical dilemmas, confidentiality, desirability bias, and human subject protection as related to research in Interpersonal Communication.

TH 2.19 BUILDING COMMUNITIES OF TEACHING THROUGH MEDIA

10:30-11:45 a.m.

Bromley

Sponsor: Media Ecology

Chair: **Michael Grabowski**, *College of New Rochelle*

Respondent: **MJ Robinson**, *New York University*

Panelists: **Brian Cogan**, *Molloy College*

Sue Collins, *New York University*

Michael Grabowski, *College of New Rochelle*

Marion Wrenn, *New York University*

The emergence of ubiquitous digital technologies in classrooms has transformed the experience of teaching communication classes. While encouraging audience participation, this roundtable discussion relates strategies for extending the classroom community into larger environments, including the opportunity to create cross-class virtual communities. Participants also will offer warnings about potential pitfalls when introducing these technologies into the classroom.

TH 2.20

HIT, CMC, MASS COMMUNICATION, OR ...? A ROUNDTABLE DISCUSSION ON THE CONVERGENCE OF THE DISCIPLINES

10:30-11:45 a.m.

Ballroom E

Sponsor: Human Information Technologies

Chair: **Catherine Wright**, *George Mason University*

Participants: **Susan Barnes**, *Rochester Institute of Technology*

Cary Horvath, *Youngstown State University*

Steven Koehn, *Lycoming College*

Cindy Lont, *George Mason University*

Rudy Pugliese, *Rochester Institute of Technology*

John Spinda, *Kent State University*

This Roundtable invites discussion about the possibility of changing the HIT Interest Group name and a possible convergence with the Mass Communication Interest Group.

TH 2.21

GLOBAL HIP HOP CULTURE VERSUS THE GLOBAL SPOKEN WORD CULTURE: IS THERE A DIFFERENCE?

10:30-11:45

Ballroom A2

Sponsor: Intercultural Communication

Chair: **Tia Smith-Cooper**, *University of Maryland*

Respondents: **Traci Evadne Currie**, *University of Michigan – Flint*

Liza Garza, *University of Michigan – Flint*

The purpose of this round table discussion is to take a deeper look at the differences and similarities between Hip Hop Music and Spoken Word Art. Face value shows us that there are easily identifiable differences, by mere presentation, language use, content, and the musical aestheticism. However, the differences can be arguable, given the advent use of Spoken Word as a tool of communication. Upon looking at broadcast shows (i.e. Def Poetry Jam and others), the emergence of Spoken Word and Hip Hop is more expected now than ever before; thus we ask the question are both forms of

communication becoming re-shaped culturally, and if so, is this transformation beneficial to both cultures or detrimental to its powerful use on a global level?

TH 2.22 **OPEN FORUM IN APPLIED COMMUNICATION:
TRANSFORMING OUR COMMUNITIES THROUGH CURRICULAR,
MARKETPLACE, AND MULTICULTURAL ISSUES**

12:00-1:15 p.m.

Ballroom E2

Sponsor: Applied Communication

Chair: **Ronald C. Arnett**, *Duquesne University*

Respondent: **David Brown**, *BrownPartners*

“Transforming Public Relations and Advertising: An Integrated Marketing Communication Curriculum”

Kathleen Glenister Roberts, *Duquesne University*

“Public Relations and Multicultural Pedagogical Imperatives”

Juliette Storr, *Penn State Beaver Campus*

This panel invites David Brown of Brown Partners, a multicultural marketing firm, to respond to position papers on integrated marketing communication curriculum issues and multicultural public relations pedagogy, two applied communication contexts with implications for the marketplace and educational contexts of the 21st century. The audience is invited to join in a discussion of how communities can be transformed through the applied work of the university and the marketplace.

TH 2.23 **NONVERBAL COMMUNICATION IN A VARIETY OF
COMMUNICATION CONTEXTS**

12:00-1:15 p.m.

Ballroom A1

Sponsor: Nonverbal Communication

Chair: **Jacob Cayanus**, *Oakland University*

Respondent: **Kristen Campbell Eichhorn**, *Towson University*

“Morningness/Eveningness and Time Orientation as Predictors of Student Success: A Research Study”

Mary R. Hickey, *Towson University*

“Exploring Nonverbal Teacher Immediacy: Measuring the Importance and Judgment of Scale Dimensions”

Lynn Gregory, *University of Vermont*

“Is Deception Really Underneath It All? An Experiment Examining the Relationship between Deception and Nonverbal Cues”

Tina M. Carroll, *California State Polytechnic University, Pomona*

Guillermina Zarate, *California State Polytechnic University, Pomona*

“Cancer Clinical Trial Accrual Websites: A Content Analysis of Personal and Cultural Barriers Posted Online”

Tabitha Harris, *Towson University*

Kristen Campbell Eichhorn, *Towson University*

“Class size: Perceptions of instructor nonverbal immediacy behaviors and instructor credibility

Alexandria L. Godorhazy, *West Virginia University*

TH 2.24

INSTRUCTIONAL COMMUNICATION WITHIN UNDER-RESEARCHED GROUPS

12:00-1:15 p.m.

Ballroom B

Sponsor: Instructional Communication

Chair: **Michelle L. Paulsel**, *Northwestern State University of Louisiana*

Respondent: **Elizabeth R. Berhat**, *State University of New York College at Plattsburgh*

“Perceptions of Intercultural Contact Between Academics and Athletics”

Anna F. Carmon, *West Chester University of Pennsylvania*

John R. Baldwin, *Illinois State University*

“Students’ Perceptions of Classroom Communication Efficacy when Communicating with International Teaching Assistants”

Brooke Chapman Wadsworth, *The Pennsylvania State University*

“Argumentativeness and Aggressive Communication as Predictors of K-12 Teacher Burnout”

Theodore A. Avtgis, *West Virginia University*

Andrew S. Rancer, *University of Akron*

This panel contains three papers that examine instructional communication in three different groups (college athletes, international teaching assistants, and K-12 teachers) that are demonstrating the applicability of instructional communication across contexts.

TH 2.25

WAR, PEACE, AUTHORITY AND AUTHENTICITY: POLITICAL RHETORIC OF OUR NATIONAL LEADERS

12:00-1:15 p.m.

Ballroom E1

Sponsor: Political Communication

Chair: **Kristin English**, *Virginia Tech*

Respondent: **J. Kanan Sawyer**, *West Chester University*

“Race, Gender and Rhetorical Authority: Comparing Henry Kissinger and Condoleezza Rice”

Wilbur C. Rich, *Wellesley College*

“Condoleezza Rice, Black Conservatism, and the Dilemma of Black Authenticity”

Nicholas A. Thomas, *The Pennsylvania State University*

“Ethos and Delivery: An Analysis of Colin Powell and the War in Iraq”

Sara Ann Mehlretter, *The Pennsylvania State University*

Johnathan Bowman, *Boston College*

“The Peacekeeping Mission: Bill Clinton and Bosnia”
Jason A. Edwards, *Georgia State University*
Karla A. Stevenson, *University of Iowa*

Whether President or Secretary of State, our national leaders carry a large amount of rhetorical power. Papers on this panel assume various rhetorical approaches to understanding and analyzing the speech strategies of our leaders. From issues of race and gender to ethos and delivery, this panel offers a unique look at rhetoric in times of historical importance.

TH 2.26 **TRANSFORMING [THROUGH] SOCIAL MOVEMENTS**

12:00-1:15 p.m. Bromley

Sponsor: Rhetoric and Public Address

Chair: **Christine Courtade Hirsch**, *SUNY-Oswego*

“Transformations from the Past to the Present and Counting the Cats of Zanzibar: Upton Sinclair and the Decline of the Muckraking Movement”
John Kares Smith, *SUNY-Oswego*

“Transformation in Progress: The Battered Women’s Movement...”
Christine Courtade Hirsch, *SUNY-Oswego*

“Transformation in Process: Cindy Sheehan and the ‘Bring Them Home’ Tour”
Jessica Reeher, *SUNY-Oswego*

“Transformation in the Press: How Mainstream Media Cover Protest Movements”
Eileen Gilligan, *SUNY-Oswego*

Transforming communication and communities can perhaps best be seen by looking at some of our most visible public agitators and sometimes-agents of change: social movements. This panel explores the transformational rhetoric of social movements across time; past (muckrakers), present (battered women’s movement), and future (Cindy Sheehan’s nascent protest movement). We also present an analysis of press treatment of social movements, as we watch, and perhaps participate in, the transformation of communities through communication.

TH 2.27 **TOP PAPERS IN VOICES OF DIVERSITY**

12:00-1:15 p.m. Claypoole

Sponsor: Voices of Diversity

Chair: **Joy M. Cypher**, *Rowan University*

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

“A Thin Line Between Love and Hate: Gay Relational Identity on Will & Grace”
Lyn J. Freymiller, *Pennsylvania State University*

“W.E.B. DuBois: America’s Foremost Black Zionist”
Benjamin Sevitch, *Central Connecticut State University*

“An Intrinsic Moral Evil”: Some Features and Implications of the Moral Theology of Pope Benedict XVI Regarding Homosexuality”

Robert Westerfelhaus, *College of Charleston*

“Effects of Institutional Efforts in Diversity and Actual Institutional Diversity”

Kristina Ruiz-Mesa, *Villanova University*

“The Perfect Example of Political Propaganda: The Chinese Government’s Persecution against Falun Gong”

Chin-Yunn Yang, *New York University*

These papers are, in order, the top five submissions to the Voices of Diversity Interest Group for 2006.

THURSDAY

TH 2.28

TOP FOUR COMPETITIVE PAPERS IN INTERPERSONAL COMMUNICATION

12:00-1:15 p.m.

Reynolds

Sponsor: Interpersonal Communication Interest Group

Chair: **Katie Neary Dunleavy**, *West Virginia University*

Respondent: **Mary C. Toale**, *Baldwin Wallace College*

“Parent And Child Perceptions Of Co-parenting And Child Conflict Management”*

Angela S. Borsella, *University of Iowa*

“The Dark Side Of Self-Monitoring: How High Self-Monitors View Their Romantic Relationships”

Courtney N. Wright, *Northwestern University*

Adrienne Holloway, *Northwestern University*

Michael E. Roloff, *Northwestern University*

“Constructing Individual, Familial, And Cultural Realities: An Analysis Of The Adoption Stories Parents Tell Their Internationally Adopted Children”*

Meredith Marko, *University of Nebraska-Lincoln*

“Perceived Sibling Use Of Verbally Aggressive Messages Across The Lifespan”

Scott A. Myers, *West Virginia University*

Alan K. Goodboy, *West Virginia University*

This panel features the top competitive papers from the Interpersonal Communication Interest Group for this year. In transforming community, these authors examine communal communication in a variety of contexts. This panel illustrates varied approaches to interpersonal communication research.

* *Student*

TH 2.29

TOP STUDENT PAPERS FOR LAMBDA PI ETA

12:00-1:15 p.m.

Ballroom A2

Sponsor: Lambda Pi Eta

Chair: **Jason Wrench**, *Ohio University-Eastern*

Respondent: **Shannon Brogan**, *Ohio University-Chillicothe*

“The influence of human temperament and subordinate-subordinate conflict management and job satisfaction”

Jonathan Peltz, *Ohio University-Eastern* *

Libby Hagood, *Ohio University-Eastern* *

Will Ballog, *Ohio University-Eastern* *

“Gay rights: Comparing nationwide newspaper coverage of same-sex marriage, same-sex adoption, and gays in the boy scouts of America”

Laura K. de Zutter, *The College of New Jersey*

Samantha Schumacher, *The College of New Jersey*

Elyse Mitchell, *The College of New Jersey*

John C. Pollock, *The College of New Jersey*

Jessica Cooper, *The College of New Jersey*

Kim Denker, *The College of New Jersey*

Jessica, A. Dietz, *The College of New Jersey*

Angela M. DuRoss, *The College of New Jersey*

Lauren Hoffman, *The College of New Jersey*

Jill E. Moscatello, *The College of New Jersey*

Christine A. O'Rourke, *The College of New Jersey*

Ashley Partow, *The College of New Jersey*

Jennie Piwowarczyk, *The College of New Jersey*

“The relationship between sensation seeking and arousal level in advertisements”

Katherine Evans, *Denison University*

“Internet as point of purchase: The function of word of mouth communication”

Katharine Riposta, *Hamilton College*

“Media bias in the 2004 presidential campaign”

William Hallowell, *College of Mount Saint Vincent*

* *Top Paper: These papers are the top five submissions for Lambda Pi Eta 2006.*

TH 2.30

TRANSFORMING COMMUNITIES: STRATEGY, COMMUNICATION, AND IDENTITY

12:00-1:15 p.m.

Ballroom D

Sponsor: Intercultural Communication and Voices of Diversity

Chair: **William Kingsley**, *Shippensburg University*

Respondent: **Donyale Griffin**, *Wayne State University*

“Marian Anderson: The Surprising Spokeswoman”

Melinda Schwenk-Borrell, *Shippensburg University*

“Politicizing Motherhood/The Feminine Sphere: Rhetorical Strategies in Cindy Sheehan’s and Code Pink’s Anti-War Protests”

Eveline Lang, *Shippensburg University*

“Internet Blogging: Gendered Online Identities and ... Pie?”
Kara Laskowski, *Shippensburg University*

TH 2.31

**ANALYZING COMMUNICATION AND COMMUNITY:
CASE STUDIES IN ORGANIZATIONAL COMMUNICATION**

12:00-1:15 p.m.

Flower

Sponsor: Organizational Communication
Chair: **Erin C. Bryan**, *West Virginia Wesleyan College*
Respondent: **Tara L. Crowell**, *The Richard Stockton College of New Jersey*
“Researching the Research Organization: A Culture Analysis of MQA Research, Inc.”
Angela Steele, *Ohio University Pickerington Center***
Jessica Boyden, *Ohio University Pickerington Center***
Brenda Trantina, *Ohio University Pickerington Center***

“Behind the Scenes: An In-depth Analysis of the Structure and Culture of a Black Student Organization”
Marnel N. Niles, *Howard University**
Angela Foreman, *Howard University**

“Independent Research: Organizational Communication & World Missions in the Church”
Maryann Cooke, *University of Rhode Island*

This panel discusses organizational communication concepts with regard to three different organizations. Effective and ineffective practices are highlighted.

*Student author

** Debut paper and student author

TH 2.32

TEACHING FELLOWS COMMITTEE MEETING

12:15-1:30 p.m.

Cook

TH 2.33

**SHORT COURSE II: COMMUNICATION SKILLS FOR TEACHERS
FOR WHOM ENGLISH IS A SECOND LANGUAGE**

12:30-2:30 p.m.

Ballroom C

Instructor: **Victoria Lichterman**, *New York City College of Technology*

At every level of our educational system we are assimilating teachers from all over the world. This is true of our student population as well. Today and far into the foreseeable future, we are going to have, in any given teaching situation, classrooms heavily populated with ESL students being taught by ESL teachers. In spite of this growing concern, very few educational institutions seem to be directly addressing the issue of the teacher who speaks English as a second language. This short course is offered in an attempt to acknowledge



THURSDAY

this issue in the hope that it will attract attention as an issue. It is also hoped that this course will prove how relatively easy it is to help these teachers develop the skills required to be understood, in spite of an accent or dialect.

TH 2.34

BOOK & GRADUATE PROGRAM EXHIBITS

1:00-5:00 p.m.

Hamilton/Exhibit Hall

TH 2.35

ARE WE AS EFFECTIVE AS WE THINK WE ARE?: EXAMINING STUDENT & TEACHER PERCEPTIONS OF COMMUNICATION IN DISTANCE LEARNING COMMUNITIES

1:30-2:45 p.m.

Ballroom A1

Sponsor: Instructional Communication

Chair: **Shannon M. Brogan**, *Ohio University-Chillicothe*

Participants: **Kathleen Dobbins**, *Ohio University-Zanesville*

Karen Evans, *Ohio University-Lancaster*

Abbey Grubb, *Ohio University-Lancaster*

Heidi Porter, *Ohio University-Eastern*

Sheida Shirvani, *Ohio University-Zanesville*

Angela Steele, *Ohio University-Lancaster*

Candice Thomas-Maddox, *Ohio University-Lancaster*

Jason S. Wrench, *Ohio University-Eastern*

As more educational institutions encourage faculty to develop courses for distance formats (i.e., online, microwave/compressed video), our need for understanding the perceived effectiveness of classroom communication in these distance environments increases. Instructional communication concepts such as immediacy, clarity, out-of-class communication, question-asking, teacher/student misbehaviors, and power in the classroom take on new meaning in these new learning environments. Both students and faculty will discuss their experiences in a variety of distance learning formats. Suggestions for assignment expectations, assessment guidelines, syllabi development, and instructor accessibility will be discussed.

TH 2.36

TRANSFORMING COMMUNICATION AND COMMUNITY THROUGH THE CHANGING RHETORICS OF THE BODY

1:30-2:45 p.m.

Bromley

Sponsor: Rhetoric and Public Address

Chair: **Amardo Rodriguez**, *Syracuse University*

Respondent: **Amardo Rodriguez**, *Syracuse University*

“Campaigning for the Real Woman: A Rhetorical Analysis of Dove’s ‘Campaign for Real Beauty’”

Marsha Atteberry, *Syracuse University*

“Public Spectacles of the Black Body: An Analysis of the Life of Sara Baartman”

Diana Martinez, *Syracuse University*

“The Rhetoric of ‘Bare Life’: Rhetorical Justifications of Genocide”

Gavin Humes, *Pepperdine University*

“The Mother, the Monster, and the Goddess: Womyn Revolutionaries and Representation in the French Revolution”

Alaina Youngs, *California State University, Long Beach*

“Abandon Tradition to Follow My Heart? A Narrative on Bodies of Knowledge and Knowledge of the Body”

Jill Nevling, *Syracuse University*

TH 2.37

PRESENTING DIVERSE VOICES IN THE CLASSROOM: MEDIA AND PROJECTS TO ENHANCE MUTICULTURAL EDUCATION ACROSS THE COMMUNICATION CURRICULUM

1:30-2:45 p.m.

Claypoole

Sponsor: Voices of Diversity

Chair: **Celeste Lacroix**, *College of Charleston*

Participants: **Robert Westerfelhaus**, *College of Charleston*

Deborah Socha McGee, *College of Charleston*

Elena Strauman, *College of Charleston*

Celeste Lacroix, *College of Charleston*

Panelists in this session will share a number of media and projects that expose students to a variety of cultures and diverse approaches and that can be used in communication courses or units on health communication, small group communication, communication ethics, intercultural communication, and communication theory, as well as others. Attendees will be provided with a list of videos and how to acquire them, as well as handouts describing suggested projects.

TH 2.38

COMPETITIVE PAPERS IN PHILOSOPHY OF COMMUNICATION

1:30-2:45 p.m.

Ballroom C

Sponsor: Philosophy of Communication

Chair: **Pat Arneson**, *Duquesne University*

“A Beautiful Encounter: Aesthetics and Ethics in Martin Buber’s Dialogic Philosophy”

Sanda Tomuletiu, *Duquesne University*

“Rhetoric for Ethics: “I” for the Other”

Cem Zeytinoglu, *Duquesne University*

“Habermas’ Public Sphere and Multiple Public Spheres: The Role of the Mass Media in Social Integration”

Weiyu Zhang, *University of Pennsylvania*

“Isocratean Sophia: Civic Wisdom in the Philosophy of Isocrates’ Paedeia”

Christopher L. Johnstone, *Penn State University*

“Hannah Arendt and Service Learning: A Philosophical Argument for Service Learning in the Communication Discipline”

Amanda McKendree, *Duquesne University*

TH 2.39

COMMUNICATING TO TRANSCEND TRAUMA, TRANSMIT RESOLVE, AND TRANSFORM THEORY

1:30-2:45 p.m.

Ballroom E1

Sponsor: Theory and Methodology

Chair: **Bea Hollander-Goldfein**, *Council for Relationships*

Respondent: Bea Hollander-Goldfein, Council for Relationships

“Qualitative Methods For The Study Of Survivorship: The Innovative Contributions of Research Teams”

Sherry Perlmutter Bowen, *Villanova University*

“Using Grounded Theory To Understand Political Attitudes: A Study Of Intolerance And Tolerance In Holocaust Survivors”

Nancy Isserman, *Temple University*

“Analyzing Trauma Narratives Across Generations: Locating Resilience And Human Flourishing”

Hannah Kliger, *Penn State University*

“Transformative Family Dynamics: Elucidating The Role Of The Mediating Parent”

Lucy Raizman, *Council for Relationships*

TH 2.40

TOP PAPERS IN HEALTH COMMUNICATION

1:45-2:45 p.m.

Whitpen

Sponsor: Health Communication

Chair: **Melinda Villagran**, *University of Texas at San Antonio*

“Uncertainty and Environmental Risk Factors of Breast Cancer: Adolescent and Adult Females’ Perceptions**

Julie Volkman, *The Pennsylvania State University*

Kami Silk, *Michigan State University*

“The Differential Role of Descriptive and Injunctive Norms on College Drinking”*

Victoria Orrego Dunleavy, *University of Miami*

“The Picture of AIDS in America: A Historical Overview”

Dominique G. Ruggieri, *Temple University*

“The Effect of Source Credibility on Consumers’ Perceptions of the Quality of Health Information on the Internet”

Benjamin Bates, *Ohio University*
Sharon Romina, *Ohio University*
Rukhsana Ahmed, *Ohio University*
Danielle Hopson, *Ohio University*

“Nationwide Newspaper Coverage of Genetically Modified Foods: A Community Structure Approach”***

Pam Braddock, *The College of New Jersey*
Kristine Corbin, *The College of New Jersey*
Michelleslie Maltese-Nehrbass, *The College of New Jersey*
John Pollock, *The College of New Jersey*

**Top Faculty Paper*
***Top Graduate Student paper*
****Top Undergraduate Paper*

These papers are the top submissions to the Health Communication Interest Group for 2006.

THURSDAY

TH 2.41

ROLE OF COMMUNICATION IN MEETING POSTCOLONIAL CHALLENGES: EXAMINATION OF VARIOUS LEVELS OF RECONCILIATION

1:45-2:45 p.m.

Ballroom A2

- Sponsor: Intercultural Communication
- Chair: **Jane Sutton**, *Pennsylvania State University, York*
- Respondent: **Jane Sutton**, *Pennsylvania State University, York*
- “Nelson Mandela’s rhetorical strategies of reconciliation”
Nkanyiso Mpfu, *Pennsylvania State University, York*
- “Reconciling the colonizing/colonized consciousness: Lived experience of Japanese sojourners”
Kaori Ishida, *Pennsylvania State University, York*
- “Surviving reconciliation in post-apartheid South Africa: Narratives of reconciliation NGO (non-governmental organization) workers and apartheid-era abuse survivors”
Bryan Urbasaitis, *New York University*

TH 2.42

RESEARCH FELLOWS COMMITTEE MEETING

1:45-2:45 p.m.

Cook

TH 2.43

ECA CAFÉ

2:00-3:00 p.m.

Hamilton/Exhibit Hall

Please stop by the Hamilton Room/Exhibit Hall and have some coffee and tea and check out our wonderful exhibits.

THURSDAY

SPOTLIGHT

TH 2.44

CREATING & NEGOTIATING ACADEMIC LIFE: STRATEGIES FOR GETTING PUBLISHED

2:45-5:15 p.m.

Reynolds

Sponsor: First Vice President and the Distinguished Research and Teaching Fellows

Facilitators: **James W. Chesebro**, *Ball State University*

Thomas W. Benson, *Pennsylvania State University*

James McCroskey, *West Virginia University*

This is one of three professional development workshops sponsored by the Distinguished Research and Teaching Fellows as well as the First Vice President.

SPOTLIGHT

TH 2.45

CREATING & NEGOTIATING ACADEMIC LIFE: STRATEGIES FOR NEW COURSE DEVELOPMENT

2:45-5:15 p.m.

Cook

Sponsor: First Vice President and the Distinguished Research and Teaching Fellows

Facilitators: **Virginia Richmond**, *West Virginia University*

Linda Lederman, *Arizona State University*

This is one of three professional development workshops sponsored by the Distinguished Research and Teaching Fellows as well as the First Vice President.

SPOTLIGHT

TH 2.46

CREATING & NEGOTIATING ACADEMIC LIFE: STRATEGIES FOR MANAGING THE ACADEMIC JOB INTERVIEW PROCESS

2:45-5:15 p.m.

Ballroom D

Sponsor: First Vice President and the Distinguished Research and Teaching Fellows

Facilitators: **Deborah Borisoff**, *New York University*

Mari Boor Tonn, *University of Maryland*

Kathleen M. Long, *West Virginia Wesleyan College*

This is one of three professional development workshops sponsored by the Distinguished Research and Teaching Fellows as well as the First Vice President.

TH 2.47

SHORT COURSE III: HOW INTERNET MASS COMMUNICATION IMPACTS NEUROLOGICAL PATIENT DEMAND: WHAT IS THERE, WHAT IS SAYS, AND WHAT IT MEANS

3:00-5:00 p.m.

Whitpen

Instructor: **David Mulholland**, *Landmark College*

This course builds on a study by the author to look at information provided to Internet search engine users about the same medical condition. The search included a variety of back pain variant terms in several languages, looking for information related to fifteen language groups, thirteen countries and all seven continents. In all a media content analysis was conducted on 1,375 websites. The results demonstrate the variety of information about similar health issues accessible differently with respect to demographic characteristics implied in search terms. The importance for educators is to understand the selectivity bias in using search engines as learning tools. Although the example is medical, the issues are generalized and applicable to other disciplines.



TH 2.48

INSTRUCTIONAL COMMUNICATION AND TECHNOLOGY IN THE MODERN CLASSROOM

3:00-4:15 p.m.

Ballroom A2

Sponsor: Instructional Communication

Chair: **Jeannette Kindred**, *Marist College*

Respondent: **Scott A. Myers**, *West Virginia University*

“Faculty Perceptions and Use of Technology to Enhance Teaching and Learning”

Michelle I. Seelig, *University of Miami*

Diane M. Millette, *University of Miami*

“The Online Teacher Satisfaction Model: Predicting Satisfaction in the Online Communication Course”

Shannon Van Horn, *Valley City State University*

Judy C. Pearson, *North Dakota State University*

“Are Textbooks Talking Technology? The Role of Technology in Public Speaking Textbooks”

Jeffrey T. Child, *North Dakota State University*

Judy C. Pearson, *North Dakota State University*

Najla G. Amundson, *North Dakota State University*

From faculty perceptions of technology, to determining satisfaction within online courses, to the role of technology in basic course textbooks, the participants will explore the nature and controversies of technological integration within the modern classroom.

TH 2.49

TRANSFORMING COMMUNITIES THROUGH POLITICAL ACTIVISM: ENVIRONMENT, RELIGION AND ENTERTAINMENT

3:00-4:15 p.m.

Ballroom B

Sponsor: Political Communication

Chair: **Scott Dunn**, *Virginia Tech*

Respondent: **Mitchell S. McKinney**, *University of Missouri-Columbia*

“Definitional Plasticity in United States Wetland Regulations”
Tiffany Thompson, *University of Maryland*

“Chorographic Rhetoric and the Environmental Justice Movement: Locating the DSCR”
Kevin Douglas Kuswa, *University of Richmond*
Paul J. Achter, *University of Richmond*

“The Perfect Example of Political Propaganda: The Chinese Government’s Persecution against Falun Gong”
Chin-Yunn Yang, *New York University*

“Celebrities as Political Activists: A Role Criticism of Two Speeches by Tim Robbins”
Mark Glantz, *State University of New York College at Brockport*

Papers on this panel take a close look at various forms and rhetorical strategies used by political activists or activist groups. Spanning environment, the Falun Gong religion in China, and celebrities in politics, these papers provide commentary and critique on ways activist groups are using their influence to transform and shape communities.

TH 2.50

TOP PAPERS IN MASS COMMUNICATION

3:00-4:15 p.m.

Flower

Sponsor: Mass Communication Division

Chair: **Gary Horvath**, *Youngstown State*

Respondent: **Steven Koehn**, *Lycoming College*

“Intellectual Property Law and Digital Technology: Exploring Third-Person Perceptions and Copyright Infringement on the Internet”
Janet P. Ofano, *Rochester Institute of Technology*

“A Review of Three Decades of Mass Media Research”
Michael Horning, *Rochester Institute of Technology*

“Media Addiction as a Predictor of Relational Maintenance in Interpersonal Relationships”
Sara Banfield, *West Virginia University*
Rebecca M. Chory-Assad, *West Virginia University*

These papers are the top three submissions to the Mass Communication Interest Group.

TH 2.51

**INTELLECTUAL ETIQUETTE: AGREEING TO DISAGREE
AGREEABLY**

3:00-4:15 p.m.

Ballroom E1

Sponsor: Argumentation & Forensics

Chair: **Daniel Agatino**, *The College of Saint Elizabeth*

Participants: **Daniel Agatino**, *The College of Saint Elizabeth*

Steven Koski, *The College of Saint Elizabeth*

Don Swanson, *Monmouth University*

Among the most important issues facing our society today public discourse tends to encourage conflict between perspectives rather than encourage resolution. This panel will consist of scholars within and outside the field of Communication. Public discourse seems to base explore the challenges faced by those who wish to contribute ideas and opinions to contentious issues currently being debated in public discourse. Much discussion, especially in the media, is geared towards perpetuating conflict, not solving it. Panelists will engage such controversial issues as agency, identity and rhetorical self-restraint. In addition, the panel will evaluate specific instances of uncivil discourse, analyze the consequences of this behavior, and suggest conflict avoidance and conflict resolution strategies. Audience participation will be encouraged and time will be allotted for questions and answers.

THURSDAY

TH 2.52

**TRANSFORMING INTERPERSONAL COMMUNICATION
RESEARCH: MEASUREMENT AND ANALYSIS**

3:00-4:15 p.m.

Bromley

Sponsor: Interpersonal Communication Interest Group

Chair: **Megan R. Dillow**, *The Pennsylvania State University*

Respondent: **Maria Brann**, *West Virginia University*

“Further Development Of The Evoking Jealousy Scale”

Jacob Cayanus, *Oakland University*

Katie Neary Dunleavy, *West Virginia University*

Alan K. Goodboy, *West Virginia University*

“‘To Make A Long Story Short...’: Toward The Development Of A Reliable And Valid Measure Of Narrative Coherence And Fidelity”*

Erin E. Kleman, *Kent State University*

“Communication And Uncertainty Patterns During Change In Dating Relationships: A Micro-Turning-Point Analysis”

Elizabeth R. Berhat, *State University of New York College at Plattsburgh*

“An Experimental Investigation Of Food Sharing: Effects On Perceived Generosity, Attractiveness, And Masculinity-Femininity”

Nathan Miczo, *Western Illinois University*

Lisa Miczo, *Western Illinois University*

This panel features competitive papers examining the transformation of interpersonal communication scales and analysis. In addition, the authors examine new approaches to assessing interpersonal communication.

* *Student*

TH 2.53

**TRANSFORMING STUDENTS INTO PROFESSIONALS:
COMMUNICATING THE EXPECTATIONS OF A PROFESSIONAL
COMMUNITY THROUGH THE PUBLIC RELATIONS STUDENT
SOCIETY OF AMERICA**

3:00-4:15 p.m.

Ballroom A1

Sponsor: Applied Communication

Chair: **Thomas R. Flynn**, *Slippery Rock University*

Participants: **Marlo Kollar**, *Slippery Rock University*

Jason Snyder, *Slippery Rock University*

Lena Acheson, *Slippery Rock University*

Kathleen Glenister Roberts, *Duquesne University*

Susan Jasko, *California University of Pennsylvania*

The PRSSA members of this panel discuss the manner in which this student organization actively enhances the transformation of undergraduate students into highly qualified, well-prepared professionals in applied communication. Faculty PRSSA sponsors participating in this panel offer insights into working with PRSSA as “the classroom outside the classroom.” Panelists will identify the challenges they face in organizing and leading this organization and the successes they have experienced as partners in communication education.

SPOTLIGHT

TH 2.54

**SPOTLIGHT ON DAVID ZAREFSKY: CELEBRATING THE CAREER
OF A SPECTACULAR SCHOLAR AND TEACHER**

3:00-4:15 p.m.

Ballroom C

Sponsor: First Vice President and Rhetoric & Public Address

Chair: **Stephen Depoe**, *University of Cincinnati*

Respondent: **David Zarefsky**, *Northwestern University*

Panelists: **Victoria Gallagher**, *North Carolina State University*

Stephen Depoe, *University of Cincinnati*

Judith Trent, *University of Cincinnati*

This spotlight panel is in celebration of the academic career of David Zarefsky, a monumental influence in the field of communication, broadly, and in rhetorical studies, in particular. Audience members are invited to share their own experiences in celebration of Dr. Zarefsky.

SPOTLIGHT

TH 2.55

SPOTLIGHT ON COMMUNICATION PROGRAMS AT HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

3:00-4:15 p.m.

Ballroom E2

- Sponsor: First Vice President
 Chair: **Maurice Hall**, *Villanova University*
 Panelists: **Deirdre Ray**, *Cheyney University*
Baruti N. Kopano, *Morgan State University*
Eric Dodson, *Morgan State University*

This roundtable discussion explores the past, present, and future of communication programs at Historically Black Colleges and Universities while accenting achievements, challenges, and opportunities for growth.

TH 2.56

2007 CONVENTION PLANNERS MEETING I

3:00-4:15 p.m.

Claypoole

TH 2.57

TOP PAPERS IN INSTRUCTIONAL COMMUNICATION

4:30-5:45 p.m.

Ballroom E1

- Sponsor: Instructional Communication
 Chair: **Cary Wecht Horvath**, *Youngstown State University*
 Respondent: **Jason S. Wrench**, *Ohio University-Eastern*

“Investigating a New Education Frontier: Instructor Communication Behavior in CD-ROM Texts. Do Traditionally Positive Behaviors Translate into this New Environment”

- Marian L. Houser**, *Texas State University-San Marcos*
Renee L. Cowan, *Texas State University-San Marcos*
Dan A. West, *Ohio University*

“Proposing an Integrating Model: The Immediacy-Learning Relationship Revisited”

- Qin Zhang**, *Fairfield University*
John G. Oetzel, *University of New Mexico*

“The Relationship Between Student Education Orientation and Out of Class Communication Motives”

- Kiana D. Williams**, *Miami University*
Ann Bainbridge-Frymier, *Miami University*

“Students' Communication Orientations, Perceptions of Instructor's Reciprocity, and Learning”

- Jerry L. Allen**, *University of New Haven*
Kathleen M. Long, *West Virginia Wesleyan College*
Joan O'Mara, *University of Hartford*
Ben B. Judd, *University of New Haven*

THURSDAY

These papers are the top three submissions to the Instructional Communication Interest Group for 2006.

TH 2.58 **TEACHING CONVERGED MEDIA**

4:30-5:45 p.m.

Ballroom E2

Sponsor: Mass Communication Division

Chair: **Steven Koehn**, *Lycoming College*

Participants: **Angie Corbo**, *Cabrini College*

Dawn Francis, *Cabrini College*

Cathy Yungmann, *Cabrini College*

Jerry Zurek, *Cabrini College*

In this roundtable discussion, participants will share their approach to curricular transformation, identify the fundamental considerations before implementing changes, and discuss the integration of mass communication and interpersonal communication specialties.

TH 2.59 **TECHNOLOGY AND ETHICS: LIFE IN THE NEW MILLENNIUM**

4:30-5:45 p.m.

Flower

Sponsor: Human Information Technologies

Chair: **Peter W. Galarneau, Jr.**, *West Virginia Wesleyan College University*

“It’s Okay as Long as I Don’t Get Caught: Downloading at Universities”
Catherine Wright, *George Mason University*

“Is the RIAA Finally Getting Its Message Across? The Trend to Legal File Sharing”
Rod Carveth, *Marywood University*

“Plagiarism and the University Professor: The State of Ethics in the University Classroom”
Christine Smith, *George Mason University*

“Copyrights and Cyberspace: Myths Examined”
Karl Baehr, *Emerson College*

TH 2.60 **COMMUNICATING HOPE THROUGH GROUP STORYTELLING: METHODOLOGICAL CONSIDERATIONS**

4:30-5:45 p.m.

Cook

Sponsor: Applied Communication

Participants: **Lisa Millhous**, *West Chester University*

Alyssa Lorah, *West Chester University*

Sarah Shearman, *West Chester University*

Janet Reynolds Bodenman, *Bloomsburg University*

Mary Kenny Badami, *Bloomsburg University*

Susan Jasko, *California University*

This round table discussion explores methodological issues in measuring a group-level variable of hope using questionnaires and content analysis schemes. A content analysis system will be presented with examples where it has been used on existing data sets. A larger discussion of methodological challenges will dominate the conversation with the intention that this panel might serve as an incubator for future collaborative research among session attendees (contact Lisa Millhous at LMillhous@wcupa.edu if you are interested but unable to attend).

TH 2.61

TRANSFORMING THE STUDY OF RELATIONAL MAINTENANCE BEHAVIORS

4:30-5:45 p.m.

Shippen

Sponsor: Interpersonal Communication Interest Group

Chair: **Scott A. Myers**, *West Virginia University*

Respondent: **Marianne Dainton**, *La Salle University*

"Relational Maintenance Behaviors of Friends with Benefits: Investigating Equality and Relational Characteristics."

Alan K. Goodboy, *West Virginia University*

Juan M. D'Brot IV, *West Virginia University*

Kami S. Baker, *West Virginia University*

"Relational Maintenance Behaviors within College Roommate Dyads: Predictors of Trust, Liking, and Commitment."

Katie Neary Dunleavy, *West Virginia University*

Sarah E. Baker, *West Virginia University*

Nathaniel Karl Hixson, *West Virginia University*

Stepahnie Meehl, *West Virginia University*

"Emerging Adults' Use of Relational Maintenance Behaviors with their Parents."

Scott A. Myers, *West Virginia University*

Natica P. Glover, *West Virginia University*

Cara M. Spencer, *West Virginia University*

"Going Online: Relational Maintenance Behaviors and Relational Characteristics Use in Dating Relationships."

Robert J. Sidelinger, *West Virginia University*

David Tibbles, *West Virginia University*

Gus A. Ayash, *West Virginia University*

Alexandria L. Godorhazy, *West Virginia University*

The study of relational maintenance behaviors has grown extensively since its inception (Ayres, 1983), with the bulk of research conducted on participants involved in romantic (i.e., dating, marital) relationships and friendships using the relational maintenance behaviors identified by Canary and Stafford (1992) and revised by Stafford, Dainton, and Haas (2000). This panel continues the study of the relational maintenance behaviors revised by Stafford et al. across four relatively unexplored relational contexts (i.e., friends with benefits,

roommates, adult children- parents, on-line dating), with a specific focus on the use of these relational maintenance behaviors and how these behaviors are tied to relational characteristics.

TH 2.62

STAGE PROXEMICS: COMMUNICATION PERSPECTIVES

4:30-5:45 p.m.

Ballroom C

Sponsor: Interpretation and Performance Studies

Chair: **Chris Hariasz**, *University of Akron*

Respondent: **Dina Dahbany-Miraglia**, *Queensborough Community College CUNY*

“Proxemics of the Stage. A Communication Perspective.”

Chris Hariasz, *Kent State University*

“The Actor’s Space: Space as Medium for Action.

Terrence Cranendonk, *University of Akron*

“Space and Creativity: The Work of New World Performance Laboratory.”

James Slowiak, *University of Akron*

Aspects of actors’ interactions with stage space involve many techniques. Nonverbal communication, cultural judgments and artistic message construction as modified by actors’ idiosyncratic emotions and behaviors are necessary to constructing and interpreting theatrical images and actions.

SPOTLIGHT

TH 2.63

NOT YOUR AVERAGE JOE: THE LIFE AND WORK OF DR. JOSEPH N. CAPPELLA

4:30-5:45 p.m.

Bromley & Claypoole

Sponsor: First Vice President & Health Communication

Chair: **Judith L. Weiner**, *University of Pennsylvania*

Panelists: **Alyssa Klein**, *University of Pennsylvania*

SeHoon Jeong, *University of Pennsylvania*

Yahui Kang, *University of Pennsylvania*

Anca Romantan, *University of Pennsylvania*

Minsun Shim, *University of Pennsylvania*

Marco Yzer, *University of Minnesota*

This panel will spotlight the scholarship of Dr. Joseph N. Cappella. An array of junior colleagues and students will discuss the impact of his work.

TH 2.64 **GENERAL RECEPTION/NO HOST**
Sponsored by Duquesne University

6:00-7:30 p.m. Ballrooms A & B

This general reception features a local pianist. Welcome to all newcomers and returning ECA members!

TH 2.65 **12 STEP GROUP MEETING**

8:00-9:00 p.m. Bromley & Claypoole

TH 2.66 **FUN at DAVE & BUSTERS**
Sponsored by West Chester University

8:00-11:00 p.m. Meet Shuttle Outside Front Entrance of Conference Hotel

Dave & Busters is an indoor amusement center where you can find virtual games, carnival-type games, billiards, shuffle board, and a restaurant/bar area. West Chester University has graciously provided a shuttle for registered ECA members to go back and forth from the conference hotel (Sheraton Society Hill) to Dave & Busters from 8:00 p.m. until 11:00 p.m. The shuttle will run every half hour at both the hotel and Dave & Busters. There are two shuttle vans.



The University of Maryland
Department of Communication

At the Center of It All

Located in suburban Washington, DC, we have ready access to research, government, and media centers. Facilities within 10 miles of the Maryland campus include the National Archives, the Library of Congress, and the Smithsonian Institution. The Department also houses the University of Maryland's **Center for Political Communication and Civic Leadership** and **Center for Risk Communication Research**.


Our 2005-2006 Graduate Faculty

- Linda Aldoory, Ph.D., Syracuse
- Shannon Bowen, Ph.D., Maryland
- Deborah A. Cai, Ph.D., Michigan State
- Edward L. Fink, Ph.D., Wisconsin
- Robert N. Gaines, Ph.D., Iowa
- Kathleen E. Kendall, Ph.D., Indiana
- James F. Klumpp, Ph.D., Minnesota
- Shawn J. Parry-Giles, Ph.D., Indiana
- Trevor Parry-Giles, Ph.D., Indiana
- Mari Boor Tonn, Ph.D., Kansas
- Elizabeth Toth, Ph.D., Purdue
- Monique M. Turner, Ph.D., Michigan State
- Leah Waks, Ph.D., Michigan
- Andrew D. Wolvin, Ph.D., Purdue

The Department offers the M.A. and Ph.D. degree with specialties in:

Intercultural Communication
Persuasion & Social Influence
Public Relations
Rhetoric & Political Culture

Fellowships & Assistantships available



The Department of Communication is pleased to welcome to our faculty in Fall 2006:

Craig Hullett,
Ph.D., Michigan State
Torsten Reimer,
Ph.D. Free University of Berlin
Ursula Ströh,
Ph.D., University of Pretoria

For more information:
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To learn more about our department, or to apply online, visit our Web site:

www.comm.umd.edu

Friday

April 28, 2006

FR 3.01**MORNING WALK**

8:00-9:00 a.m.

Meet in Lobby

FR 3.02**SHORT COURSE IV: BODY AND MIND: INCORPORATING
PHYSIOLOGY INTO COMMUNICATION TEACHING AND
RESEARCH**

8:00-10:45 a.m.

Ballroom E1

*Kory Floyd, Arizona State University**Jeff Judd, Arizona State University*

This workshop will focus on connections between communication behavior and the body's physiological processes. First, an overview will be provided of recent advances in physiology research that have direct implications for an understanding of human communication. Second, some simple ways of incorporating physiological measurement into communication research will be described, and their benefits and risks discussed. Finally, the workshop will describe ways to incorporate knowledge about physiology into teaching materials and practices in communication. Participants will increase their understanding of how communication behavior and the body interact, and how to incorporate this knowledge into their teaching and research activities.

**FR 3.03****ARGUMENTATION & FORENSICS INTEREST GROUP
BUSINESS MEETING**

8:15-9:15 a.m.

Bromley & Claypoole

FR 3.04**MASS COMMUNICATION INTEREST GROUP
BUSINESS MEETING**

8:15-9:15 a.m.

Ballroom A1

FR 3.05**PHILOSOPHY & COMMUNICATION INTEREST GROUP
BUSINESS MEETING**

8:15-9:15 a.m.

Ballroom A2

FR 3.15**ADDRESSING FREE SPEECH ISSUES IN COMMUNICATION COURSES**

9:30-10:30 a.m.

Ballroom D

Sponsor: Instructional Communication

Chair: **Stefne Lenzmeier Broz**, *Wittenberg University*

"Capturing' Free Speech: Strategies for Teaching Free Speech in the Public Speaking Classroom"

Thomas R. Dunn, *Emerson College*

"The Chilling Effect of Self-Censorship in Media: The Case of the Comics Code"

Matthew J. Smith, *Wittenberg University*

"If Only Everything was Reliable: The Case of Free Speech for Epistemic Dialogue in Communication (in) Ethics"

David R. Dewberry, *University of Denver*

"Addressing Free Speech in Intercultural Communication Classroom: Looking at Hate Group Websites"

Stefne Lenzmeier Broz, *Wittenberg University*

This panel features strategies for addressing free speech issues in Communication courses. Participants will discuss and provide course assignments, activities, projects, and artifacts designed to explore issues or phenomena related to freedom of speech. Through these contributions, the panel will explore the question of how we can effectively engage students in considering this topic area in a manner that conveys both the significance of this right for citizens and its relevance to our discipline.

FR 3.16**ECA CONVENTION KEYNOTE LECTURE:
"CAN AMERICANS HELP?: DESIRING COMMUNITY"**

10:45-12:00 p.m.

Ballrooms B & C



Gayatri Spivak, *Avalon Foundation Professor in the Humanities at Columbia University*, will be our 2006 ECA keynote lecturer. Dr. Spivak is a literary theorist who helped define the field of postcolonial studies. In *Can the Subaltern Speak?*, Dr. Spivak addressed Western intellectuals' ability to mediate the historical experience of the working classes and has further addressed this issue in more recent publications.

Among Dr. Spivak's publications are *In Other Worlds*, *The Post-Colonial Critic*, and *Outside in the Teaching Machine*. She was born in India and earned her B.A. at the University of Calcutta. Dr. Spivak earned her Ph.D. at Cornell University in 1967 and has taught at universities in the United States, India, Canada, Saudi Arabia and Germany. Among other achievements, she has been a Guggenheim Fellow, holder of the Tagore Fellowship at the Maharaja Sayajirao University of Baroda (India), a Fellow of the National Humanities Institute, a Fellow of the Center for the Study of Social Sciences (Calcutta) and a fellow of the Davis Center for Historical Studies (Princeton).

FR 3.17 RESOLUTIONS COMMITTEE MEETING I

12:15-1:30 p.m.

Ballroom A1

FR 3.18 HARRY C. STRINE, III: 30 YEARS OF TRANSFORMING PEOPLE AND CREATING COMMUNITIES

12:15-1:30 p.m.

Ballroom B

Sponsor: First Vice President and Argumentation & Forensics

Chair: **Andrea McClanahan**, *East Stroudsburg University*

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

Respondent: **Harry C. Strine, III**, *Bloomsburg University, retired*

Panelists: **Barbara F. Sims**, *Alderson-Broaddus College*

Todd Allen, *Geneva College*

Jeffrey Pierson, *Bridgewater College*

Harry C. "Neil" Strine, IV, *Bloomsburg University*

From classroom to forensics, Harry Strine has been educator, mentor, leader and friend. He's inspired thousands of students in his classrooms. He's touched hundreds more through Bloomsburg University's forensics program. He created and/or hosted many forensics tournaments. He was active in Pi Kappa Delta. He was cofounder of the Collegiate Forensics Association. Through all this, he's remained Harry! This panel gathers friends, colleagues and former students to celebrate the extraordinary legacy of Harry C. Strine, III.

FR 3.19 WHO WILL SHE BE? WHY A WOMAN CAN RUN AND HOW A WOMAN CAN WIN THE UNITED STATES PRESIDENCY

12:15-1:30 p.m.

Reynolds

Sponsor: Political Communication

Chair: **Mitchell S. McKinney**, *University of Missouri*

"An Examination of the Rhetoric and Rhetorical Strategies That Could Elect Condoleeza Rice"

Robert V. Friedenberg, *Miami University*

"President Mary Landrieu: Americans Embrace The Cajun Senator"

Cady Short-Thompson, *Northern Kentucky University*

"Doling Out the Rice: The Republicans' Rich Array of Female Presidential Talent"

Richard E. Vatz, *Towson University*

"Yesterday, Today and Especially Tomorrow: President Hillary Rodham Clinton"

Judith S. Trent, *University of Cincinnati*

The question, "Can a woman ever become president of the United States?" has long been asked, discussed, and then, pretty much dismissed. Although seven (7) women have declared their candidacies over the years, not one has even come close to receiving the nomination of a major political party. However, the political communication scholars on this panel believe that the presidential election cycles of 2008 and 2012 can be different. Each panelist will speak about WHY a specific political woman should be elected and HOW she can be elected. The moderator will discuss the strategies recommended and then open the discussion to the audience.

FR 3.20

**COMPETITIVE PAPERS IN MASS COMMUNICATION:
IMPLICATIONS AND INDICATIONS OF JOURNALISM
TENDENCIES**

12:15-1:30 p.m.

Ballroom A2

- Sponsor: Mass Communication
- Chair: **Matthew J. Smith**, *Wittenberg University*
- Respondent: **Cindy Lont**, *George Mason University*
- “The Decline Of Journalism: Economics, Social Control and Government”
Mark E. Kohler, *SUNY Brockport*
- “Pick Your Battles: How Broadcast Journalists Covered Michael Newdow’s Appeals Court Victory in His Constitutional Challenge to the Pledge of Allegiance”
Ronald Bishop, *Drexel University*
- “Social Discourse about the Patriot Act: An Analysis of News Editorials”
Sean Baker, *Towson University*
Kevin Kane, *Towson University*
Jack Nennigan, *Towson University*
James Mengel, *Towson University*

This panel of competitive papers examines the complex nature of journalism as it impacts social control, governmental regulation and social discourse in many aspects. A look at journalistic techniques as they relate to constitutional challenges, news editorials, and corporate interest.

FR 3.21

**THE INFLUENCE OF STUDENT AND TEACHER PERCEPTIONS IN
INSTRUCTIONAL COMMUNICATION**

12:15-1:30 p.m.

Flower

- Sponsor: Instructional Communication
- Chair: **Angela Steele**, *Ohio University-Lancaster*
- Respondent: **Candice Thomas-Maddox**, *Ohio University-Lancaster*
- “The Relationships of Trait Learning Relevance and Teacher Communication Behaviors with Learning Outcomes”
Vicki E. Bennett, *West Virginia University*
James C. McCroskey, *West Virginia University*

FRIDAY

“The Relationships Between Student Responsiveness and Instructor Subjective and Objective Assessments of Student Work”

Timothy P. Mottet, *Texas State University-San Marcos*

Steven A. Beebe, *Texas State University-San Marcos*

“The Influence of the Student Response System on Academic Performance and Student Satisfaction in a Communication Research Methods Course”

Andrew S. Rancer, *University of Akron*

This panel is designed to examine how perception affects instructional communication. Whether examining students’ perceptions of their instructors or instructors’ perceptions of their students, perception impacts how students perform in the classroom, are graded within the classroom, and attend to communicative messages within the classroom.

FR 3.22

TRANSFORMING THE FORM OF DIVERSITY BY ENGAGING IN MULTICULTURAL DISCOURSES: “VOICES” FROM INTERNATIONAL GRADUATE STUDENTS

12:15-1:30 p.m.

Shippen

Sponsor: Voices of Diversity and Intercultural Communication

Chair: **Benjamin Bates**, *Ohio University*

Respondent: **Sandra Berkowitz**, *University of Maine*

“The story of an international graduate student: A narrative analysis”

Rukhsana Ahmed, *Ohio University*

“Experiencing Culture Shock”

Herbert Blankson, *Ohio University*

“‘Merger and division’: Ironic tension within a self narrative”

MinWha Han, *Ohio University*

“Teaching public speaking as an international graduate student in the U.S.: From a relational dialectic perspective”

Toru Hanaki, *Ohio University*

“ITAs’ socialization experience: A dialogic approach”

Yuxia Qian, *Ohio University*

This thematic panel considers ways in which we transform various issues and problems concerning the difficulties of intercultural communication. In particular, five international graduate students studying at a U.S. Midwestern university share their reflective analyses of their lived intercultural experiences. The panelists’ everyday struggles in studying, researching, teaching, and/or working provide unique insights into negotiation of self-identity, identification, cultural adjustment, instructional relationship, and socialization.

FR 3.23

TRANSFORMING IDENTITY THROUGH COMMUNICATION

12:15-1:30 p.m.

Ballroom E1

Sponsor: Theory and Methodology

Chair: **Heidi M. Rose**, *Villanova University*

“Modern Marriage Mania”

Molly O’Shea, *Villanova University*

“College, Home, and Hurricane Katrina: An Analysis of Identity Displacement”

Kathleen Shea, *Villanova University*

“The Shaping of Coffee House Identity”

Rachelle Damminger, *Villanova University*

“Bilingualism and the Shifting of Self”

Elizabeth Laoye, *Villanova University*

“Feminist Identity in Weeds”

Kristen Husler, *Villanova University*

“The Experience of Self and Perception of Other in Obsessive Love Relationships”

Larissa Sundquist, *Villanova University*

FR 3.24

TOP PAPERS IN APPLIED COMMUNICATION

12:15-1:30 p.m.

Bromley & Claypoole

Sponsor: Applied Communication

Chair: **Janet Reynolds Bodenman**, *Bloomsburg University*

Respondent: **Janie Harden Fritz**, *Duquesne University*

“Repeated Viewing of Dora the Explorer and its Influence on Young Children’s Learning”

Jessica L. Taylor, *Annenberg School for Communication*

“Like Talking to a Brick Wall: Implications of Emotion Metaphors for Mediation Practice”

Jessica Katz Jameson, *North Carolina State University*

Andrea M. Bodtker, *West Chester University*

Tricia S. Jones, *Temple University*

“Applied Communicative Dimensions of Police-Civilian Interaction: Comparative Data from Taiwan, the PRC, and the United States”

Christopher Hajek, *University of Texas, San Antonio*

“Applying Walter Fisher’s Narrative Paradigm in Health Communication Pedagogy”

Jeanne Pursuit, *Duquesne University*

FR 3.25

STORM SURGE! MULTI-DIRECTIONAL SCAPEGOATING IN THE WAKE OF HURRICANE KATRINA

12:15-1:30 p.m.

Cook

Sponsor: Kenneth Burke Interest Group

FRIDAY

Chair: **Celeste Lacroix**, *College of Charleston*

Participants: **David Heineman**, *University of Iowa*

Robert Westerfelhaus, *College of Charleston*

Gary Woodward, *The College of New Jersey*

Even before the floodwaters of Hurricane Katrina had crested, a flurry of criticism was leveled against the response to the storm and its aftermath on the part of local, state, and federal officials and agencies. This criticism was mounted by and toward various governmental agencies and their officials. Complaints were also registered by the media, victims of the storm, and the general public. Panelists will examine these attempts to affix blame in light of Burke's theory of scapegoating.

FR 3.26

TRANSFORMING COMMUNITY: A CONVERSATION ABOUT BUILDING COMMUNITY ACROSS MEDIA STUDIES, MEDIA EDUCATION, AND MEDIA ECOLOGY

12:15-1:30 p.m.

Ballroom D

Sponsor: Media Ecology

Chair: **Thom Gencarelli**, *Montclair State University*

Panelists: **James W. Chesebro**, *Ball State University*

Renee Hobbs, *Temple University*

Lance Strate, *Fordham University*

With respect to the study of media and mass media, three prominent sub-disciplines have evolved over the past half century: media studies, media education/media literacy, and media ecology. This panel brings together three prominent representatives of these three schools not so much to discuss differences, but to emphasize and examine the frameworks, ideas, assumptions, and especially the purposes we hold in common.

SPOTLIGHT

FR 3.27

CO-AUTHORSHIP IN THE ACADEMY: ESTABLISHING A COMMUNITY OF COLLEAGUES AND FRIENDS

12:15-1:30 p.m.

Ballroom E2

Sponsor: First Vice President

Chair: **Richard West**, *University of Southern Maine*

Panelists: **Elizabeth Graham**, *Ohio University*

Elizabeth Perse, *University of Delaware*

Carole Barbato, *Kent State University—East Liverpool*

Judy C. Pearson, *North Dakota State University*

Jeffrey Child, *North Dakota State University*

Lynn H. Turner, *Marquette University*

This roundtable discussion will examine the function and future of co-authorship in publishing. The panelists represent a cross-section in writing in communication studies, including textbooks, reference manuals, empirical articles, and personal essays. Discussion will center on the value of co-authorship and also address a variety of consequences of writing with others, including improvements in writing and editing, the formation of friendships, the development of research agendas, among others. Suggestions for those wishing to co-author with others will be offered and audience comments will be solicited.

SPOTLIGHT

FR 3.28 **WI-FI IN PHILADELPHIA AND THE TRANSFORMATION OF URBAN COMMUNICATION AND COMMUNITY**

12:15-1:30 p.m. Ballroom C

- Sponsor: First Vice President
- Chair: **Gary Gumpert**, *Urban Communication Foundation*
- Featured Speaker: **Derek Pew**, *Interim CEO for Wireless Philadelphia and a representative from the People’s Emergency Center*
- Respondents: **Susan J. Drucker**, *Hofstra University*
Susan Jacobson, *Dept. of Journalism, Temple University*
Harvey Jassem, *Loyola University, Chicago*
Concetta Stewart, *Temple University*

Cities are constructed and exist for human relationships. The technologies of communication define cities, suburbs, and rural areas and the relationship between them. Our host city of Philadelphia has many faces: some contemporary and some historical. This panel will bring together representatives of local government, community and academic worlds who will discuss the challenges and forward thinking policies of Philadelphia today. Through a new initiative, the Mayor has recently launched "Wireless Philadelphia" a program to make the entire city wireless. Philadelphia is being looked at as a model for using wi-fi in creative ways in order to meet the needs of global business and education while promoting the city as a hub of technology. The session will showcase the nexus of urban life with theoretically-driven research that focuses on problems, practical situations, and practices through the multi-faceted lens of communication scholarship.

FR 3.29 **POSTER SESSION I**

1:30-3:30 p.m. Hamilton/Exhibit Hall

There are 22 posters available to be discussed with attendants during this 2-hour session.

FRIDAY

FR 3.30**ECA CAFÉ Sponsored by Villanova University**

1:45-2:45

Hamilton/Exhibit Hall

Please stop by the Hamilton Room/Exhibit Hall and have some coffee and/or tea and check out our wonderful exhibits and the work of our poster session presenters.

FR 3.31**ECA SHORT COURSE V: WIRED IN THE CLASSROOM: TRANSFORMING CLASS COMMUNICATION OR ENABLING STUDENT INATTENTION?**

2:00-4:00 p.m.

Shippen

Instructors: **Nathalie Crocker**, *Landmark College***Ellen Wood**, *Landmark College*

Some students have turned to the Internet and other digital communication devices to escape the difficulties of college. They stop paying attention in class. They stop socializing with friends. They spend at least 30 hours per week engaging in their relationships with their machines. While being in the wired classroom has many advantages, we must be aware of the dangers that compulsive computer use can cause. This course will explore this issue and offer recommendations for classroom integration of technologies while teaching about the transformation of pedagogy.

**FR 3.32****DIVERSITY AND INNOVATIVE PEDAGOGY: EXEMPLARS FOR A CHANGING WORLD**

2:00-3:15 p.m.

Ballroom A1

Sponsor: Voices of Diversity and Instructional Practices

Chair: **Joy M. Cypher**, *Rowan University*

"Diversity – How Much is Too Much?"

Clara Laura Popa, *Rowan University*

"Race, Rhetoric, and the Reality of Racism: Lessons of An Interdisciplinary, Interracial Classroom"

Bryan Crable, *Villanova University*

"Disability, Normalcy and Social Justice: Pedagogy as Transformative Tool"

Joy M. Cypher, *Rowan University***Deb Martin**, *Rowan University*

"Behind the Screen—Teaching a Course on Gender and Communication using Distance Learning: Lessons Learned by Comparing Modalities of Teaching"

Sherry Perlmutter Bowen, *Villanova University*

This panel offers thoughtful and inventive approaches to critical discussions of diversity in college courses across a variety of content areas in an attempt to meet both the letter and spirit of inclusive pedagogy. Specifically, panelists

will discuss the use of personal narratives, technology, nontraditional course configurations and interdisciplinary agendas as they discuss the specifics of their approaches. In lieu of a respondent, the panelists invite the audience to discuss pedagogical choices and diversity.

FR 3.33

A NEW FORENSICS-DEBATE EVENT: THE VIRGINIA FOUNDATION FOR INDEPENDENT COLLEGES' "ETHICS BOWL"

2:00-3:15 p.m.

Ballroom B

Sponsor: Argumentation and Forensics

Chair: **Lauren Cohen Bell**, *Randolph-Macon College***Jeffrey H. Pierson**, *Bridgewater College***Theodore F. Sheckels**, *Randolph-Macon College***Paula J. Youra**, *Lynchburg College*

For several years, The Virginia Foundation for Independent Colleges (VFIC) has sponsored "Ethics Bowl." The fifteen member schools send teams to "debate" provocative ethical cases. They are cross-examined by corporate and professional leaders, who serve as judges. "Ethics Bowl" participants practice critical thinking and communication skills. The event has drawn praise and funding from corporate and professional sponsors. After one panelist provides background information, three communication faculty will critique it as a forensics activity.

FR 3.34

TOP PAPERS IN RHETORIC AND PUBLIC ADDRESS

2:00-3:15 p.m.

Ballroom D

Sponsor: Rhetoric and Public Address

Chair: **Trevor Parry-Giles**, *University of Maryland*Respondent: **Ann J. Atkinson**, *Keene State College*

"Politics Drawn in Black and White: Henry J. Lewis's Visual Rhetoric in Post-Reconstruction Editorial Cartoons"*

Benjamin R. Bates, *Ohio University***Windy Y. Lawrence**, *University of Houston-Downtown***Mark Cervenka**, *University of Houston-Downtown*

"Smooth Surfing: Cyberspace and Hacktivist Publicity"

David S. Heineman, *University of Iowa*

"The Rhetorical Lines on TV's Poker Face: Rhetorical Constructions of Poker as Sport"

Raymond I. Schuck, *Bowling Green State University** *Top Paper*

FR 3.35**PERFORMANCE ART & READER'S THEATRE IN CLASSROOM SETTINGS**

2:00-3:15 p.m.

Cook

Sponsor: Interpretation and Performance Studies

Chair: **Mary Mino**, *Pennsylvania State University, Du Bois*Participants: **Dina Dahbany-Miraglia**, *Queensborough Community College CUNY***Bill Levering**, *Summit Presbyterian Church***Gerald Lee Ratliff**, *SUNY Potsdam*

This interactive workshop explores the creative role of Performance Art and Reader's Theatre techniques in the basic Communication and Voice and Diction classrooms. The focus is on the role of voice and body in promoting communication skills. Sample exercises and scripts--traditional readings from Western literature, biblical selections and non-Western poetry, such as haiku--are available for participants.

FR 3.36**ARENDR AND RHETORIC: CROSSING POLITICAL BOUNDARIES**

2:00-3:15 p.m.

Reynolds

Sponsor: Philosophy of Communication

Chair: **Leia Droll**, *The Pennsylvania State University*Respondent: **Ronald C. Arnett**, *Duquesne University*

"Hannah Arendt's Theory of Evil and the Imperative of Rhetorical Criticism"

Nicholas A. Thomas, *The Pennsylvania State University*

"Transformative Potential? A Critical Analysis of the Political in Hannah Arendt and Hip Hop"

Sarah Stone-Watt, *The Pennsylvania State University*

"Hannah Arendt and the Queer Question"

Karen McCullough, *The Pennsylvania State University*"The *Who* as Pariah?: An Analysis of the Place of Jewishness within the Writings of Hannah Arendt"**Jamie Moshin**, *The Pennsylvania State University*

This panel will examine the writings of Hannah Arendt, grounding her in rhetorical theory and attending to her consideration of boundaries between the private and public, social and political. It will concentrate on Arendt's preferred domain of politics, but also on the transgressions, invasions, and general permeability of this sphere. Specifically, we will examine Arendt and queer theory, hip-hop, Jewishness, and the problem of evil.

FR 3.37**JOB SATISFACTION: CONSIDERING PARTICIPATION IN DECISION-MAKING AND SOCIAL SUPPORT**

2:00-3:15 p.m.

Ballroom A2

Sponsor: Organizational Communication
 Chair: **Erin C. Bryan**, *West Virginia Wesleyan College*
 Respondent: **Scott A. Myers**, *West Virginia University*
 "Participation in Decision-Making and Job Satisfaction: Ideal and Reality for Females and Males"
Jerry L. Allen, *University of New Haven*

"Social Support and Job Satisfaction"
Douglas Raphael, *The University of Hawaii at Manoa**
Cailin Kulp O'Riordan, *The University of Hawaii at Manoa*

"Too Much of a Good Thing: The Relationship between Social Capital and Job Satisfaction"
Robert Whitbred, *University of Pittsburgh-Johnstown*

This panel focuses on factors of job satisfaction, including participative decision-making and social support/social capital. Panelists discuss their research findings and practical implications for increasing job satisfaction.

* *Student author*

FR 3.38

SOCIAL ENTREPRENEURSHIP, THE NEW MEDIA, AND THE SINGLE FATHER MOVEMENT

2:00-3:15 p.m.

Ballroom E1

Sponsor: Mass Communication Division
 Chair: **Cindy Lont**, *George Mason University*
 Participants: **Bernard Timberg**, *Independent Scholar*
Diane Sears, *Founder and CEO, In Search of Fatherhood*
Hayward Farrar, *Virginia Tech University*

Mass media and interpersonal media are familiar to us, but what about the vast area in between? We propose to report on the use of new media to build family, community and new forms of social entrepreneurship through "In Search of Fatherhood," a blog that that bridges interpersonal and mass communications.

FR 3.39

TRANSFORMING HEALTH CARE EXPERIENCES THROUGH COMMUNICATION

2:00-3:15 p.m.

Flower

Sponsor: Health Communication
 Chair: **Margaret Pitts**, *University of California, Santa Barbara*
 Respondent: **Melissa Wanzer**, *Canisius College*

"A Theory of Forgiveness and Health: Explaining the Motivation to Forgive and the Implications for Mental and Physical Health"
Carla Fisher, *Penn State University*

FRIDAY

“Recognizing HIV/AIDS Volunteers’ Stressors and Desire for Support”

Mary Beth Held, *West Virginia University*

Maria Brann, *West Virginia University*

“Coping Styles and Link Descriptions: Predicting Which Website Teens Visit”

Lourdes Martinez, *Johns Hopkins University*

“Adult Child Perceptions of Communication and Humor in the Older Adult Parent-Adult Child Relationship When the Parent is Diagnosed with Cancer: A Suggestive Perspective From Communication Theory”

Elizabeth Harzold, *George Mason University*

Lisa Sparks, *George Mason University*

These papers explore how providers, volunteers, patients, and their families use communication to cope with the cognitive and emotional aspects of illness.

SPOTLIGHT

FR 3.40

SPOTLIGHT ON THE SCHOLARLY LIFE AND CAREER OF THOMAS W. BENSON

2:00-3:15 p.m.

Ballroom E2

Sponsor: First Vice President

Chair: **Susan Mackey-Kallis**, *Villanova University*

Respondent: **Thomas W. Benson**, *Penn State University*

Participants: **Susan Mackey-Kallis**, *Villanova University*

Diane Hope, *Rochester Institute of Technology*

Dale Bertelsen, *Bloomsburg University*

Julie Haynes, *Rowan University*

David Dzikowski, *Penn State University*

This panel spotlights Tom Benson as an esteemed mentor and scholar who has worked prodigiously within the field of communication. His former students, colleagues, and friends will celebrate him.

SPOTLIGHT

FR 3.41

SPOTLIGHT ON PIONEERING SCHOLAR JACK L. DANIEL

2:00-3:15 p.m.

Ballroom C

Sponsor: First Vice President & Intercultural Communication

Chair: **Molefi Kete Asante**, *Temple University*

Respondent: **Jack L. Daniel**, *University of Pittsburgh*

Participants: **Melbourne S. Cummings**, *Howard University*

Molefi Kete Asante, *Temple University*

Orlando Taylor, *Howard University*

This panel spotlights the life and career of Jack L. Daniel, a founder of the NCA Black Caucus, a scholar, administrator, and activist who has significantly enhanced the field of communication.

SPOTLIGHT

FR 3.42 **SPOKEN WORD POETRY SHOWCASE, PART I**
Sponsored by Howard University

2:00-3:15 p.m.

Bromley & Claypoole

Sponsor: Howard University, First Vice President, Intercultural Communication, Voices of Diversity, Interpretation & Performance Studies

Chair: **Donnetrice Allison**, *The Richard Stockton College of New Jersey*

Spoken Word Artists/Poets: **Taina Del Valle Asili**, *Spoken Word Artist from Philadelphia Area*

Trapeta Mayson, *Spoken Word Artist from Philadelphia Area*

Walidah Imarisha, *Spoken Word Artist from Philadelphia Area*

Javon Johnson, *Northwestern University*

Rachel Hastings, *Southern Illinois University, Carbondale*

This spotlight panel is an enlivened showcase of the spoken word. It suggests the rhetorical and intellectual significance of this artistic form as a vehicle for community transformation, personal expression, and communicative possibilities. Among our panelists are national slam competitors and experienced poets prepared to engage, enlighten, and invigorate you through the transformative power of the spoken word.

FR 3.43

**TRANSFORMING COMMUNICATION:
 IDEAS FOR THE BASIC COURSE**

3:30-4:45 p.m.

Ballroom A1

Sponsor: Instructional Communication

Chair: **Ken Danielson**, *Penn State University-Harrisburg*

“Online Discussion in Teaching Basic Courses”

Yun Xia, *Rider University*

“Teaching Deliver Techniques as a form of Identity Negotiation”

Tom Yannuzzi, *University of Pennsylvania*

“Making a Game of Bibliographies”

Alfred G. Mueller, II, *Penn State University-Mont Alto*

“Intrapersonal Communication Facilitated by an Assignment of Personal Constitution”

Xin-An Lu, *Shippensburg University*

“The Scrambled Outline: Reinforcing Steps in Message Organization”

Gerald Lazzaro, *Temple University*

FRIDAY

“McLuhan Meets Ong: The Influence of Medium on Listening”

Mary Halloway, *Messiah College*

“Speech of Ideology: A Hybrid Assignment to Foster Democratic Citizenship”

Ronald Grapsy, *Kutztown University*

“Two For The Price of One: Recognizing Small Group Communication Theories and Principles While Preparing Symposium Speeches”

Ken Danielson, *Penn State University-Harrisburg*

This panel provides examples of successful exercises and strategies for teaching the Basic Course. Attendees will be presented with a broad variety of options to take home for inclusion within their own courses. Opportunity for discussion with colleagues will also reinforce specifics and methodologies behind each approach.

FR 3.44 FORUGH FARROKHZAD- IRAN’S MOST FAMOUS WOMAN POET

3:30-4:45 p.m.

Ballroom A2

Sponsor: Interpretation and Performance Studies

Performer/Presenter: **Maryam Habibian**, *Performance Artist/Scholar*

The Iranian essence is poetry. The essence of Iranian women’s poetry is Forugh Farrokhzad (1935-1967). Forugh is a symbol of artistic freedom and Iranian feminism. Her modern voice punctured the patriarchal Iranian intellectual establishment of her time. Forugh’s legendary work and life has influenced my own research and artistic works. Using segments from my 2002 documentary which I shot in Teheran to visually display the poetic translations, I shall also read from my script Forugh’s Reflecting Pool: The Life and Work of Forugh Farrokhzad that has been published in *Shattering the Stereotypes: Muslim Women Speak*. (Northampton: Olive Branch Press, 2005, pp. 254-284.)

FR 3.45 TRANSFORMING EARLY AMERICA: SPOTLIGHTING LESTER OLSON’S BENJAMIN FRANKLIN’S VISION OF AMERICAN COMMUNITY: A STUDY IN RHETORICAL ICONOLOGY

3:30-4:45 p.m.

Ballroom D

Sponsor: Rhetoric and Public Address

Chair: **Trevor Parry-Giles**, *University of Maryland*

Respondent: **Lester C. Olson**, *University of Pittsburgh*

Commentators: **Diane Hope**, *Rochester Institute of Technology*

Thomas W. Benson, *The Pennsylvania State University*

James F. Klumpp, *University of Maryland*

Lester Olson’s book, *Benjamin Franklin’s Vision of American Community: A Study in Rhetorical Iconology*, received the 2005 Rhetoric Society of America Book Award and the 2005 Marie Hochmuth Nichols Award from the Public Address Division of NCA. The Rhetoric & Public Address Interest Group spotlights this work, in the hometown of its subject, to highlight the capacity of rhetorical analysis to illuminate important moments in history.

FR 3.46**COMPETITIVE PAPERS IN ARGUMENTATION AND FORENSICS**

3:30-4:45 p.m.

Ballroom E1

Sponsor: Argumentation & Forensics

Chair: **Jeffrey H. Pierson**, *Bridgewater College*

"The Reagan-Mondale Debates as Turning Point: The Triumph of Narrative over Substance"

Sara Ann Mehlretter, *The Pennsylvania State University*

"An Online Community for Scholars and Students of Argumentation and Debate"

Steven Weiss, *Northern University of Kentucky*

"Through Terrorism and Tragedy: Analyzing "God-talk" in the President's Remarks to the Nation"

Shannon N. Shreve, *University of Pittsburgh***Dexter T. Miller**, *University of Pittsburgh*

"An Experimental Analysis of the Effects of the Prospects of Post-Speaking Interrogation on Speaker Confidence"

John Stone, *James Madison University***FR 3.47****DIVERSITY PEER EDUCATORS:
PRAXIS THROUGH PERFORMANCE**

3:30-4:45 p.m.

Reynolds

Sponsor: Voices of Diversity

Chair: **Teresa A. Nance**, *Villanova University*Respondent: **Maurice Hall**, *Villanova University*

Participants: Villanova University Undergraduate Diversity Peer Educators

Diversity Peer Educators at Villanova University are a student group committed to helping their peers work through issues of difference, identity and culture through discussion, and performance. The primary presenters will be Villanova undergraduate students who work throughout the year as peer educators. Following brief but comprehensive presentations, participants look forward to lively interaction with the audience.

FR 3.48**DO THE CURRENT PIETIES OF THE ACADEMY PROMOTE OR
IMPEDE THE INTELLECTUAL/CRITICAL ENTERPRISE?
HOW WOULD KENNETH BURKE RESPOND?**

3:30-4:45 p.m.

Cook

Sponsor: Kenneth Burke Interest Group

Chair: **Kara Shultz**, *Bloomsburg University*Participants: **Lawrence J. Prelli**, *University of New Hampshire***Elvera Berry**, *Roberts Wesleyan College*

Donna M. Kowal, *SUNY College at Brockport*

Bryan Crable, *Villanova University*

Robert G. Westerfelhaus, *College of Charleston*

Floyd D. Anderson, *SUNY College at Brockport*

Piety, "the sense of what properly goes with what," plays a prominent role in the dramatic understanding of human motivation. In the contemporary academy, certain ideological perspectives are uncritically and piously accepted as truisms while other perspectives are scorned and rejected as impious. Panelists in this roundtable symposium will identify and discuss pieties within academe through the lens of Kenneth Burke. The dialogue will also be opened to the audience for an interactive session.

FR 3.49
TOP COMPETITIVE PAPERS IN HUMAN INFORMATION TECHNOLOGIES

 3:30-4:45 p.m.

Flower

Sponsor: Human Information Technologies

Chair: **Rudy Pugliese**, *Rochester Institute of Technology*

"The Relationship Between Human Temperament, Communication Apprehension, Willingness to Communicate, and Computer-Mediated Communication Competence and Behaviors"

Jason S. Wrench, *Ohio University*

"Community Radio Stations as Community Technology Centers: An Evaluation of the Development Impact of Technological Hybridization on Stakeholder Communities in South Africa"

Eronini R. Megwa, *California State University-Bakersfield*

"Beyond Excessive Use: The Interaction Between Cognitive and Behavioral Symptoms of Problematic Internet Use"

Scott Caplan, *University of Delaware*

Andrew C. High, *University of Delaware*

These papers are the top three submissions to the Human Information Technologies Interest Group for 2007.

FR 3.50
CONTINUING THE DIALOGUE: DIRECTIONS FOR FUTURE RESEARCH IN COMMUNICATION AND ASPERGERS SYNDROME/AUTISM

 3:30-4:45 p.m.

Ballroom C

Sponsor: Nonverbal/Health Communication

Chair: **Kristen Campbell Eichhorn**, *Towson University*

"Communication and Autism/Aspergers Research: Continuing the Dialogue"

Kristen Campbell Eichhorn, *Towson University*

"Communication Competence and Aspergers: Testing the SAA RED Model"

Rachele Jones, *Texas Tech University*

“Autism and Communication: Where Do We Go from Here?
Lance Strate, *Fordham University*

“Public Communication and Integrated Marketing: The Asperger/Autism Connection”
Dorene Ciletti, *Duquesne University*

“Communicating with Healthcare Providers and Educators Regarding Children with Aspergers: Suggestions for Research”
Shannon VanHorn, *Valley City State University*

“Communicating within the Asperger and PDD/NOS Family: An Inside Perspective”
Roberta Mitchell, *James Madison University*
Jacqueline Ives, *SUNY – Brockport*

“Improving the Interpersonal Skills of Persons with AS: Developing Interventions”
Deborah Socha McGee, *College of Charleston*

There is very little research in our field that explores the communication implications of Aspergers and Autism. This roundtable discussion will heighten our awareness of this increasingly important health issue as it relates to nonverbal communication. The panel will discuss personal stories, current research, and explore interventions and models that may spark further research in the area.

* This panel is a follow-up panel from dialogue started during the 2005 NCA Convention in Boston

FRIDAY

SPOTLIGHT
FR 3.51 MEET THE NCA CANDIDATES

3:30-4:45 p.m.

Ballroom E2

- Sponsor: First Vice President
 Chair: **Roger Smitter**, *National Communication Association*
 Panelists: **Lynda Lee Kaid**, *University of Florida*
Betsy L. Bach, *University of Montana - Missoula*

ECA members can meet the candidates for 2nd vice president of the National Communication Association. The candidate elected will be the chief program planner for the 2007 NCA meeting in Chicago and will lead the Association in 2008.

Each candidate will make an opening statement, followed by questions and answers from the audience.

SPOTLIGHT

FR 3.52

**SPOKEN WORD POETRY SHOWCASE, PART II
Sponsored by Howard University**

3:30-4:45 p.m.

Bromley & Claypoole

Sponsors: Howard University, First Vice President, Intercultural Communication, Voices of Diversity, Interpretation & Performance Studies

Chair: **Donyale Griffin**, *Wayne State University*

“Political Performance: Spoken Word Poetry as Social Voice”
Lorin Basden Arnold, *Rowan University*

“Dub & Signifying: The Word as Whip”
Dina Dahbany-Miraglia, *Queensborough Community College*

“Roots & Culture: Spoken Word Poetry & Hip Hop”
Donnetrice Allison, *The Richard Stockton College of New Jersey*

This second part to the spotlight panel showcasing the spoken word is another response to community concerns, but presented as a more traditional intellectual response to the issues and to the spoken word performances of Javon Johnson, Rachel Hastings, Taina Del Valle Asili, Trapeta Mayson, and Walidah Imarisha. Respondents will address the nature and significance of the aesthetic interpretations and calls for community while speaking to the transformative potential of spoken word performances.

FRIDAY

FR 3.53

SHORT COURSE VI: TEACHING BUSINESS AND PROFESSIONAL COMMUNICATION: CONNECTING COMMUNICATION WITH COMMUNITY

4:00-6:00 p.m.

Shippen

Instructor: **Susan B. Malcolm**, *Duquesne University*

The proposed short course will examine applied instructional strategies for teaching the college course in Business and Professional Communication using appropriate technology and methodology that reinforces the relationship between the academic and non-academic communities. The course will be presented using a combination of lecture, role play, and team exercises to demonstrate case study material that may be pertinent in the classroom and relevant to the “call to consider the ways in which we might rethink the character, condition, and function of our field and its relationship to non-academic communities.”



FR 3.54

TRANSFORMING COMMUNITIES: EXPLORING THE INTERSECTIONS OF COMMUNICATION, TECHNOLOGY, GENDER, AND INSTRUCTION

5:00-6:15 p.m.

Bromley & Claypoole

Sponsor: Instructional Communication

Chair: **Kathleen M. Torrens**, *University of Rhode Island*

“Expanding the Virtual Classroom: Adding Value to On-Line learning Through Intra-Institutional Cooperation”

Tony Silvia, *University of South Florida St. Petersburg*

“Wrestling with Gender: Inquiry and Reflection in the On-Line Classroom”

Kathleen M. Torrens, *University of Rhode Island*

“Interpersonal Communication Technology: Foe or Friend of Intercultural Communication Education?”

Satomi Sugiyama, *Rutgers University*

“Leveling the Playing Field: Asynchronous Course Delivery Using the Web”

Vince Petronio, *University of Rhode Island–Feinstein Providence Campus*

“Gender and Participation in the Online Classroom”

Jeannette Kindred, *Marist College*

This panel investigates some of the complex intersections of technology, communication, gender, and teaching in the hopes of opening up key conversations about best practices to maximize learning and productively transform our communities.

SPOTLIGHT

FR 3.55

MEET THE ECA EDITORS

5:00-6:15 p.m.

Ballroom A1

Sponsor: First Vice President

Facilitators/Presenters: **Janette Kenner Muir**, *Editor of Communication Quarterly*

Lisa Sparks, *Communication Research Reports*

Susan J. Drucker, *Qualitative Research Reports in Communication*

These panelists are editors of the Eastern Communication Association’s journals and will very briefly discuss briefly the mission of their respective journals as well as submission criteria, in addition to sharing their perspectives on what defines a quality manuscript. Their brief comments will be followed by an invitation for Q&A. This is a primarily audience-driven discussion.

FR 3.56

CONSTRUCTIONS OF SELF AND OTHER:
SELECTED PAPERS IN VOICES OF DIVERSITY

5:00-6:15 p.m.

Cook

Sponsor: Voices of Diversity

Chair: **Lois J. Einhorn**, *Binghamton University*

Respondent: **Celeste LaCroix**, *College of Charleston*

“Embodiment from a Hispanic Standpoint” **

Joelle A. Reyes, *Rowan University*

“Celebrate diversity, even if that includes the hopelessly superficial’
 Lessons on Gender, Race, Class, and Sexuality in Legally Blonde”
Gordon Alley-Young, *Kingsborough Community College –
 City University of New York*

“Like Gathering Moonbeams: Challenges Facing the Solidification and
 Reinforcement of Pagan Pride”
Christina Knopf, *Monroe Community College /
 Genesee Community College*

“Not So New But Relentlessly Improved: A Semiotic Analysis of the Ageing
 Body in the Advertisements of AARP: The Magazine”
Molly Swiger, *Baldwin-Wallace College*

“The Differences in Language Development Between Hearing Children Who
 Were Taught ASL and Hearing Children Who Were Not Taught ASL” **
Lorraine Hutchinson, *Rowan University*

This group of selected papers from Voices of Diversity addresses
 constructions of self and other in a variety of “public” and “private” settings.

** *Debut Paper*

FR 3.57

**MEMORY & MEMORIALS: CONTRIBUTED PAPERS IN
 RHETORIC & PUBLIC ADDRESS**

5:00-6:15 p.m.

Ballroom E1

Sponsor: Rhetoric and Public Address

Chair: **Bonnie Jefferson**, *Boston College*

Respondent: **Mark Allan Steiner**, *Regent University*

“German and American Holocaust Commemoration: Tragedy Transfigured in
 Time as Catharsis Through Praise and Blame”
Paula Youra, *Lynchburg College*
Heidi Koring, *Lynchburg College*
Sarah Taylor, *Lynchburg College*

“Rebuilding Community: Constitutive Rhetoric and Dealing with the Pat Tillman
 Memorial”
Arthur W. Herbig IV, *University of Maryland*

“The American Promise: Collective Memory, Selective Amnesia, and LBJ’s
 Rhetorical Presidency”
Richard Winston, *University of Maryland*

FR 3.58

**NARRATIVES AND OTHER “LIES:” TRANSFORMING
 “OBJECTIVE” REALITIES INTO “OUR” REALITIES.**

5:00-6:15 p.m.

Reynolds

Sponsor: Interpretation and Performance Studies

Chair: **Dina Dahbany-Miraglia**, *Queensborough Community College CUNY*

Respondent: **Mary Mino**, *Pennsylvania State University, Du Bois*

“Spoken Word in the 21st Century.”

Traci Evadne Currie, *University of Michigan, Flint*

“Writing, Rhetoritherapy, and Oral Performance of Literature”

Tony M. Lentz, *The Pennsylvania State University*

“It’s not gossiping, we’re just talking...” A Narrative Analysis of Gossip and Gossiping.” *

Dina V. Nekrassova, *Rutgers University*

The human mind appears incapable of dealing with “objective” realities. We continually interpret, alter, re-perceive, re-create, revise, qualify experiences—to explain, to understand, appease, strategize, recoup, refocus—to personal advantage. “Truth value” is suborned. Effective interpretation is all. This extraordinary creativity delights us. Without this fault our lives would be barren of the arts, of humor, of invention. This panel invites audience members to explore the world of interpretation, identity, and creativity. * This asterisk denotes a debut paper.

FR 3.59

WOMEN “FIRSTS” IN JOURNALISM

5:00-6:15 p.m.

Ballroom E2

Sponsor: Mass Communication Division

Chair: **Keith Jenkins**, *Rochester Institute of Technology*

Respondent: **Rudy Pugliese**, *Rochester Institute of Technology*

“Murder was her Beat: Aggie Underwood in the Lawless Years”

Kristi Ziehl, *Rochester Institute of Technology*

“Don’t Mess with Texas-Women: Texas Women in the Progressive era”

Teri Trevino, *Rochester Institute of Technology*

“From ‘News Hen’ to Opinion Leader: May Craig (1888-1975)”

Helen N. Adamson, *Rochester Institute of Technology*

While media history often focuses on the “pioneers” of media, it often overlooks those who were first in their own gender. In this panel, Agness “Aggie” Underwood, Isadore Miner Calloway and May Craig are viewed as pioneering women in the realm of journalism.

FR 3.60

TRANSFORMED READINGS: EXAMINING CLASSICS UNDER A BURKEAN LENS

5:00-6:15 p.m.

Flower

Sponsor: Kenneth Burke Interest Group

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

Respondent: **Bryan Crable**, *Villanova University*

“An Orientation’s Power: Burke, Brecht, and Mother Courage” *

Daniel Snyder, *Roberts Wesleyan College*

Saturday April 29, 2006

SA 4.00 **LAMBDA PI ETA BUSINESS MEETING**

8:15-9:15 a.m. Claypoole

SA 4.01 **INTERCULTURAL COMMUNICATION INTEREST GROUP
BUSINESS MEETING**

8:15-9:15 a.m. Reynolds

SA 4.02 **COMMUNICATION & LAW INTEREST GROUP
BUSINESS MEETING**

8:15-9:15 a.m. Ballroom D

SA 4.03 **INSTRUCTIONAL COMMUNICATION INTEREST GROUP
BUSINESS MEETING**

8:15-9:15 a.m. Flower

SA 4.04 **HEALTH COMMUNICATION INTEREST GROUP
BUSINESS MEETING**

8:15-9:15 a.m. Cook

SA 4.05 **ECA 100TH ANNIVERSARY COMMITTEE MEETING**

8:15-9:15 a.m. Shippen

SA 4.06 **BOOK AND GRADUATE PROGRAM EXHIBITORS**

9:00 a.m.-4:00 p.m. Hamilton/Exhibit Hall

SA 4.07 **AMERICAN SOCIETY FOR THE HISTORY OF RHETORIC
BUSINESS MEETING**

9:30-10:30 a.m. Ballroom D

SATURDAY

SA 4.08 COMMUNITY COLLEGE INTEREST GROUP BUSINESS MEETING

9:30-10:30 a.m. Ballroom C

SA 4.09 HUMAN INFORMATION TECHNOLOGIES INTEREST GROUP BUSINESS MEETING

9:30-10:30 a.m. Bromley

SA 4.10 THEORY & METHODOLOGY INTEREST GROUP BUSINESS MEETING

9:30-10:30 a.m. Ballroom B

SA 4.11 APPLIED COMMUNICATION INTEREST GROUP BUSINESS MEETING

9:30-10:30 a.m. Ballroom A1

SA 4.12 RHETORIC & PUBLIC ADDRESS INTEREST GROUP BUSINESS MEETING

9:30-10:30 a.m. Ballroom A2

SPOTLIGHT

SA 4.13 SPOTLIGHT PANEL: THE HOPE CONFERENCE AS A VEHICLE OF TRANSFORMATION

9:30-10:30 a.m. Reynolds

Sponsor: National Communication Association

Chair: **Darrell Mullins**, *Salisbury University*

Participants: **Julie Morgan**, *Eastern University*

Darrell Mullins, *Salisbury University*

Roger Smitter, *NCA Director*

Theodore F. Sheckels, *Randolph-Macon College*

Martha Watson, *NCA President*

Sponsored by NCA, the "Hope Conference" is an opportunity for Faculty Development at many levels. While the Hope Conference began at Hope College in Michigan, it has most recently been held at Luther College in Decorah, IA. In 2007, however, the conference moves to ECA's neck of the woods, Randolph-Macon College in Ashland, VA. This panel discusses the

wide variety of activity and benefits that a potential Hope participant can expect. Issues addressed include but are not limited to: the history of the Hope Conference, the Hope Conference as a means of Curriculum Development, how a department chair found help at Hope, and goals for the 2007 Hope Conference at Randolph-Macon college. The panel will be both informative and interactive, inviting panelists as well as audience members to discuss how the Hope Conference can be a valuable and vibrant faculty development opportunity.

SPOTLIGHT

**SA 4.14 TRANSFORMING COMMUNICATION AND COMMUNITY:
SPOTLIGHT ON PAST OFFICERS' CLUB AWARDEES**

9:30 a.m. -10:30 p.m. Cook

- Sponsor: First Vice President & Past Officer's Club
- Chair: **Deborah Borisoff**, *New York University*
- Panelists: **Lisa Marie Cuklanz**, *Boston College, 2003 recipient*
Ronald L. Jackson II, *Pennsylvania State University, 2003 recipient*
Thomas Flynn, *Slippery Rock College, 2004 recipient*

The Past Officers' Club Award is given annually to professors who have demonstrated significant professional promise in the areas of scholarship and service. Recent recipients, whose research interests reflect diverse aspects of the discipline, will discuss and situate the trajectory of their scholarship within past traditions and future directions. Audience members will be invited to engage in discussion.

**SA 4.15 SHORT COURSE VII: TEACHING WITH TECHNOLOGY:
TOOLS FOR TRANSFORMING COMMUNICATION AND
COMMUNITY IN THE COMMUNICATION CLASSROOM**

10:00 a.m.-12:00 p.m. Whitpen

Steven L. Epstein, *Suffolk Community College*

Too many people in the field of communication are still teaching with the tools used by their teachers when they were in grade school. This means using the technology of the 20th Century (textbooks, paper handouts and blackboards) to teach students of the 21st Century. Yet, today's students are different than students were when the baby boom generation went to school. Today's students learned to read on Sesame Street, were weaned on MTV, and are addicted to their cell phones, instant messages and I-Pods. This course will present a rationale as to why professors and administrators need to adopt multiple new technologies to reach their increasingly diverse and wired (and wireless) student body.



SATURDAY

SA 4.16

PHILADELPHIA MUSEUM TOUR

10:00 a.m.-12:00 p.m.

SPOTLIGHT

SA 4.17

THE INTELLECTUAL IMPACT OF THE WORKS OF MOLEFI KETE ASANTE

10:15-12:00 p.m.

Bromley & Claypoole

Sponsor: First Vice President & Intercultural Communication

Chair: **Melbourne S. Cummings**, *Howard University*

Respondent: **Molefi Kete Asante**, *Temple University*

Participants: **Christel Temple**, *University of Maryland, Baltimore County*

Mark Christian, *Miami University of Ohio*

Maulana Karenga, *California State University, Long Beach*

This panel is a tribute to the influence of Molefi Kete Asante's academic life. His works in communication, especially his origination of the concept of Afrocentricity, have made a tremendous impact throughout academia. This panel of scholars will discuss this impact on their research and their particular academic disciplines.

SA 4.18

ECA CAFÉ

10:30-11:30 a.m.

Hamilton/Exhibit Hall

Please stop by the Hamilton Room/Exhibit Hall and have some coffee and tea and check out our wonderful exhibits.

SA 4.19

INTERDISCIPLINARY APPROACHES TO TECHNICAL SPEAKING: WHY, HOW, AND WHEN

10:45-12:00 p.m.

Ballroom A1

Sponsor: Instructional Communication

Chair: **Susan M. Wieczorek**, *University of Pittsburgh at Johnstown*

"Interdisciplinary Approach to the First Year Experience"

Theodore, F. Sheckels, *Randolph-Macon College*

“A Speaking ‘Enhanced’ Approach to Technically Advanced Courses”

Nancy Hoar, *Western New England College*

Anne Poirot, *Western New England College*

“A ‘Primary’ Approach to Technical Speaking within a Discipline”

Mike Ferencak, *University of Pittsburgh at Johnstown*

John Thompson, *University of Pittsburgh at Johnstown*

Susan M. Wieczorek, *University of Pittsburgh at Johnstown*

“An Administrative Perspective on Interdisciplinary Approaches”

Gerald Ratliff, *The State University of New York at Potsdam*

Although Technical Writing courses appear in most college curriculums today, Technical Speaking courses are literally unheard-of. This panel analyzes the motivation, justification, and methodology of such an interdisciplinary focus through three unique approaches to speaking in a technical discipline. A first year experience program, an enhanced upper level course, a primary speaking course for technically advanced students, and a final administrative perspective all demonstrate the practical application of such specialized training in colleges today.

SA 4.20

**THE TOWN, THE CITY, AND THE NATION: STUDYING
GOVERNMENT MEETINGS’ CONSTITUTIONS THROUGH
COMMUNICATION**

10:45 a.m. -12:00 p.m.

Ballroom B

Sponsor: Political Communication

Chair: **Stephen Gencarella Olbrys**, *University of Massachusetts*

“Social Positions Created in Deliberative Discourse: Town Meeting Participation, Asking Questions, and Representation”

Rebecca M. Townsend, *University of Hartford*

“Citizen Participation in City Council Discourse: Problems and Possibilities

Kerrie R. H. Farkas, *Millersville University*

“Hearing and Reporting Waco: Reifying National Bureaucracy through Generic Practice”

Christopher Eisenhart, *University of Massachusetts - Dartmouth*

This panel is concerned with how people can become legitimate government agents and how that process can occur through communication. Each paper on the panel presents analyses of the discourse of government meetings at varying levels: New England town meetings, city council meetings, and national administrative agency hearings. Together, they speak to issues of context and exigency for government meetings, participation in democratic processes, and representation of individual government agents and the institutions that house them.

SA 4.21

TRANSFORMING MARGINALIZED COMMUNITIES THROUGH LANGUAGE, PEDAGOGY, AND THE POWER OF THE PRESS

10:45 a.m. -12:00 p.m.

Reynolds

Sponsor: Voices of Diversity

Chair: **Felicia R. Walker**, *Howard University*

Participants: **Richard L. Wright**, *Howard University*

Nathan Carter, *California State University, San Bernardino*

Jada Graves, *Journalist for REP (Real Estate Portfolio Magazine)*

Juliana Da Silva, *Howard University*

This roundtable session will be composed of brief presentations that provide insight on the role of language in the classroom and/or how critical pedagogy or the media can be used to "speak" to the needs of students who have historically suffered the plight of pedagogical and racial subjugation. After the presentations the chair shall moderate a roundtable discussion of the issues.

SA 4.22

TRANSFORMING INTERPERSONAL COMMUNICATION RESEARCH: FAMILIAL COMMUNICATION ANALYSES

10:45 a.m.-12:00 p.m.

Ballroom D

Sponsor: Interpersonal Communication Interest Group

Chair: **Meredith Marko**, *University of Nebraska-Lincoln*

Respondent: **Elizabeth R. Berhat**, *State University of New York College at Plattsburgh*

"Siblings' Motives For Talking To Each Other"

Matthew M. Martin, *West Virginia University*

Kelly A. Rocca, *St. John's University*

Katie Neary Dunleavy, *West Virginia University*

"'I Don't Want To Talk About It!': Mother-Daughter Communication During Developmentally Related Conflict Over The Lifespan"***

Carla L. Fisher, *The Pennsylvania State University*

Alysa A. Lucas, *The Pennsylvania State University*

"From Self-Defined To A Legal Bind: Attractions And Obstacles While Considering Legally Recognized Same-Sex Marriage"

Pamela J. Lannutti, *Boston College*

"Are They Different? An Investigation Of Perceived Parental Support Across Generational Status"***

Sean M. Horan, *Texas State University-San Marcos*

Kristen S. Kennon, *Texas State University-San Marcos*

This panel features competitive papers examining family communication. The authors examine relationships within the family, as well as how families are viewed in the community. These papers address the changing nature and definition of family in today's changing society.

** *Student Debut*

SA 4.23**TOP PAPERS IN ORGANIZATIONAL COMMUNICATION**

10:45 a.m.-12:00 p.m.

Flower

Sponsor: Organizational Communication

Chair: **Kristi L. Wilkerson**, *West Virginia Independent Colleges & Universities, Inc.*Respondent: **Kathleen M. Long**, *West Virginia Wesleyan College*

“Feedback and Fairness: The Relationship between Negative Performance Appraisals and Organizational Justice”

Rebecca M. Chory-Assad, *West Virginia University*

“Communicating Image: Creating and Projecting Organizational Image to External Stakeholders”

Andrea M. Pampaloni, *Rutgers University**

“The Influence of Supervisor Temperament on Subordinate Job Satisfaction and Perceptions of Supervisor Socio-communicative Orientation and Approachability”

Heidi Porter, *Ohio University-Eastern*****Jason S. Wrench**, *Ohio University-Eastern***Crissy Hoskinson**, *Ohio University-Eastern***

“Mechanisms of Motivation: The Elements of LMX and Trust at Work”

Kenneth J. Levine, *University of Tennessee***Abby M. Brooks**, *University of Tennessee***Andrew C. Tollison**, *University of Tennessee***Mary E. Asbury**, *University of Tennessee*

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

Student author**Debut paper and student author***SA 4.24****ENGAGED LEARNING: INSTRUCTION, MEDIA, AND THE COMMUNICATIVE FOUNDATIONS OF CRITICAL THINKING**

10:45 a.m.-12:00 p.m.

Ballroom A2

Sponsor: Community College Interest Group

Chair: **Nancy J. Willets**, *Cape Cod Community College*Respondent: **Mary Mino**, *Penn State DuBois Campus*

“Into the Dark: Using Feature Films in Their Entirety in the IPC Course”

Denise Danford, *Delaware County Community College*

“No more Pencils: Integrating Online testing and Reflective Journals into Traditional Communication Courses”

Danamarie Every, *Delaware County Community College*

“Emerging Technologies and Classroom Assessment in the Basic Interpersonal Communication Course”

Karen Lada, *Delaware County Community College*

“A Primer in Media Literacy: Concepts and Applications
David J. Paterno, *Delaware County Community College*

SA 4.25

THE REHNQUIST COURT AND COMMUNICATION LAW

10:45 a.m.-12:00 p.m.

Cook

Sponsor: Communication & Law

Participants: **Brett A. Barnett**, *Slippery Rock University*

Juliet Dee, *University of Delaware*

Susan J. Drucker, *Hofstra University*

Donald A. Fishman, *Boston College*

Thomas Flynn, *Slippery Rock University*

Gary Gumpert, *Communication Landscapers*

Warren Sandmann, *Minnesota State University*

William H. Rehnquist served as Chief Justice of the Supreme Court between 1986-2005. The Rehnquist Court was supposed to chip away and curtail many of the policies implemented by the Warren Court. But a nineteen-year analysis of the Rehnquist Court reveals a more complicated pattern of legal decision-making.

This roundtable discussion will analyze the legacy of the Rehnquist Court in the area of Communication Law.

SA 4.26

TRANSFORMING YOUNG SCHOLARS TO BECOME MEMBERS OF THE COMMUNICATION RESEARCH COMMUNITY: UNDERGRADUATE STUDENT PROJECTS IN THE AREA OF HEALTH COMMUNICATION

10:45 a.m. -12:00 p.m.

Shippen

Sponsor: Health Communication

Chair: **Keith Weber**, *West Virginia University*

Respondent: **Lisa Sparks**, *George Mason University*

“Constructing anti-drinking and driving messages: A view from the other side”

Christine M. Kochan, *West Virginia University*

Joshua D. May, *West Virginia University*

Kellen F. Murphy, *West Virginia University*

“Volunteers needed: Why do People Choose to Volunteer?”

Melissa R. Ervin, *West Virginia University*,

Christopher A. Garnes, *West Virginia University*

Alex B. Smith, *West Virginia University*

“Perceptions of Physician Credibility from Initial Advertisement”

Zachary T. Price, *West Virginia University*

Jason L. Horne, *West Virginia University*

Thomas O. Tindall, *West Virginia University*

“Manipulating Pro-exercise Messages: What works and What Doesn’t”

Carolyn S. Argetsinger, *West Virginia University*

Cassandra M. Fragale, *West Virginia University*

Anne B. Melson, *West Virginia University*

The presenters are all students that were enrolled in an advanced research methods course during the Spring of 2005. These projects were completed by the students in their groups as part of the requirements of the course. Students were responsible for research design, data collection, and analyses. The papers that will be presented are extensions of their final projects. Students will discuss their findings, as well as comment on the overall learning experience of the projects.

SA 4.27

TOP PAPERS IN NONVERBAL COMMUNICATION

10:45 a.m. -12:00 p.m.

Ballroom E2

Sponsor: Nonverbal Communication

Chair: **Alan K. Goodboy**, *West Virginia University*

Respondent: **Jennifer Knapp**, *Lycoming College*

“The Creation of Stimulus-Schema Loops in Chronemic Development: Infancy to Adolescence” *

Mark Hickson, *University of Alabama at Birmingham*

“Impact of Internet on Plagiarism in the Undergraduate Classroom”

Jennifer McGee, *Towson University*

Kristen Campbell Eichhorn, *Towson University*

“Fragrance Speaks Louder than Words: The Use of Smell as a Communications Device in Intimate Brands’ Bath & Body Works”

Kalen Churcher, *Pennsylvania State University*

“The Influence of Nonverbal Communication in the Courtroom

William Self, *University of Alabama at Birmingham*

Mark Hickson, *University of Alabama at Birmingham*

These papers are the top four submissions to the Nonverbal Interest Group for 2005.

* *Top Paper*

SPOTLIGHT

SA 4.28

SPOTLIGHT ON JAMES W. CHESEBRO: A TRANSFORMER OF COMMUNICATION AND COMMUNITY

10:45 a.m. -12:00 p.m.

Ballroom C

Sponsor: First Vice President

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

Participants: **Dale A. Bertelsen**, *Bloomsburg University*
David McMahan, *Missouri Western State University*
Judy C. Pearson, *North Dakota State University*

This ECA 2005 Spotlight acknowledges that through his teaching, scholarship, and service, James Chesebro has become A Transformer of Communication and Community. Jim has been an integral part of both the Eastern regional and National Communication Associations and has played a significant role in communication scholarship for over quarter of a century. He is past president of both ECA and NCA, member of countless regional and national committees, archivist for ECA, and recipient of numerous awards (including Samuel L. Becker Distinguished Service, Everett Lee Hunt Outstanding Scholarship, Kenneth Burke Society Lifetime Achievement)

Panelists will briefly highlight James Chesebro as teacher, scholar, organizational leader—and friend; Jim will respond to remarks and identify what he perceives to be the major challenges now facing the discipline; and the audience will be invited to participate in the conversation.

Please Note: Bernard Brock was scheduled as moderator for the panel; however he has recently passed away. Let us remember him for his contributions to the field and this association. His tribute is at 3:15 in Claypoole.

SA 4.29

PAST OFFICERS' CLUB LUNCHEON

12:15-1:30 p.m.

Private Dining Room A (in Wooden Nickel Restaurant & Lobby)

SA 4.30

NOMINATING COMMITTEE MEETING II

12:15-1:30 p.m.

William Penn Boardroom

SA 4.31

GREAT IDEAS FOR TEACHING SPEECH (G.I.F.T.S.), PART ONE

12:15 -1:30 p.m.

Flower

Sponsor: Community College Interest Group

Chair: **Alberta Arnold**, *LaGuardia Community College*

“Lest We Forget: Collective Memory Studies in the Communication Classroom”

Todd Allen, *Geneva College*

“Students as Speech Consultants”

Catherine M. Blackburn, *Brookdale Community College, Monmouth*

“Inter-Generational/Intercultural Exercise”

Tim Dolin, *Harrisburg Area Community College*

“Wikis on the Web Promote Collaborative Communication and Rhetorical Criticism”

Steven Epstein, *SUNY University: Suffolk*

“Deindividuation at Halloween: Roleplay of a Classic Study”

Eric Fife, *James Madison University*

“Course in a Capsule: A first day exercise for Public Speaking”

Bonnie Jefferson, *Boston College*

“The Power of Babble: Preparing Students for the First Graded Speech”

Thomas E. Jewell, *Bergen Community College*

“Ice Breaker: Combating Speech Anxiety through Writing”

Pei Wen Lee, *LaGuardia Community College*

“Perception and Stereotyping: Who Do You Like the Most?”

Tobi Mackler, *Montgomery County Community College*

SA 4.32

TRANSFORMING COMMUNICATION AND COMMUNITIES THROUGH SPEAKING ASSIGNMENTS IN PERFORMANCE-BASED SPEECH CLASSES

12:15-1:30 p.m.

Bromley & Claypoole

Sponsor: Instructional Communication

“Student Approaches to Topic Selection: Defining the Need to Transform What We Do”

Carl T. Hyden, *Morgan State University*

“Communication Assignments to Bridge the Boundaries: Transforming the Community-University Connections”

Andrea McClanahan, *East Stroudsburg University*

“What do Monroe and Résumés Have in Common? Transforming Traditional Concepts into Practical Applications”

Barbara F. Sims, *Alderson-Broaddus College*

“Using the Impromptu Speech to Transform Classroom to Real World Connections”

Helen Karchner, *Independent Scholar*

“Using the Intercollegiate Forensics Style After Dinner Speech Format to Transform the Basic Course”

Jeffrey Pierson, *Bridgewater College*

“Free Speech on the Quad: When Public Speaking Really is Public Speaking”

Julie Morgan, *Eastern University*

Kevin Maness, *Eastern University*

Nneka Ofulue, *Eastern University*

Enrollments in performance-based speech courses are as high as ever. The assignments we give offer enormous potential for opportunities to transform how students relate to communities around them. Students rarely choose

topics that offer a challenge in how they approach the larger community. Panelists will share their insights and strategies for finding ways for transforming speaking assignments so they transform the relationships students have with their communities.

SA 4.33

**COMPETITIVE PAPERS OF MASS COMMUNICATION:
DRAMATIC INTERACTIONS WITHIN MASS MEDIA REALMS.**

12:15-1:30 p.m.

Ballroom A1

Sponsor: Mass Communication

Chair: **Tony Kelso**, *Iona College*

Respondent: **Cary Horvath**, *Youngstown State*

“Linking Video Game Play and Interpretations with Player Traits: Exploring the Roles of Trait Aggressiveness, Affective Orientation, and Empathy”

Rebecca M. Chory-Assad, *West Virginia University*

Alan Goodboy, *West Virginia University*

Sarah Baker, *West Virginia University*

Nathaniel Hixson, *West Virginia University*

“Superlatives in Language Taint Public Discourse but Mass Media Loves Drama”

Lillian L. Beeson, *University of Pittsburgh at Greensburg*

“Race and Gender Representations: Historical Context and the Family Drama”

Elizabeth Pech, *Towson University*

This panel of competitive papers focuses on the dramatic context represented within television series, public discourse and interpersonal relationships affected by media use.

SA 4.34

**THE NEED FOR AN “ALTERNATIVE” VIEW: TRANSFORMING
THE COMMUNICATION OF FEMININE IMAGES**

12:15-1:30 p.m.

Reynolds

Sponsor: Voices of Diversity

Chair: **Matthew Maddex**, *Miami University*

Respondent: **Fabienne Darling-Wolf**, *Temple University*

“Wonder Woman: The Double-Edged Sword of Challenging Dominant Social Codes”

Andrea J. Chalfin, *Miami University*

“The Transformation of the Vamp: Samantha Jones, the Future or Demise of Women?”

Erika Thomas, *Miami University*

“The Balancing Act: Is Mackenzie Allen Really Commander in Chief?”

Matthew Maddex, *Miami University*

This panel is comprised of critical papers that examine how feminine images are communicated to the viewing public. Each paper provides a unique feminist lens designed to convey a voice for women and for feminine images that rejects the patriarchal narrative in which they are told. In order to change the public perception of women there is a need for an alternative viewing of how feminine images are being communicated.

SA 4.35**TOP PAPERS IN INTERCULTURAL COMMUNICATION**

12:15-1:30 p.m.

Ballroom A2

Sponsor: Intercultural Communication

Chair: **Donnetrice Allison**, *The Richard Stockton College of New Jersey*Respondent: **Donyale Griffin**, *Wayne State University*

"Cultivating the intercultural imagination: Initiating interaction in multicultural communities"

Carla R. Chamberlin-Quinlisk, *The Pennsylvania State University*

"Serena Williams and the rhetorical nature of hoax and race"

R. Pierre Rodgers, *George Mason University*

Carol Guzdowski, *George Mason University*

"The impacts of sociocommunicative orientation and ethnocentrism on perceptions of stereotypical male and female sociocommunicative styles and perceived sexual equality"

Jason S. Wrench, *Ohio University*

Angela Fiore, *West Virginia University*

James C. McCroskey, *West Virginia University*

These papers are the top three submissions to the Intercultural Communication Interest Group for 2006.

SPOTLIGHT**SA 4.36****BRING THE RESUME BUILDER TO LIFE: THE REWARDS AND CHALLENGES OF NCA STUDENT ORGANIZATIONS FOR YOUR DEPARTMENT**

12:15-1:30 p.m.

Ballroom C

Sponsor: First Vice President and NCA

Co-Chairs: **Janet Reynolds Bodenman**, *NCA Student Clubs, Bloomsburg University*

Shannon Brogan, *NCA Student Clubs, Ohio University-Chillicothe*

Mark LaPointe, *Lambda Pi Eta - Tau Eta Chapter, Allegheny College*

Lillie S. Ransom, *Lambda Pi Eta - Iota Nu Chapter, Gallaudet University*

Roundtable Discussion:

Janet Reynolds Bodenman, *Advisor*

Jessica Graham, *President*

Bloomsburg University

Lambda Pi Eta, Xi Omega

Shannon Brogan, Advisor
NCA Student Clubs, Ohio University - Chillicothe

Daniel Cochece Davis, Advisor
Marist College
Lambda Pi Eta, Lambda Upsilon Chapter

Lillie S. Ransom, Advisor
Valerie, Sharer, Secretary
Gallaudet University
Lambda Pi Eta, Iota Nu Chapter

Rebecca Sanford, Advisor
Monmouth University
Lambda Pi Eta, Lambda Xi Chapter

Examine the appeal of NCA's three undergraduate student organizations during this interactive poster session and roundtable discussion. Posters displaying the creativity and enthusiasm of NCA Student Clubs, Lambda Pi Eta, NCA's honorary for students in four-year communication programs, and Sigma Chi Eta, NCA's honorary for students in two-year communication programs, launches the session. A roundtable discussion examining the impact of student communication organizations on collegiate campuses completes the program. Current chapter advisors and student members as well as those interested in starting an NCA student organization are encouraged to participate

SPOTLIGHT

SA 4.37

SPOKEN WORD POETRY CAFÉ
Sponsored by Howard University

12:15-1:30 p.m.

Hamilton/Exhibit Hall

Sponsor: Howard University & First Vice President

Spoken Word Artists: **Javon Johnson, Northwestern University**

Rachel Hastings, Southern Illinois University, Carbondale

The Spoken Word Café makes its debut at this convention. It is an afternoon spoken word "happy hour" developed to invite conference-goers an opportunity to unwind and to enjoy engaging poetic interpretations of contemporary events and personal experiences.

SA 4.38

PRESIDENTIAL RHETORIC FROM THE CIVIL WAR TO THE WAR ON TERROR: CONTRIBUTED PAPERS IN RHETORIC & PUBLIC ADDRESS

12:15-1:30 p.m.

Cook

Sponsor: Rhetoric and Public Address

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

Respondent: **Lisa Burns, Quinnipiac University**

“Lincoln’s First Inaugural Address: A Study of Coalition and Crisis”
Emily Berg, *Boston College*

“President Bush’s Pre-War Rhetoric on Iraq: Paranoid Style and its Effectiveness in the Post-September 11th Era”
Alexander G. Nikolaev, *Drexel University*
Douglas V. Porpora, *Drexel University*

“Behind the ‘Terror’ of Bush: A Rhetorical Analysis of the 2004 Bush Campaign Speeches”
Grace Firaben, *State University of New York at Brockport*

SA 4.39

TRANSFORMING THE POLITICAL COMMUNITY?: EXPECTATIONS IN THE 2006 CONGRESSIONAL AND GUBERNATORIAL ELECTIONS

12:15-1:30 p.m.

Ballroom D

Sponsor: Political Communication

Chair: **J. Kanan Sawyer**, *West Chester University*

Participants: **Janis Edwards**, *University of Alabama*

Kathy Kendall, *University of Maryland*

Judith S. Trent, *University of Cincinnati*

Lance Holbert, *University of Delaware*

Lynda Lee Kaid, *University of Florida*

Mitchell S. McKinney, *University of Missouri-Columbia*

The 2006 Congressional and Gubernatorial Elections promise a glimpse into the political landscape prior to the 2008 presidential election. Panelists will provide brief summaries of transformations they think will take shape in 2006, or beyond, and share with the audience information about the political landscape in their home states.

SA 4.40

PERFORMANCE/PRESENTATION III: TWO PERFORMANCE ART SCRIPTS: THE KEY & ON THE OUTSIDE LOOKING IN: REFLECTIONS OF A NATURAL FEMINIST

12:15-1:30 p.m.

Ballroom B

Sponsor: Interpretation and Performance Studies

Performer/Presenter: **Dina Dahbany-Miraglia**, *Queensborough Community College*

Feminists’ passionate voices are somewhat muted. We save our breaths for the long haul of change. In caves here and there we build beaches of equality one grain of sand at a time. We speak to issues of inequality and sometimes forget that inequality is so hard to mitigate because of the women who support the status quo. Both scripts illustrate why and how men’s dominance must be supported by women, verbally and nonverbally. The alternatives are ridicule, ostracism and even expulsion.

SA 4.41**SHORT COURSE VIII: RECORDING AND VIEWING
STUDENT SPEECHES**

12:30-2:30 p.m.

Shippen

Chair: **Dennis Klinzing**, *West Chester University*Participants: **Dennis Klinzing**, *chair and convener of the workshop***Phillip Thompson**, *technical consultant***Anita Foeman**, *faculty member using the technology***Timothy Brown**, *faculty member using the technology***Laura Brown**, *faculty member using the technology***Bessie Lawton**, *faculty member using the technology***Nyia Lacey**, *faculty member using the technology*

This workshop will address the need for a new and better means of recording and viewing student speeches now that VCRs have become nearly extinct. More specifically, the workshop will show how the latest digital technology can be used to record student speeches, post them on a web site, invite student self analysis, and enable faculty consultation and evaluation. Faculty from the department of communication studies at West Chester University will discuss their use of the new technology and procedures in their classrooms, "hands-on" equipment demonstrations of DVI digital camcorders will be provided, web site access and storage procedures will be shown, problems and solutions will be considered and a question and answer session will be held.

**SA 4.42****POSTER SESSION II**

1:30-3:30 p.m.

Hamilton/Exhibit Hall

There are 22 posters available to be discussed with attendants during this 2-hour session.

SA 4.43**EXHIBIT HALL BOOK SALE**

1:30-2:30 p.m.

Hamilton/Exhibit Hall

Please stop by the Hamilton Room/Exhibit Hall and take advantage of the opportunity to get sales prices on various publishers' titles. It is a great way to save money while supporting our exhibitors. Some publishers are also likely to give away display copies.

SA 4.44**NONVERBAL COMMUNICATION IN EDUCATION AND CORPORATE TRAINING**

1:45 -3:00 p.m.

Ballroom A1

Sponsor: Instructional Communication

Chair: **Doreen Jowi**, *Bloomsburg University of Pennsylvania*Respondent: **Timothy P. Mottet**, *Texas State University-San Marcos*

"An Analysis of Research on Nonverbal Communication in Instruction"

James C. McCroskey, *West Virginia University***Virginia P. Richmond**, *West Virginia University***Linda L. McCroskey**, *California State University-Long Beach*

"A Review of Literature Examining the Application of Instructional Communication to the Training and Development Profession"

Robin Smith-Mathis, *Texas State University-San Marcos*

"The Effects of Teacher Immediacy and Goodwill on Teacher Use of Power in the Classroom"

Anna Carmon, *West Chester University of Pennsylvania*

Nonverbal immediacy is one of the most important instructional communication variables to understand in any educational setting. Whether looking to past research or foraging new ground, the papers on this panel all incorporate nonverbal immediacy as a fundamental instructional communication variable.

SA 4.45**THE BUSH PRESIDENCY:
A RHETORICAL AND POLITICAL FAILURE?**

1:45-3:00 p.m.

Ballroom B

Sponsor: Political Communication

Chair: **Richard E. Vatz**, *Towson University*

"Grief, Greenbacks, and Gumbo: An Analysis of President Bush's Jackson Square Address, September 15, 2005"

Mary L. Kahl, *SUNY-New Paltz*

"The End of the 'Salutary Check': George W. Bush and the Evolving Nature of the Supreme Court Confirmation Process"

Trevor Parry-Giles, *University of Maryland*

"The Erstwhile Anti-Public Opinion President"

Richard E. Vatz, *Towson University*

"Popularity and Public Displays of Caring: President Bush and the Black People He Doesn't Care About"

Paula Youra, *Lynchburg College*

The apparently rising unpopularity of George W. Bush's administration has many alleged causes and fathers (and mothers). These include, but may not be limited to, the frustratingly slow advances—which are disputed—in the

Iraqi War, the slow and perhaps originally callous response to Hurricane Katrina followed by some conservatives' critiques of what they regard as the president's overcompensating rhetoric and spending pursuant to Katrina and Rita. Adding to these problems are the controversial nomination to the Supreme Court of Harriet Meiers that some observers see as revelatory of a president who may be practicing cronyism and whose confidence is ebbing, all of which may be made even worse by ethical/legal problems of the president's inner circle, such as Karl Rove, and ideological allies. This panel will examine what lasting rhetorical and political changes have come about, if any, as a result of the Administration's second term blues and what policy and rhetorical implications have and may result from this conglomeration of factors.

SA 4.46**MOVING BEYOND THE NUMBERS: MAKING DIVERSITY MATTER AT PREDOMINANTLY WHITE INSTITUTIONS**

1:45-3:00 p.m.

Reynolds

Sponsor: Voices of Diversity

Chair: **Teresa A. Nance**, *Villanova University*Respondent: **Teresa A. Nance**, *Villanova University*

"Politics, Promises and Policies: Making Changes at State Institutions that Matter"

Christopher Lynch, *Kean University*

"Communicating Campus Connections: Building Bridges to Support Services that Matter"

Kristina Ruiz-Mesa, *Villanova University*

"Keeping On: Sustaining an Institutional Presence that Matters"

Anita K. Foeman, *West Chester University*

This top panel for Voices of Diversity will explore the ways in which group of communication professionals have managed significant issues of diversity at their respective institutions. The complexities of a rising cultural concern with issues of diversity and pluralism, in the face of the reality that many students and faculty of color experience difficulties in predominantly white academic institutions, will be considered by the panelists.

SA 4.47**BURKEAN ANALYSES OF (UN)PATRIOTIC RHETORIC IN A TIME OF WAR**

1:45 -3:00 p.m.

Bromley & Claypoole

Sponsor: Kenneth Burke Interest Group

Chair: **Donna M. Kowal**, *SUNY College at Brockport*

"Sorry Everybody! The Use of Visual Apologia in the Wake of the 2004 Presidential Election Results"

Andrea M. McClanahan, *East Stroudsburg University of PA*

"Life, Liberty and the Constitutional Guarantees of the Negro Citizen vs. 'The Custodians of American Civilization': The Role of Patriotic Discourse in the Emmett Till Murder Trial"

Pamela L. Royse, *Kutztown University*

"Fake News as Truth Telling: Seeing Double and Perspective by Incongruity on The Daily Show"

Kara Shultz, *Bloomsburg University*

Patriotism, positive expressions of nationalism, has often been treated as compulsory during times of war. This panel utilizes the work of Kenneth Burke to analyze the powerful myth of "patriotism" in the American psyche through examining the rhetorical strategies of both patriotic and "unpatriotic" discourses during periods of war.

SA 4.48

GREAT IDEAS FOR TEACHING SPEECH (G.I.F.T.S.), PART TWO

1:45 -3:00 p.m.

Flower

Sponsor: Community College Interest Group

Chair: **Alberta Arnold**, *LaGuardia Community College*

"Using Media Appeals to Teach Persuasive Speaking Techniques"

Ellen J. Meinke, *Hillyer College (University of Hartford)*

"Wikipedia – A Source Credibility Exercise: How to get students to think critically about the quality of Internet Sources when doing research"

Leigh Nelson, *James Madison University*

"There's Strength in Numbers: A Small Group Exercise to Help Beginning Speech Students Overcome the Terror of the First Speaking Assignment"

Gary Richmond, *LaGuardia Community College*

"The Persuasive Impact of Beanie Babies: An Evaluative Speaking Exercise"

Rita Rosenthal, *Boston College*

"It's Only an Island If You Look at it from the Water"

Theresa Shaton, *Kutztown University of Pennsylvania*

"Make 'em Laugh: Cartoons Teach Persuasion"

Dina Dahbany-Miraglia, *Queensborough Community College, CUNY*

"Communicating About Ink Blots"

Karin Sergel, *Kutztown University of Pennsylvania*

"Using Audio Clips to Discuss Vocal Delivery and Speaker Credibility"

Anne Sears, *North Shore Community College*

"Building Community in the Basic Course"

Michelle Simpson, *College of Southern Maryland*

"Roundtable Speeches"

Nancy J. Willets, *Cape Cod Community College*

“Thinking About Your Audience: A Group Presentation with Business Roles and Perspectives”

Cheryl Wilson, *Harrisburg Area Community College*

SA 4.49

OLD CASES, NEW LAWS

1:45-3:00 p.m.

Ballroom D

Sponsor: Communication & Law

Panelists: **Brett A. Barnett**, *Slippery Rock University*

Lisa Cuklanz, *Boston College*

Juliet Dee, *University of Delaware*

Susan J. Drucker, *Hofstra University*

Donald A. Fishman, *Boston College*

Tom Flynn, *Slippery Rock University*

Gary Gumpert, *Communication Landscapers*

Warren Sandmann, *Minnesota State University*

During the past two decades, the digitization of American life has changed the way individuals and businesses receive and send information. It has altered conventional areas of Communication Law, such as libel and privacy, and created an entirely new area called cyberlaw.

This roundtable panel will look at: (1) Legal decisions that deserve to be overturned and (2) New laws that are needed to regulate communication in the millennial decade and beyond.

SA 4.50

CONVERGING MEDIA: WHEN TECHNOLOGY COLLIDES WITH SOCIETY

1:45-3:00 p.m.

Cook

Sponsor: Human Information Technologies

Chair: **Susan Barnes**, *Rochester Institute of Technology*

“The Economics of the Online Music Industry”

Rod Carveth, *Marywood University*

“Podcasting and the University Student”

Catherine Wright, *George Mason University*

“Measuring Media Use in the Age of Convergence”

Karl Baehr, *Emerson College*

“‘Firehose’ or Rabbit Hole? The Use of Mobile Communication Technology to Regulate Personal Reality and Social Discourse”

Christine Smith, *George Mason University*

“Net Love: How Online Chat Rooms and Dating Sites are Changing Courtship”

Elaine Cardenas, *George Mason University*

SA 4.51

TRANSFORMING COMMUNITIES THROUGH COMMUNICATION: THE GOOD, THE BAD, AND THE UGLY

1:45-3:00 p.m.

Bromley

Sponsor: Intercultural Communication

Chair: **Christina Morus**, *Villanova University*

Respondent: **Christina Morus**, *Villanova University*

“Rwandan Genocide: The rhetoric of identification and power in transforming social and ethnic identity”

Elizabeth Lawson, *Villanova University*

“Recipe for Genocide: Just add Media - The Transformational Role of Media in the Rwandan Genocide in 1994”

Lisa Daniels, *Villanova University*

“Another Kind of Colonial Legacy: Analyzing Attempts to Transform Ethnic Identity through Social Conflict in Guyana”

Rehana Wolfe, *Villanova University*

“Cricket Heroes, Surrogate Avengers? Role of Cricket in Transforming the Post-Independence India-Pakistan Conflict”

Kinjal Dagli, *Villanova University*

SPOTLIGHT

SA 4.52

SPOTLIGHT ON MULTIPLE LANGUAGES, DIALECTS AND CULTURES IN THE CARIBBEAN

1:45 -3:00 p.m.

Ballroom A2

Sponsor: First Vice President

Chair: **James W. Chesebro**, *Ball State University*

“Socio-historical look at language use and communication in the United States Virgin Islands”

Alma Simounet de Géigel, *Universidad de Puerto Rico*

“Socio-historical Look at Language Features of the Spanish Speaking Caribbean”

María Inés Castro de González, *Universidad de Puerto Rico*

“Socio-cultural Look at Language Use and Communication Through Bathroom Graffiti in Puerto Rico”

Marisol Lorenzo Cardec, *Universidad de Puerto Rico*

The participants on this panel examine Latin, Caribbean, and Puerto Rican language and communication uses and patterns as social and cultural systems from historical and cultural perspectives.

SA 4.53

**MOVEMENTS AND INSTITUTIONAL RESPONSES TO THEM:
CONTRIBUTED PAPERS IN RHETORIC & PUBLIC ADDRESS**

1:45-3:00 p.m.

Ballroom C

Sponsor: Rhetoric and Public Address

Chair: **Michael Barberich**, *University at Albany*

Respondent: **Charles E. Morris III**, *Boston College*

“A Fantasy-Theme Analysis of the Abstinence-Only-Until-Marriage Movement”

Mark Glantz, *State University of New York at Brockport*

“Searching for Authority: The Nixon Administration and Equal Employment Opportunity”

M. Kelly Carr, *University of Maryland*

“Conflict as Images: The Civil Rights Movement and Visuality in Life Magazine”

Richard Winston, *University of Maryland*

SA 4.54

2007 CONVENTION PLANNERS MEETING II

1:45 -2:45 p.m.

Whitpen

SA 4.55

RESOLUTIONS COMMITTEE MEETING

2:00-3:00 p.m.

Private Dining Room A, Wooden Nickel Restaurant

SA 4.56

**ONLINE TRANSFORMATIONS: WHY AND HOW CANDIDATES
AND DEMOCRACY ARE TAKING SHAPE ON THE WEB**

3:15-4:45 p.m.

Bromley

Sponsor: Political Communication

Chair: **Andrew Paul Williams**, *Virginia Tech*

Respondent: **John Kares Smith**, *SUNY Oswego*

“E-Democracy: How online political organizing is evolving differently in the United States and the United Kingdom”

Gwen Shaffer, *Temple University*

“Fraud or False Alarm? A Research Proposal for Contrasting online and offline Representations of Bush’s Re-election”

Bill Herman, *University of Pennsylvania*

Nicola Simpson, *University of Pennsylvania*

“‘They’re All Arselickers’: A Major Political Figure Blogs and Why”

Theodore F. Sheckels, *Randolph-Macon College*

While the Internet has certainly offered availability and access to wide array of information, the necessity political campaigns, candidates, and political organizations to create a presence online is not solely about control of message. There are substantive resource issues required to create a functional and effective web space. This panel compares transformations of political and democratic resources, contrasts online and offline image, and provides a justification for creating space online.

SPOTLIGHT

SA 4.57

TRANSFORMING OUR KNOWLEDGE INTO TEXTBOOKS: THE REWARDS AND RISKS OF TEXTBOOK WRITING

3:15-4:45 p.m.

Ballroom C

Sponsor: First Vice President

Chair: **Ann Bainbridge Frymier**, *Miami University*

Roundtable Participants: **Melissa Bekelja Wanzer**, *Canisius College*

Timothy P. Mottet, *Texas State University, San Marcos*

Ann Bainbridge Frymier, *Miami University*

Holly Allen, *International Thomson Publishing/Wadsworth*

Candice Thomas-Maddox, *Ohio University, Lancaster*

Richard West, *University of Southern Maine*

Each panelist is currently involved in textbook publishing and the panelists represent a broad range of experience and success. Panelist will engage in a roundtable discussion of the textbook writing and the publishing process, addressing questions and topics from program participants. The panelist will begin the discussion by addressing the following questions: (1) Why should or should not someone write a textbook? (2) What should I know before pursuing a book contract? (3) How does the publication process work?

SA 4.58

TRANSFORMING COMMUNICATION AND COMMUNITY: AN UNDERGRADUATE INVESTIGATION OF AFRICAN AMERICAN COMMUNICATION PHENOMENA

3:15-4:45 p.m.

Reynolds

Sponsor: Voices of Diversity

Chair: **Sharnine S. Herbert**, *Shippensburg University*

Respondent: **Sharnine S. Herbert**, *Shippensburg University*

"Self-Identification: A Glimpse into the lives of post Civil Rights born African Americans.

Amy Dufner, *Shippensburg University*

Kristin R. Janifer, *Shippensburg University*

“Inspirational Gospel Chorale: Gospel Music and The African Tradition
Megan Miller, *Shippensburg University*
Matthew Jenco, *Shippensburg University*
Victor Phillip, *Shippensburg University*

“An Exploration of African American Churches in a Predominately White Community.
Sarah Beck, *Shippensburg University*
Tunisia Lacy, *Shippensburg University*

In this panel, undergraduates explore African American Communication phenomena in predominately and historically white institutions. The exploratory research, stemming from areas such as Afrocentricity, Cultural Contracts, Identity and Negotiation considers Black Gospel music, African American Churches, and the Post Civil-Rights Era identity negotiation of African Americans.

SA 4.59**CHANGING USERS, CHANGING TECHNOLOGIES**

3:15-4:45 p.m.

Ballroom A1

Sponsor: Applied Communication

Chair: **Ally Mead**, *University of Colorado-Boulder*

“Adapting to Change - the Internet and Not for Profit Organizations' Online Strategy”

Sharon Shafir, *Cornell University*

“The Psychosocial Impact of Blogging in America”

Catalina Toma, *Cornell University*

“Digital Deification: Managing the Public Opinion of Roman Catholicism via the Internet”

Ally Mead, *University of Colorado-Boulder*

“Ain't It Cool? Community, Consumption, and Online Geekdom”

Kyle Kontour, *University of Colorado-Boulder*

The way people use the internet is changing. Online resources provide quick and easy access to information and current events and have been pivotal in developing public opinion and establishing communities in the new millennium. Consequently, the design and scope of the internet must be reassessed in order to ensure the needs of the users are being met and also ascertain ways in which the internet can presently be used as an impetus for social changes. This panel will be concentrating on four aspects of the changing body of internet uses and users in the areas of civic engagement, social impact of blogging, the public opinion of religion, and online “geek” communities. These four papers take an applied approach to online communication problems and based on research offer assessments and suggestions on how technologies should be restructured in order to continue to address the needs of online users.

SPOTLIGHT

SA 4.60

SPOTLIGHT ON THE LIFE AND WORK OF BERNARD BROCK

3:15-4:45 p.m.

Ballroom E2

Sponsor: First Vice President and Kenneth Burke Interest Group

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

Participants: **Richard Thames**, *Duquesne University*

James Klumpp, *University of Maryland*

Elvera Berry, *Roberts Wesleyan College*

James W. Chesebro, *Ball State University*

Sandra Berkowitz, *University of Maine*

This panel commemorates the life and career of Bernard Brock, a long-time Burkean Scholar. Students and colleagues of Professor Brock are invited to attend and participate.

SA 4.61

DOC'S 90TH—A NEW ORLEANS JAZZ BIRTHDAY BASH

3:15-4:45 p.m.

Ballroom A2

Sponsor: Interpretation and Performance Studies

Presenter: **Dina Dahbany-Miraglia**, *Queensborough Community College CUNY*

On Sunday afternoon June 11 1995 Adolphus "Doc" Cheatham, the lead trumpeter of his 4-piece band, celebrated his 90th birthday, New Orleans style, at Sweet Basil, a jazz club in Manhattan's West Village. This particular Sunday afternoon brunch revealed the multiple layers of ritual which are usually veiled that characterized Doc's weekly Sunday afternoon jazz brunch. This presentation will show how the New Orleans' jazz birthday element spotlighted the ritualized relationships between venue, performers, performance features and audience.

SPOTLIGHT

SA 4.62

TRANSFORMING OPPORTUNITIES AND CHALLENGES FOR ENTREPRENEURIAL MASTER'S PROGRAMS IN COMMUNICATION: VILLANOVA UNIVERSITY - A CASE STUDY

3:15-4:45 p.m.

Ballroom D

Sponsor: First Vice President

Communication

Department Presenters: **Susan Mackey-Kallis**, *Villanova University*

Bryan Crable, *Villanova University*

Emory Woodard, *Villanova University*

Maurice Hall, *Villanova University*

The purpose of this roundtable discussion is to explore the entrepreneurial model for developing a Master's program using, as a case study, the newly inaugurated graduate program in the Communication Department at Villanova University. The panelists will discuss the entire development process, moving from proposal stage to program implementation. This is designed as an interactive session; panelists will make brief presentations followed by audience questions and discussion.

SA 4.63

NOMINATING COMMITTEE MEETING II

3:15-4:45 p.m.

Flower

SA 4.64

GENERAL BUSINESS MEETING

5:00-6:30 p.m.

Hamilton

SA 4.65

**VICE PRESIDENT'S RECEPTION
Sponsored by Pennsylvania State University**

7:00-8:30 p.m.

The Wooden Nickel Restaurant & Courtyard (Hotel Lobby)

Featuring a local Philadelphia jazz quartet, The Greg Riley Jazz Quartet, this professionally catered reception honors our First Vice President Ronald L. Jackson II.

SA 4.66

12 STEP GROUP MEETING

8:00-9:00 p.m.

Ballroom D

Sunday

April 30, 2006

SU 5.01
**TRANSFORMING THE WORKPLACE COMMUNITY:
EXPLORING EMPLOYEE AND SUPERVISOR COMMUNICATION
BEHAVIORS**

8:15-9:30 a.m.

Ballroom A1

Sponsor: Organizational Communication

Chair: **Theodore A. Avtgis**, *West Virginia University*Respondent: **Jerry L. Allen**, *University of New Haven*

"Identifying Employees' Upward Dissent Strategies and Their Outcomes"
Renee Crotts, *Monmouth University***

"Breathe!: Victory Model of Diversity and Development for African American Women Scholars in Higher Education"

Rhunette C. Diggs, *Prevail-Respect!, Independent Researcher & Entrepreneur*
Toni C. King, *Denison University*

"CEOs & CIOs: Perfect Together – The Importance of Relationships in Utilizing Technology"

Alyson H. Thelin, *Montclair State University*

"A Leader's Behaviors and the Staff Mutiny at Harvard Business Review: Ethics-Based Analyses and Recommendations"

James O. Olufowote, *Boston College*

Panelists will discuss various relationship and communicative patterns of employees and supervisors. Topics include upward communication strategies, promotion and tenure, information technology, and ethical leadership behaviors.

***Debut paper and student author*

SU 5.02
**VISUAL COMMUNICATION MEDIA AND THE
TRANSFORMATION OF SOCIAL, CORPORATE AND
POLITICAL DISCOURSES**

8:15-9:30 a.m.

Ballroom A2

Sponsor: Media Ecology

Chair: **Diane S. Hope**, *Rochester Institute of Technology*

"A Critical Analysis of the Public Image and Private Practices of Microsoft and Google"

Nicholas D. Rogers, *Rochester Institute of Technology*

“McDonald’s: A Closer Look at the Image Controversy over Obesity and Fast Food”

Anna Boriskina, *Rochester Institute of Technology*

“Cemeteries and Graven Images As Indicators Of Historical Change”

Amy Holowczenko, *Rochester Institute of Technology*

“Images of Disaster: The Challenger, The Columbia, And The Transformation Of Public Perceptions Of Space Exploration”

Naomi Stern, *Rochester Institute of Technology*

“Photojournalism and Social Change: Sophia Evan’s photo essay, Dirty Oil Business Media Studies”

Kathy Marchaesi, *Rochester Institute of Technology*

SU 5.03

WE GOT THE LOOK: A SNAPSHOT OF MAGAZINE AND FILM CONTENT

8:15-9:30 a.m.

Flower

Sponsor: Mass Communication

Chair: **Cindy Lont**, *George Mason University*

“He’s Mad, She’s Glad: A Content Analysis of Maxim Magazine’s Portrayal of Anger in Images”

Grace Firaben, *State University of New York at Brockport*

“Communicating through Fashion: A Comparison of Godey’s Lady’s Book of the 9th Century to Vogue Fashion Magazine of Today”

Alexandra Thelin, *Montclair State University*

“The Elusive Life Force: The Quest for Photorealism in Hollywood Film”

Michelle R. Silva, *Saginaw Valley State University*

This panel features a contextual view of past, present and future visual trends.

SU 5.04

CULTURALLY CALCULATING THE AFTERMATH OF NATURAL DISASTERS: EXAMPLES FROM ASIA, SOUTH AMERICA, AND THE UNITED STATES

8:15-9:30 a.m.

Reynolds

Sponsor: Voices of Diversity

Chair: **Carolyn Stroman**, *Howard University*

Respondent: **William Starosta**, *Howard University*

“Faith (and Food) Storage: Emergency Preparedness in LDS Families”

Andrew Jared Critchfield, *The George Washington University*

“Visual Metaphors in Political Cartoons about Hurricane Katrina”

Deborah Clark Vance, *McDaniel College*

“A Comparative Analysis of Media Coverage of Women During Recent Asian and American Natural Disasters”

Quazi Ahmed, *Howard University*

“Perceptions of Disaster Relief after 2005 Guyana Flood”

Donna A. Oti, *The University of Maryland University College*

“Moral Support as Morale: China's Disaster Relief Campaign”

Wei Sun, *Bowie State University*

This panel considers reactions to natural disasters in Guyana, Southeast Asia, and the United States, examining how evacuees prepared for the events, how organizations and mass media messages influenced their preparation, and how disaster and preparation for them are socially constructed based on standpoints and cultural beliefs.

SU 5.05

THE POLITICAL INTERNET COMES OF AGE: UNDERSTANDING HOWARD DEAN'S REVOLUTION AND THE BLOGOSPHERE FOR CITIZEN MOBILIZATION

8:15-9:30 a.m.

Ballroom C

Sponsor: Political Communication

Chair: **Jennifer Stromer-Galley**, *University at Albany, SUNY*

“Hyperpersonal Theory and the Howard Dean Campaign”

Emilie W. Gould, *Acadia University*

“‘New’ Communication Technology in Presidential Campaigns: Comparing TV in the 1950s to the Web in the 2000s”

Nicole Lemperle, *University at Albany, SUNY*

“Watching the Watch Dogs: Organizing Differently in the Blogosphere”

Paul Zube, *University at Albany, SUNY*

“From Howard Dean’s Revolution to Hurricane Katrina: The Mobilizing Functions of Weblogs”

Andrea Baker, *University at Albany, SUNY*

The consensus at the end of the 2004 presidential election was that the internet mattered. Howard Dean’s insurgency campaign demonstrated the functionality of the internet for strategic campaigning. The innovations of the Dean campaign have drawn scholarly attention to the utility of weblogging for political expression and mobilization. The four papers on this panel address the innovations and implications of internet-channeled communication tools and investigate the functions of weblogging technology by and beyond the Dean campaign.

SU 5.06

ROUNDTABLE ON INTERNET LEGAL ISSUES

8:15-9:30 a.m.

Claypoole

Sponsor: Communication & Law

Chair: **Brian M. O'Connell**, *Central Connecticut State University*

Panelists: **Susan Drucker**, *Hofstra University*

Donald Fishman, *Boston College*

Thomas Flynn, *Slippery Rock University*

Gary Gumpert, *Communication Landscapers*

Paul Siegel, *Gallaudet University*

Lisa Cuklanz, *Boston College*

Brett Barnett, *Slippery Rock University*

Doug Strahler, *Syracuse University*

Craig Dudczak, *Syracuse University*

This panel will address a series of contemporary issues within online law and communication through the multi-disciplinary perspectives and extensive scholarship of the participants. The program will focus upon hypothetical cases that highlight current problems of intellectual property, privacy, expression and regulation within academic, commercial and public electronic environments.

SU 5.07

TRANSFORMING COMMUNICATION THROUGH ANTI-WAR RHETORIC

8:15-9:45 a.m.

Ballroom B

Sponsor: Rhetoric and Public Address

Chair: **Mary L. Kahl**, *SUNY-New Paltz*

Respondent: **Mary L. Kahl**, *SUNY-New Paltz*

“Gendering Anti-War Rhetoric: Mothers and Others”
Janis L. Edwards, *University of Alabama*

“Anti-War Rhetoric: The Rhetorical Army”
Aaron Noland, *James Madison University*

“Pushing the Limits of Dissent: Clement Vallandigham’s Dare-Devil Anti-War Rhetoric”
Michael J. Hostetler, *St. John’s University*

“Dissent and the Rhetoric of Reflection: Barbara Lee’s September 14, 2001, Speech”
Grant Cos, *Rochester Institute of Technology*

This panel considers anti-war rhetoric and its potential for transforming communities. First, generic aspects of anti-war rhetoric are explored, including the symbolic aspects of gender. Then historical and contemporary case studies are presented that focus on the Civil War and the post-9/11 ‘war on terrorism’ and highlight the transformation of communication about war from elite, sanctioned sources to the ‘people.’

SU 5.08**APPLIED COMMUNICATION: ALTERNATIVE METHODOLOGIES FOR TRANSFORMING COMMUNICATION AND COMMUNITIES**

8:15-9:30 a.m.

Ballroom D

Sponsor: Applied Communication

Chair: **Janie Harden Fritz**, *Duquesne University*

"A Phenomenology of Consulting in the Legal Environment"

Mark Hickson, III, *University of Alabama at Birmingham*

"The Construction of Authority: A Fantasy Theme Analysis of the Media's Portrayal of Local and Federal Efforts to Manage Hurricane Katrina's Disaster Relief in New Orleans"

Robert S. Littlefield, *North Dakota State University***Andrea M. Quenette**, *North Dakota State University*

"Crisis Communication: Philosophical Hermeneutics and the Humanities as Method"

Ronald C. Arnett, *Duquesne University*

In this panel, Mark Hickson, founding editor of the Journal of Applied Communication Research, is joined by Robert S. Littlefield, Andrea M. Quenette, and Ronald C. Arnett in an exploration of methodological approaches to applied communication research. The first two papers demonstrate application of particular methodologies in specific community contexts, and the final paper explores a humanities-based approach to crisis communication. After presentation of papers, the authors will engage one another and the audience in a discussion of the implications of various methodologies in applied communication for transformation of communication and communities.

SU 5.09**INTERPERSONAL COMMUNICATION IN CYBERSPACE: RECONCEPTUALIZING HOW WE RESEARCH AND DISCUSS RELATIONSHIPS**

8:15-9:30 a.m.

Ballroom E

Sponsor: Interpersonal Communication Interest Group

Chair: **Melissa Wanzer**, *Canisius College*Panelists: **Susan Barnes**, *Rochester Institute of Technology***Janet Reynolds Bodenman**, *Bloomsburg University***Stefne Broz**, *Wittenberg University***Mary Mino**, *Penn State DuBois***Timothy Rumbough**, *Bloomsburg University***Matthew Smith**, *Wittenberg University***Candice Thomas-Maddox**, *Ohio University-Lancaster*

The purpose of this panel is twofold: (1) To explore how online communication has changed the ways in which we research interpersonal communication;

and (2) To discuss the extent to which instructors should focus on the impact of online communication in interpersonal classes. Specific issues to be considered include the need to revisit existing interpersonal theories as well as the impact of online technologies on interpersonal variables such as identity, social support, deception, relationship initiation and maintenance, and communicating with diverse individuals.

SU 5.10**TRANSFORMING COMMUNICATION AND COMMUNITY THROUGH SERVICE-LEARNING**

9:45-11:00 a.m.

Ballroom A1

Sponsor: Instructional Communication

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

Respondent: **Shirlee Levin**, *College of Southern Maryland*

“Transforming Students and Faculty through Service-Learning”
Sara C. Weintraub, *Regis College*

“Building a Better Mousetrap”
Michael J. Woeste, *University of Cincinnati*

“Do We Transform Communities through Service-Learning?”
Michael F. Smith, *LaSalle University*

Over the last several years, many communication educators have incorporated service-learning into their curricula. This panel will explore the impact this pedagogy has had in the classroom and beyond, and analyze the ability of service-learning to transform both communication and community.

SU 5.11**TRANSFORMING THE FUTURE: YOUNG CITIZENS AND POLITICS**

9:45-11:00 a.m.

Ballroom B

Sponsor: Political Communication

Chair: **Andrea Baker**, *University at Albany, SUNY*

Respondent: **Lynda Lee Kaid**, *University of Florida*

“Politics, Media, and Young Citizens: Gauging Their Knowledge, Caring, Trust, and Consumption of Politics and Government”
Kristin N. English, *Virginia Tech*

“Developing the Informed Citizen: Examining the Effects of a Civics Curriculum on First-time Voters.”
Mitchell S. McKinney, *University of Missouri, Columbia*.

Young voters continue to be the focus of much media, scholarly, and civic group attention. Will young voters continue to participate at levels like those in the 2000 presidential election? Papers on this panel address ways that young citizens not only become informed but also react to communication messages in the political environment.

SU 5.12**APPLIED COMMUNICATIVE TRANSFORMATION AND INFLUENCE: SITUATED STANDPOINTS**

9:45-11:00 a.m.

Ballroom D

Sponsor: Applied Communication

Chair: **Jeanne Persuit**, *Duquesne University*Respondent: **Lisa Millhous**, *West Chester University*

"Transforming Research on Sexual Harassment: Reactions of Black Students to the Perceptions of Sexual Harassment Questionnaire"

Shirley M. Crawley, *SUNY Geneseo*

"The Influence of Family Patterns on a Young Adult's Romantic Relationships"

Jennifer L. Gradzki, *Monmouth University*

"Being Losers Together: The Weight Watchers Way"

Khadidiatou Ndiaye, *The Pennsylvania State University*

Lori B. Daniel, *The Pennsylvania State University*

"Addressing Ageism in Intergenerational Health Care Encounters: Transforming the Way We Communicate"

Janice L. Krieger, *The Pennsylvania State University*

Margaret J. Pitts, *University of California, Santa Barbara*

SU 5.13**DRAMATISM AND IDENTITY CONSTRUCTION**

9:45-11:00 a.m.

Reynolds

Sponsor: Kenneth Burke Interest Group

Chair: **Donna M. Kowal**, *SUNY College at Brockport*Respondent: **Bryan Crable**, *Villanova University*

"What She Want to Go and Do That For? A Dramatistic Analysis of 'Sethe's Rough Choice' in Toni Morrison's *Beloved*"

Marcia Alesan Dawkins, *University of Southern California*

"Communicating Transformation: The Rhetoric of Guilt-Redemption in the Ex-Gay Movement" *

Thomas R. Dunn, *Emerson College*

"A Burkean Approach to Identity: Analyzing George H. Mead and George Kelly Through the Lens of the Pentad"

Daniel Chornet-Roses, *University of Iowa*

"When a Man Becomes a Woman: Mapping a Discursive Space to Contest Rigid Sexual Norms" *

Christopher Brown, *University of New Mexico*

* *Debut Paper*

SU 5.14**PERFORMING ONE'S CULTURE IN SOCIETY**

9:45-11:00 a.m.

Ballroom A2

Sponsor: Intercultural Communication

Chair: **Oluwatosin Adegbola**, *Morgan State University*Respondent: **Cheryl Jenkins**, *Texas Southern University*

"Negotiated interaction across linguistic and cultural communities"
Shiao-Yun Chiang, *State University of New York at Oneonta*

"Using indigenous participatory performance for stimulating dialogue on HIV/AIDS among Kenyan youth: Creative Ngoma Dialogue circles (CNDC) Communication"

Mjomba L. Majalia, *Bloomsburg University*

"Building China into a 'Well-off Society': Constructing a national economic vision to sustain political legitimacy"

Bei Cai, *Kent State University-Stark Campus*

SU 5.15**COMPUTER-MEDIATED INTERPERSONAL COMMUNICATION: CRITICAL ISSUES AND DIRECTIONS FOR RESEARCH**

9:45-11:00 a.m.

Flower

Sponsor: Human Information Technologies

Chair: **Scott E. Caplan**, *University of Delaware*Respondent: **Charles Q. Pavitt**, *University of Delaware*

"Does Communicating via Instant Messenger Reduce the Debilitating Effects of Social Anxiety on Interpersonal Relationship Development?"

Andrew High, *University of Delaware*

"Transformational and Transactional Leadership: A Comparison of Small-Group Leadership Styles in Computer-Mediated and Face-to-Face Contexts"

Kurt H. Braddock, *University of Delaware*

"Thinking Inside the Box: Relational Conflict and Computer Mediated Communication"

Kevin E. Tressler, *University of Delaware*

"Conflict Resolution in Computer-Mediated Communication and the Role of Verbal and "Emoticonic" Messages"

Jacqueline K. Winslow, *University of Delaware*

Research on computer-mediated communication (CMC) has identified new and unique interpersonal phenomena. Yet, an equally, if not more, important task involves extending prior research on face-to-face (FtF) communication to the new forms of computer-mediated communication. Such research can illuminate not only CMC research, but also shed light in an interesting way on more basic questions about interpersonal communication that are now more complex and interesting due to new communication technology.

SU 5.16**ECOLOGICAL PERSPECTIVES ON HEALTH CARE ENCOUNTERS:
RELATIONSHIPS BETWEEN INTERPERSONAL INTERACTION
AND ITS INSTITUTIONAL CONTEXTS**

9:45-11:00 a.m.

Claypoole

Sponsor: Health Communication

Chair: **Paul Denvir**, *University of Albany - S.U.N.Y.*

"The Emergence of Patient as Consumer: The Evolving Nature of Customer Service in the Health Care Industry"

Barry Eisenberg, *University of Albany-S.U.N.Y.*

"New Health Information Technology Systems: Their Representation in Public Discourse and Potential for Impact on Provider Interaction"

Annis G. Golden, *University of Albany-S.U.N.Y.*

"Asserting and Contesting the Relevance of a Population to a Patient: Doctors' Actions and Patients' Responses "

Timothy Halkowski, *University of Albany-S.U.N.Y.*

"Because the Organization Needs to Know: A Strategy for Framing Information Exchange on Potentially Delicate Topics During Primary Care Encounters"

Paul M. Denvir, *University of Albany-S.U.N.Y.*

"A Model of Informed Consent: What Happens in Practice?"

Anita Pomerantz, *University of Albany-S.U.N.Y.*

The panel should be informative in at least two ways. First, the papers offer analyses of aspects of the interaction during medical visits that have not generally been studied by scholars of interaction. The papers show how the activities of seeking and giving information are related to organizational and societal forces. Second, the papers provide models for multi-level research. They represent a variety of studies that make connections between micro-level interactional behavior and macro-level institutional factors.

SU 5.17**DEMOCRACY, CIVIC ACTION AND MEDIA ECOLOGY**

9:45-11:00 a.m.

Bromley

Sponsor: Media Ecology

Chair: **Michael Grabowski**, *The College of New Rochelle*Respondent: **Brian Cogan**, *Molloy College*

"It's Only...Consciousness: Walter Ong and Media Criticism"

Arthur W. Herbig IV, *University of Maryland*

"Political Polling: Creating or Challenging Democracy?"

Laura Tropp, *Marymount Manhattan College*

"Technocratic Communication in the Age of Show Business"

James R. Pickett, *Flagler College*

“Covering Risk: News and Journalism’s ‘Surveillance’ Function”
John Huxford, *Villanova University*

SU 5.18

**USING CLASS PROJECTS TO PROMOTE UNDERSTANDING:
UNDERGRADUATE STUDENTS SHARE THEIR CHALLENGES
AND TRIUMPHS WITH CLASS PROJECTS**

9:45-11:00 a.m.

Ballroom E1

Sponsor: Theory and Methodology

Chair: **Denise M. Polk**, *West Chester University*

“The Ethnic Melting Pot: Bilingualism’s Effects on Education in the United States.”

Lauren Otto, *West Chester University*

“The Media’s Influence On Adolescents’ Preferences and Lifestyles.”

Katie Cassidy, *West Chester University*

“Sexual Prevalence in the Media and Its Chain Reaction: The Media’s Influence on STDs in Today’s Youth.”

Laura Burns, *West Chester University*

“You Mean There was a Time When I Had Trouble ‘Getting It’: Remembering Taking the First Steps Toward Reading and Understanding Scholarship.”

Denise M. Polk, *West Chester University*

SU 5.19

CULTURAL IDENTITIES THROUGH A MEDIA VIEW

9:45-11:00 a.m.

Ballroom E2

Sponsor: Mass Communication

Chair: **Tony Kelso**, *Iona College*

“Media Globalization and Cultural Imperialism: A Postcolonial Case Analysis of Nigeria”

Martin Yina, *Howard University*

“Music Videos and National Identity in Post-Soviet Kazakhstan”

Danette Ifert Johnson, *Ithaca College*

“Impact of Hispanic Demographic Change on U.S. Media Market”

Ting Maggie Zhang, *Syracuse University*

The focus of this panel is on cultural influences both upon the media and from the media. This panel will offer a unique look from a group of diverse viewpoints.

SU 5.20

**STUDYING THE HISTORY OF RHETORIC:
THE STATE OF THE ART**

9:45-11:00 a.m.

Ballroom C

Sponsor: American Society for the History of Rhetoric
 Chair: **Christopher Lyle Johnstone**, *Pennsylvania State University*
 Participants: **Robert N. Gaines**, *University of Maryland*
David C. Hoffman, *Baruch College*
Christopher L. Johnstone, *Pennsylvania State University*
Mary Anne Trasciatti, *Hofstra University*

This roundtable discussion examines the current state of scholarship in the history of rhetoric and projects possible directions for future inquiry. The conversation will center on such issues as "key questions in the study of rhetoric's history," "new areas of investigation," "recent advances in reconstructing the history of rhetoric," "important discoveries in the history of rhetoric," and "future directions for studying the history of rhetoric." The panel seeks both to highlight recent achievements in studying rhetoric's history and to demonstrate the robustness of this field of inquiry.

SU 5.21**EVOLVING WORLDS OF MEDIA EFFECTS**

11:15 a.m.-12:30 p.m.

Flower

Sponsor: Mass Communication
 Chair: **Steve Koehn**, *Lycoming College*
 Respondent: **Matthew Smith**, *Wittenberg University*
 "Narratives of fear and optimism: The transformative potential of convergence for media and telecommunications policy"
Maria A. Simone, *Rowan University*
 "Expanding the Filter: News Search Engines and the Challenge to Traditional Journalistic Roles"
Matt Carlson, *University of Pennsylvania*
 "CODEPINK: The Transference of Computer Mediated Messages into Social Protest Behaviors"
Gina M. Suriano, *Monmouth University*

This panel investigates emerging and evolving aspects of new media phenomenon and the challenges that are occurring from these phenomena.

SU 5.22**HURRICANE KATRINA: RACE AND THE POLITICS OF HEALTH**

11:15 a.m.-12:30 p.m.

Ballroom D

Sponsor: Rhetoric and Public Address
 Chair: **Ann J. Atkinson**, *Keene State College*
 Respondent: **Benjamin R. Bates**, *Ohio University*

"Katrina Blame Game: The Tensions between the Federal, State, and Local Government"
Yih-Shan Shih, *Christopher Newport University*

“Speaking Truth to Power: Mayor Ray Nagin’s September Jeremiad”
Nigel Malcolm, *Keene State College*

“Hurricane Katrina: Health, Power, and Missing Voices”
Maria Beatriz Torres, *Keene State College*

“Reconciling Ideology and Practice: Theorizing in the Wake of Katrina”
Pamela L. Royse, *Kutztown University of Pennsylvania*

SU 5.23

**TRANSFORMING COMMUNICATION AND COMMUNITY:
 FORENSICS AND ITS COMMUNITIES**

11:15 a.m.-12:30 p.m.

Ballroom B

Sponsor: Argumentation & Forensics

Chair: **Barbara F. Sims**, *Alderson-Broaddus College*

Participants: **Barbara Harris**, *West Virginia University - Parkersburg*

Carl T. Hyden, *Morgan State University*

Kristine Greenwood, *Marshall University*

Jeffrey H. Pierson, *Bridgewater College*

Theodore F. Sheckels, *Randolph-Macon College*

Barbara F. Sims, *Alderson-Broaddus College*

Members of the forensic community have long recognized the transformation that occurs in students as they participate in forensic activities. This panel will examine and share specific examples in which forensics and their forensic students have served to help transform the various communities in which they interact: the squad, the forensic circuit, the campus community and the communities where they live and work.

SU 5.24

**INVITATION FOR DIALOGUE: PHILOSOPHY OF
 COMMUNICATION MATTERS**

11:15 a.m.-12:30 p.m.

Ballroom A1

Sponsor: Philosophy of Communication

Chair: **Annette Holba**, *Plymouth State University*

Panel Participants: **Pat Arneson**, *Duquesne University*

Ronald C. Arnett, *Duquesne University*

Michael Hyde, *Wake Forest University*

Christopher L. Johnstone, *The Pennsylvania State University*

As the debut year of the Philosophy of Communication Interest Group, this panel will engage scholarly dialogue on emerging issues related to the philosophy of communication. Participants will consider implications of communicative praxis to the transformation of lived communities. The discussion begins with panel participants and invites dialogue from audience participants.

SU 5.25**FROM DIAGNOSIS TO THE DIALECTICAL: EXPLORING KEY ISSUES IN METHOD AND THEORY**

11:15 a.m.-12:30 p.m.

Ballroom E

Sponsor: Theory and Methodology

Chair: **Gary Radford**, *Fairleigh Dickinson University*Respondent: **Gary Radford**, *Fairleigh Dickinson University*

"What Seems To Be The Problem?: Diagnosing Health Communication Campaign Research"

Lori B. Daniel, *Pennsylvania State University*

"Reliability and Validity of the Generalized Attitude Measure and Generalized Belief Measure"

James C. McCroskey, *West Virginia University*

"Exploring Application of Computerized Content Analysis in Social Sciences"

Natalia Kovalyova, *University of Texas, Austin*

"Living In The Balance: Dialectical Tensions of Communicating Community"*

A. C. Panella, *San Francisco State University***Debut Paper***SU 5.26****ONLINE POLITICAL STRATEGIES AND THEIR ASSESSMENT: CREDIBLE AND ENGAGING?**

11:15 a.m.-12:30 p.m.

Ballroom A2

Sponsor: Political Communication

Chair: **John C. Tedesco**, *Virginia Tech*

"Audience Segmentation, Community Building, and Supporter Reinforcement: Evaluating Candidates' Use of E-mail Messages to Engage Citizens"

Andrew Paul Williams, *Virginia Tech*

"A Content Analysis of 'Rock the Vote' and 'Choose or Lose' Homepages before Election 2004"

Jason Moldoff, *Virginia Tech*

"Credibility of Political Messages on the Internet: A Comparison of Blog Sources"

Lynda Lee Kaid, *University of Florida***Monica Postelnicu**, *University of Florida*

"Online Candidate Press Releases as Sources for Media in the 2005 Virginia Gubernatorial Election"

Scott Dunn, *Virginia Tech*

Political observers have hailed the Internet as a medium whose widespread availability and interactivity provide the opportunity for enhanced citizen involvement and participation. Papers on this panel explore a range of online communication tools to assess political credibility and political engagement.

SU 5.27 THE ECOLOGY OF COMMUNITIES ACROSS CULTURE

11:15 a.m.-12:30 p.m.

Claypoole

Sponsor: Media Ecology

Chair: **James Morrison**, *Emerson College*Respondent: **Arthur W. Hunt III**, *Geneva College*

"An Examination into American and Korean Media Cultures of Suicide"
Jiwon Yoon, *Temple University*

"Text Messaging and Overseas Filipino Workers: The Reassertion of Mothering"

Cecilia S. Uy-Tioco, *George Mason University***Antonio Lambino II**, *Annenberg School for Communication*

"The Depiction of the Cultural Revolution in Chinese and Western Film"

Susan Jacobson, *Temple University*

"The Dawn of the Open Society? China at the Crossroads"

Chin-Yunn Yang, *New York University*

SU 5.28 BUILDING COMMUNITY IN THE ONLINE BASIC COURSE

11:15 a.m.-12:30 p.m.

Reynolds

Sponsor: Community College Interest Group

Chair: **Shirlee Levin**, *College of Southern Maryland*

"E-mail, IM, Blogs, Wikis, and more: A Plethora of Online Communities Come to the Basic Course."

Steven Epstein, *Suffolk Community College*

"Group Consciousness and the Building of Community in the Online Course"

Nadine Poznanski, *College of Southern Maryland*

"How Much (faculty involvement in online discussions) is too much?"

Thomas Jewell, *Bergen Community College*

"Using Wimba Voice Tools to Create Community in the Online Course."

Michelle Simpson, *College of Southern Maryland*

"Collaborative Group and Other Ancillary Exercises to Build Community in the Online Course."

Gary Eckles, *Thomas Nelson Community College*

SU 5.29 TRANSFORMING COMMUNICATION IN HEALTH CARE INTERACTIONS

11:15 a.m.-12:30 p.m.

Ballroom C

Sponsor: Health Communication

Chair: **Rosanne Hartman**, *Canisius College*

Respondent: **Christopher Hajek**, *University of Texas at San Antonio*

“Patient Perceived Information Exchange and Health Control Expectancies as Influenced by the Medical Interview Situation”

Theodore Avtgis, *West Virginia University*

Maria Brann, *West Virginia University*

Sydney Stagers, *West Virginia University*

“Culturally Competent Medicine: An Ethnographic Reflection”

Jonathan Camp, *University of Memphis*

“A Qualitative Investigation of Tactics Used by Healthcare Providers to Increase Medical Adherence”

Nina Cimino, *Canisius College*

“A Patient-Centered Approach to Breaking Bad News: Communication Guidelines for Health Care Providers”

Lisa Sparks, *George Mason University*

Melinda M. Villagran, *University of Texas, San Antonio*

Jessica Parker-Raley, *University of Texas, Austin*

Cory B. Cunningham, *University of Oklahoma*

These papers explore how specific message types affect provider patient communication.

SU 5.30

FINANCE COMMITTEE MEETING II

11:15 a.m.-12:45 p.m.

Cook

SU 5.31

EXECUTIVE COUNCIL MEETING II

12:45- 2:00 p.m.

Cook