

Wednesday, April 27, 2005

ECA Governance: Committee Meetings

001..... 1:00 p.m. – 3:30 p.m..... Oliver

ECA Publications Committee Meeting

Presiding: **Donald Fishman**, Boston College

Members of the ECA Publications Committee are invited to attend this meeting.

002..... 4:00 p.m. – 5:30 p.m..... Oliver

ECA Finance Committee Meeting

Presiding: **Donald Fishman**, Boston College

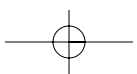
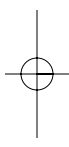
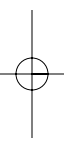
Finance Committee members are invited to attend this meeting.

003..... 6:00 p.m. – 8:30 p.m..... Phipps

ECA Site Selection Committee Meeting

Presiding: **Donald Fishman**, Boston College

Members of the ECA Site Selection Committee are invited to attend this meeting. Discussions about site selection for the 2007 and 2008 ECA conventions will occur. Association members who wish to offer site selection recommendations should contact Donald Fishman, ECA President, with their suggestions.



Thursday, April 28, 2005

Convention Events, Programs, and Activities

101 8:00 a.m. – 5:00p.m. Conference Level Corridor

ECA Convention Registration

Members and guests of the Eastern Communication Association are invited to register for the 96th annual convention on the Conference Level of the hotel. Convention programs and conference information packets are available to those who pre-registered for the convention. Programs and materials for on-site registration, including ECA membership forms, are also available.

ECA 2005 Basic Course Conference

A Look to the Future: Texts and Technology

102..... 9:30 a.m. – 10:00a.m.... William Penn Level Corridor

Basic Course Registration

Basic Course participants are invited to register and to pick up their convention materials. Coffee will be served. Participation in the Basic Course Conference is available to paid registrants.

Basic Course Conference Fee: \$35.00 (includes coffee and lunch)

103..... 10:00 a.m. – 10:05 a.m. Riverboat

Basic Course Conference Welcome

Chair: **Shirlee A. Levin**, College of Southern Maryland
 Welcome and opening remarks from the Basic Course Conference Director

104..... 10:05 a.m. – 11:15 a.m. Riverboat

Greater Expectations in Course Delivery:

A “Whole Course” Website Format for the On-Campus Basic Course

Chair: **Cary Horvath**, Youngstown State University

“Instructor Benefits and Problems”

Dorian Mermer, Youngstown State Univ.

Jaietta Jackson, Youngstown State Univ.

“The Basic Course Director’s Perspective”

Cary Horvath, Youngstown State Univ.

“The Department Chair’s Perspective”

Dan O’Neill, Youngstown State Univ.

“Problems and Benefits for the Author and Publisher”

Keith Kropp, Youngstown State Univ.

“Hey! What about the students?”
Youngstown State University “Student Users”

Considered is a course website housing all course documents, the entire textbook, interactive components, online exams and grade book, and communication tools. The panelists will discuss benefits and problems with the new format, as well as its usefulness for course standardization and assessment.

105..... 11:15 a.m. – 12:30 p.m. Riverboat

What Should We Expect for the Future?
Assessment Issues in Basic Oral Communication Courses

Chair: **Carl Bishop**, Clemson University

“The Role of Assessment in Basic Course Programs, Evaluating Students, Courses, and Faculty”

Carl Bishop, Clemson University

“Assessing Faculty: Managing Issues of Faculty Rank and Motivation in the Standard Oral Communication Course”

Princess L. Williams, Suffolk County Community College

“Assessing Course Structure: Evaluating Course Goals, Instructional Design, and Grading Criteria in the Basic Course”

Caroline Parsons, Clemson University

“Assessing Oral Competence: Determining and Communicating Appropriate Measures to Assess Domain Learning for Students in the Basic Course”

Nicole Laster, University of Texas at Austin

106 12:30 p.m. – 1:30 p.m. Riverboat

Lunch and Distinguished Roundtable Discussion

Working in Groups

Isa Engelberg, Prince George’s Community College

Human Communication: Motivation, Knowledge, and Skills

Sherry Morreale, National Communication Association

Communicating: A Social and Career Focus; The Public Speaker/
 The Public Listener

Roy Berko, Notre Dame College of Ohio

An Introduction to Human Communication: Understanding and Sharing

Judy Pearson, North Dakota State University

Human Communication: The Basic Course; Messages: Building
 Interpersonal Communication Skills; The Interpersonal Communication Book

Joseph DeVito, Hunter College

A distinguished group of basic course textbook authors will discuss issues they consider in writing and publishing their texts.

107..... 1:30 p.m. – 2:30 p.m. Riverboat

Basic Course Conference Forum

All conference participants are invited to ask questions, voice problems, and make suggestions for changes in future editions of the textbooks written by the distinguished panel of authors.

108..... 2:30 p.m. – 3:30 p.m. Riverboat

Strategies for Augmenting Communication Course Content

Chair: **John W. Gareis**, Univ. of Pittsburgh

“A Critical Analysis of Instructor-Produced Publish-On-Demand Communication Textbooks”

Sondra Chester, University of Pittsburgh

“Preserving Communication Course Content: Needs and Future Strategies”

Ellen R. Cohen, University of Pittsburgh

“Enhancing Basic Course Content via Student Produced Web-Based Knowledge”

Donald B. Egolf, University of Pittsburgh

This panel presents “greater expectations” for the future delivery of content in communications courses by providing augmentative strategies that are applicable to both traditional and non-traditional students.

109..... 3:30 p.m. – 4:45 p.m. Riverboat

The Next Generation of Weblogs: Educational, Technological, Journalistic, and Interpersonal Communication Perspectives on Audio, Video, and Text Blogs

Chair: **Paul Haridakis**, Kent State University

“Blogs and reporting: A new look at news gathering and the dissemination of information”

Margaret Garmon, Kent State University

“Bigger, better, faster: A look into the role of technology in the blogosphere”

Anthony Limperos, Kent State University

“Blogs and communication theory: Personal, mediated, and beyond”

Julie Mitchell, Kent State University

“Bring your class alive with Livejournal: the use of computer-mediated communication in the classroom”

Jennifer Talbert, Kent State University

Weblogs, “blogs,” and other new forms of creativity online represent another layer among multiple channels in an increasingly complex world of technological, educational, journalistic, and interpersonal applications. This panel offers an overview of the technological enhancements of blogs, educational adaptations for uses in and out of the classroom, journalistic resources for collection and dissemination of news, and interpersonal communication through mediated communication. This panel explores dynamic use of blogs for the 21st century.

110..... 4:45 p.m. – 5:00 p.m. Riverboat

A Look to the Future for Technology in the Basic Course Classroom?

Presenter: **Steve Epstein**, Nassau Community College

ECA 2005 Short Courses

**(Courses 1 – 3 held on Thursday; Course 4 held on Saturday;
Course 5 held on Sunday)**

111 9:30 a.m. – 12:00 p.m. Carnegie I

Democracy in Action: Teaching about the Lessons of the Kent State Shootings, May 4, 1970

Short Course One

Instructor: **Carole Barbato**, Kent State University

Description:

Today’s students have a great deal of interest in the 1960s. It was a time of revolutionary change in the arts, politics, movies, literature, music, and style. It permeated the culture and had an influence on how people related to each other and the world around them. So many of us teaching classes today were part of that decade in our country’s history! We lived and were part of many historical events (Anti-war protests, Woodstock, counterculture movement, and the Vietnam War). However, these life experiences are far removed from the life experiences of today’s students. It is oftentimes difficult to transport students back to that point in history so they might understand better the events of the times and people’s reactions to those events. In this short course, we will discuss ways of helping students experience the 1960s culture. Using the Kent State shootings as an example, we will explore ways of using cultural artifacts (film, art, literature, music, eye witness accounts) to instruct students about this tumultuous time. Short course participants will receive excerpts from the upcoming book about the 1960s: “Time it Was: American Stories from the Sixties and Beyond” published by Prentice-Hall.

Pre-registration Required

Short Course Fee: \$15.00

112..... 1:30 p.m. – 4:00 p.m. Carnegie I

Using Technology in the Communication Classroom: A Practical Approach

Short Course Two

Instructors: **Bonnie Jefferson**, Boston College

Rita Rosenthal, Boston College

Sara Weintraub, Regis College

Description:

This short course will provide practical ideas for helping teachers incorporate technology into a variety of communication courses. Whether courses take place in large lecture halls or small classroom settings, technology may be used to enhance the curriculum and improve instruction in a variety of courses. Getting started, developing materials, analyzing best practices and assessing the use of technology in the classroom will be explored. The actual experiences of the instructors’ use of systems such as Blackboard in a variety of courses (i.e.,

public speaking, interpersonal communication and a survey course in communication) will be discussed. The instructors of the course will provide specific assignments, instructional materials and will assist participants to develop ideas for their own particular courses.

Pre-registration Required
 Short Course Fee: \$15.00

113..... 1:00 p.m. – 3:45 p.m..... Vandergrift

Tricks of the Trade: Playing Leadership Roles In Administration

Short Course Three

Instructors: **Sandra L. Herndon**, Ithaca College
Janette K. Muir, George Mason University
Gerald Lee Ratliff, SUNY, Potsdam
Louise Tyo, SUNY, Potsdam

Description:

This short course models a hands-on approach of useful strategies needed to assume leadership roles in academic administration. Presentational format is interactive and instructors will address topics related to budget-building, conflict resolution, program development, organizational communication, leadership styles, persuasive advocacy, designing action plans, and team building. This course is intended for participants who have recently assumed leadership roles or those who may have an interest in playing future leadership roles as department chairperson, dean/associate dean, division/unit head, program coordinator or director of a campus program outside the communication field. Registered participants will be provided sample handouts and resource materials. This course is limited to 15 participants.

Pre-registration Required
 Short Course Fee: \$15.00

114..... 9:30 a.m. – 1:30 p.m..... Parkview West

ECA Executive Council Meeting I

Presiding: **Donald Fishman**, Boston College

All appointed and elected representatives to the 2005 ECA Executive Council are invited to attend this first meeting of the convention. All interest groups should make sure that they are represented at this session. A detailed listing of Council members, and their terms of service, is included near the end of this convention program for easy reference.

115..... 2:30 p.m. – 3:45 p.m..... Parkview West

ECA Teaching Fellows Selection Committee Meeting

Chair: **Joan O'Mara**, University of Hartford

116..... 4:00 p.m. – 5:15 p.m..... Parkview West

ECA Research Fellows Selection Committee Meeting

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

117..... 1:00 p.m. – 5:00 p.m..... Frick
ECA Exhibits Hall

Members and guests of the Eastern Communication Association are invited to visit the Exhibits Hall, located in the Frick Room on the Conference Level of the hotel. Coffee and tea will be served here during ECA Coffee Cafés on Thursday, Friday, and Saturday.

118..... 1:00 p.m. – 2:15 p.m..... Allegheny
*Political Attacks and New Technologies:
 Shifting Political Discourses During the 2004 Presidential Campaign*

Sponsor: Political Communication
 Chair: **Tony Kelso**, Iona College
 Respondent: **Bonnie Jefferson**, Boston College

“Swift Boats a Coming!': The Ideological Function of Vietnam Revisionism in the Swift Boat Ads”
Thomas Flynn, Slippery Rock University

“Fear and Loathing of Arabs and Muslims: The Accidental Backlash of Political Strategy”
William McCarthy, Iona College

“Technology and Politics: Electronic Voting and the Democratic Process”
Bilge Yesil, New York University

The 2004 political season featured two particularly significant developments: the rising influence of 527 groups and the emergence of new voting technologies. This panel examines key controversies surrounding both independent groups and electronic voting procedures.

119..... 1:00 p.m. – 2:15 p.m. Conf. Center A
Culture, Information, and Entertainment: New Papers for MEA @ ECA

Sponsor: Media Ecology Association
 Chair: **Mary Nucci**, Rutgers University
 Respondent: **Janet Sternberg**, Fordham University

“Virtual Citizen-Soldiers: Video Games, Militarism, and the War on Terror”
Roger Stahl, University of Georgia

“Internet-Based Responses to Crises: How, Why, and When do Organizations Use the Web to Communicate?”
Chris Caldiero, Rutgers University
Maureen Taylor, Rutgers University

“Constructions of Race and Authenticity in Punk Rock”
Brian Cogan, Molloy College

“Challenges Facing Journalism in the New Global Village Society: Epidemics of Information”
Shawn McIntosh, Columbia University

These media ecology scholars examine the role that various media forms play in our

understandings of citizenry and militarism; crises, new media, and organizations; race and punk; and journalism in a global network society.

120..... 1:00 p.m. – 2:15 p.m. Conf. Center D

SPOTLIGHT PANEL: Communication at Cornell

- Panelists: **James Shanahan**, Cornell University
Erik Nisbet, Cornell University
Bruce Hardy, Cornell University
Janie Diels, Cornell University
John Besly, Cornell University

Communication study at Cornell grew from its roots in the tradition of agricultural extension and communication. This panel focuses on how Cornell’s graduate program has become an important national center of study about the communication of science and technology, at the same time as it has cemented a position firmly within the discipline of communication. A panel of faculty and grad students from Cornell’s Media and Society Research Group discusses some of the key studies that exemplify Cornell’s contribution to our discipline.

121..... 1:00 p.m. – 2:15 p.m. Conf. Center E

Contributed Papers in Rhetoric and Public Address

- Sponsor: Rhetoric and Public Address
 Chair: **James Klumpp**, University of Maryland
 Respondent: **James Klumpp**, University of Maryland

“Reading the Baptist Schism of 2000: Kierkegaardian Hermeneutics and Religious Freedom”

Matthew T. Althouse, SUNY Brockport

“Community without Common Unity: The Possibility of Ethico-Political Rhetoric”

Pat J. Gehrke, University of South Carolina

“Snow White Through the Ages: The Evolution of a Fairy Tale”

John H. Saunders, Pennsylvania State University

122..... 1:00 p.m. – 2:15 p.m. Grant Suite

The Communication Discipline Looks at the 2004 Presidential Debates

- Sponsor: Argumentation and Forensics
 Chair: **Andrea McClanahan**, East Stroudsburg University
 Participants: **Janette Kenner Muir**, George Mason University
Theodore F. Sheckels, Randolph-Macon College
Isa N. Engleberg, Prince George’s Community College
Joan L. Connors, Randolph-Macon College

Attendees will view selected excerpts from the 2004 Presidential Debates between George W.

Bush and John Kerry. Participants will then critique the excerpts focusing on the arguments presented, the candidates' use of *pathos* and *ethos*, their non-verbal behavior and the ways in which television broadcasts may have affected viewers' perceptions and responses.

123..... 1:00 p.m. – 2:15 p.m. Oakmont

Expectations and Misconceptions: Contributed Papers in Applied Communication

Sponsor: Applied Communication
 Chair: **Don R. Swanson**, Monmouth University
 Respondent: **Susan Jasko**, California University of Pennsylvania

“A Case for On-Line Education From a Rhetorical Perspective: Communicating Greater Expectations About the Assessment of On-Line Education”

Molly Kuhns, Duquesne University

“Communicating Greater Expectations: Mediating Conflict Issues Within a Public Forum”

Rosanne L. Hartman, SUNY, Geneseo

Alice L. Crume, Aurora University

“Myths of Knowledge Management: Strategies for Coping with Misconception”

Adam Ehrenworth, Rutgers University

“The Relationships Between Driver Anger and Aggressive Communication Traits”

Jacob L. Cayanus, West Virginia University

Matthew M. Martin, West Virginia University

124..... 1:00 p.m. – 2:15 p.m. Oliver

*Greater Expectations of Teaching Effectiveness:
 How Can We Measure the Classroom Experience?*

Sponsor: Instructional Communication
 Chair: **Kelly Rocca**, St. John's University

“Program Excellence, Effective Teaching, And Course Satisfaction: Assessing the Faculty's Efforts”

Meg Algren, Towson University

“Are We Teaching Ethics in our Communication Courses?: A Qualitative and Quantitative Approach to Assessing Ethics at the Undergraduate Level”

Kristen Campbell, Towson University

“The Effect of Course Format on Student Performance: Communicating Greater Expectations for Student Success”

Kimberly Lauffer, Towson University

"Portfolio Review: More Than We Bargained For"
Jung-Sook Lee, Towson University

Papers in this panel examine ways to measure results in teaching objectives, program excellence and student satisfaction. The use of faculty-based and student-based assessment techniques provides a comprehensive approach to measure teaching effectiveness and learning outcomes. Utilization of qualitative and quantitative research methods provides insights into how to measure our ability to meet greater expectations of classroom success.

125..... 2:30 p.m. – 3:45 p.m..... Frick

ECA Coffee Café

Sponsor: To be announced

ECA members and guests are cordially invited to enjoy a break for coffee or tea in the ECA Exhibition Room.

126..... 2:30 p.m. – 3:45 p.m..... Allegheny

*"Going Negative" in Cyberspace:
 Exploring Negative Online Discourse in the 2004 U.S. Presidential Campaign*

Sponsor: Political Communication

Chair: **Kathleen Kendall**, University of Maryland

"Who Would Be a Better First Lady?: Negative Online Discourse about the Candidates' Wives in a Close Campaign"

Ashli Quesinberry Stokes, Virginia Tech University

"Political Web War: The Use of the Internet in Political Advertising"

Lynda Lee Kaid, University of Florida

"Attack and Defend: Examining Online Press Releases as Adwatches"

John C. Tedesco, Virginia Tech University

"Blogs Gone Bad: Examining E-mentum and E-attacks in Campaign 2004"

Christopher C. Hull, Georgetown University

"E-Mails from Hell: Negative Framing of Opposition Candidates in Election 2004"

Andrew Paul Williams, Virginia Tech University

From campaign e-mails to vitriolic blogging, negative campaigning in cyberspace provided opponents in the 2004 election innovative ways to capture and hold the attention of the news media and to communicate directly with the public. This panel explores ways on-line technology was used to discredit the opposition in a particularly vicious manner during the 2004 campaign.

127..... 2:30 p.m. – 3:45 p.m. Conf. Center A

Greater Expectations for the Future: What Are Colleges and Universities Doing to Prepare Effective Communication Teachers at the College Level?

- Sponsor: Community College
 Chair: **Nancy J. Willets**, Cape Cod Community College
 Participants: **Deborah Borisoff**, New York University
Don M. Boileau, George Mason University
Isa N. Engleberg, Prince George’s Community College
Linda C. Lederman, Rutgers University
Alfred G. Mueller II, Pennsylvania State University, Mont Alto
Judy C. Pearson, North Dakota State University
Nadine Poznanski, College of Southern Maryland

This program will discuss the various ways that their respective institutions handle teacher preparation. The speakers will examine weaknesses, suggest solutions, and discuss successes. Audience questions and participation will be welcomed.

128..... 2:30 p.m. – 3:45 p.m. Conf. Center D

Communicating Greater Expectations of Black Popular Culture in the 21st Century

- Sponsor: Voices of Diversity
 Chair: **Robin R. Means-Coleman**, University of Pittsburgh
 Respondent: **Ronald L. Jackson II**, Pennsylvania State University
 Participants: **Autumn Pearson**, University of Pittsburgh
Jasmine Cobb, University of Pittsburgh
Qian Zhang, University of Pittsburgh
Cate Morrison, University of Pittsburgh
Jessica Ghilani, University of Pittsburgh
Erika Molloseau, University of Pittsburgh

The goal of this panel to “communicate our greater expectations” of Black popular culture by first examining societal and scholarly expectations of the field. We begin by exploring what we can expect and demand from the leading thinkers in Black popular culture (Jasmine Cobb), and who gets to speak for Black popular culture (Cate Morrison), before turning our attention to key popular culture debates that, at times, get overshadowed by a focus on specific media structures.

129..... 2:30 p.m. – 3:45 p.m. Conf. Center E

Competitive Papers
Perspectives on Health Communication Theory, Practice, and Policy

Sponsor: Health Communication Interest Group
 Chair: **Maria Brann**, University of West Virginia
 Respondent: **Rosanne Hartman**, SUNY, Geneseo

“Young Adults’ Understanding of Gender Specific Medicine”
Rukhsana Ahmed, Ohio University
Benjamin R. Bates, Ohio University

“Examining the Relationship Among Fear and Danger Control Processes and Internal and External Locus of Control Traits: A Pilot Study and Prospectus Report”
Thomas D. Gore, Kent State University

“Design of Web-based Mentoring Community for Adolescents with Chronic Illness”
Timothy Wells, Rochester Institute of Technology
Christine Sevilla, Lumin Guild

“Healthcare Providers’ Sun-Protection Promotion and At-Risk Clients’ Skin-Cancer-Prevention Outcomes”
Jeffrey D. Robinson, Rutgers University
Kami J. Silk, Michigan State University
Roxanne L. Parrott, Pennsylvania State University
C. Steiner, Georgia Dept. of Human Resources
Shawn M. Morris, Harvard University
C. Honeycutt, Indiana University

“Realistic Promises or Unrealistic Goals? Canadian Government’s Response to Romanow’s Health Care Funding Initiatives”
Sandra Zichermann, University of Toronto

“The Relationships of Perceived Health Professionals’ Communication Traits and Credibility with Perceived Patient Confidentiality”
Michelle Paulsel, West Virginia University
Virginia P. Richmond, West Virginia University
James C. McCroskey, West Virginia University
Jacob L. Cayanus, West Virginia University

This program addresses multiple aspects of the study of health communication, including conceptual and theoretical development, application in interpersonal and mediated environments, and health policy.

130..... 2:30 p.m. – 3:45 p.m. Grant Suite

*Can the Public Communicate?
Re-Articulating the “Public Interest” in US Broadcast Policy*

Sponsor: Mass Communication
 Chair: **Allen Larson**, Pennsylvania State, New Kensington
 Respondent: **Carol Stabile**, University of Pittsburgh

“Accountability, Consumer Choice, and the 1950s Quiz Show Scandal”
Heather E. Fisher, University of Pittsburgh

“Missing the Fairness Doctrine: Media Misrepresentations of Modern
 Protest Movements”
David Haskell, University of Pittsburgh

“The Public as Static Interference: Communicating Broadcast Policy”
Allen Larson, Pennsylvania State, New Kensington

This panel engages twenty-first century communication scholarship’s urgent responsibility to rethink and rearticulate a viable public interest advocacy agenda for mass communication policy. These research presentations on the quiz show scandals, anti-globalization protests and the Fairness Doctrine, and the most recent FCC decision to loosen broadcast ownership restrictions examine the historical origins of policy precepts. They also explore solutions to the present obstacles to democratic public enfranchisement within the regulatory process.

131 2:30 p.m. – 3:45 p.m. Oakmont

Computer-Mediated Communication in Educational Settings

Sponsor: Human Information Technologies
 Chair: **Timothy Wells**, Rochester Institute of Technology

“Using WebCT Chat to Compare Group Process in the
 Interpersonal/Small Group Course”
Christine B. Smith, George Mason University

“Online Community Impact and the Constructivist Framework”
Danielle M. Zeedick, George Washington University

“Collaboration and Technology: Uses of CMC in the University Classroom”
Catherine Karl Wright, George Mason University

This panel examines the uses of computer-mediated communication in a variety of educational settings.

132..... 2:30 p.m. – 3:45 p.m..... Oliver
Rhetorical Constructions of Greater Expectations: Using Foucault to Explore Our Social World

Sponsor: Rhetoric and Public Address
 Chair: **Shannon Brogan**, Ohio University-Eastern
 Respondent: **Kara Shultz**, Bloomsburg University

“From citizens’ bodies to the body politic: The rhetoric of citizenship and technology in the Age of Reason”
Teodora Carabas, Ohio University

“Michel Foucault laughed: In search of Randian parrhesia”
Kris Stroup, Ohio University

“Blurring the chalk lines of ‘high class’ and ‘low class’ culture: A Foucauldian analysis of class dynamics and power in *Dogville*”
Andrea M. McClanahan, East Stroudsburg University of Pennsylvania

“Foucauldian explorations in the production of Appalachian identities”
Pamela Royse, Ohio University

133..... 2:30 p.m. – 3:45 p.m..... Paneled/Oval

Is It What We Expected? Student Responsiveness to Instructor Communication

Sponsor: Instructional Communication
 Chair: **Melissa Wanzer**, Canisius College
 Respondent: **Jason Wrench**, Ohio University Eastern

“The Relationship between College Student Participation and Perceived Instructor Communicator Style”

- Scott A. Myers**, West Virginia University
- Kelly A. Rocca**, St. John’s University
- Katie Neary Dunleavy**, West Virginia University
- Mark Hanselman**, West Virginia University
- LaKisha E. Humphrey**, West Virginia University
- Ifeomanisachi Ike**, West Virginia University
- Kelly N. Kubic**, West Virginia University
- Christine E. Rittenour**, West Virginia University
- Kelly A. Regan**, West Virginia University

“The Relationship between College Students’ Emotional Responses and their Motives for Communicating with their Instructors”

- Matthew M. Martin**, West Virginia University
- Timothy P. Mottet**, Texas State University-San Marcos
- Scott A. Myers**, West Virginia University

“The Relationship between Teacher Confirmation and Student Perceptions of Procedural Justice”

- Joseph Chesebro**, SUNY, Brockport
- Alexander Bulson**, SUNY, Brockport

This panel of competitive papers highlights research designed to investigate the perceptions students have of their instructors’ classroom communication and the student responses to them.

134..... 4:00 p.m. – 5:15 p.m..... Allegheny

Amazons of the Political Arena: An Evolutionary Analysis of Distaff Political Punditry

Sponsor: Political Communication

Chair: **Beth M. Waggenpack**, Virginia Tech University

“Casting a Critical Eye: The Pioneer Punditry of Dorothy Fuldheim”

Beth M. Waggenpack, Virginia Tech University

“May Craig’s Rhetorical Strategies: The Hard Edges of a Feminine Style”

Ann J. Atkinson, Keene State College

“The Pundit’s Reply: Georgie Anne Geyer as Caricatured Correspondent”

Linda B. Hobgood, University of Richmond

“Win, Lose, or Draw: The Rhetorical Force of Women’s Political Cartooning”

Jamie Capuzza, Mount Union College

“Uncensored and Untamed: Laura Ingraham Speaks Up and Speaks Out”

Jamie Hypes, Virginia Tech University

This panel will provide a retrospective of select key female commentators who trailblazed their way into the agora of political punditry. Panelists will analyze changes occurring in distaff punditry, such as visual imagery and new types of authoritative commentary, in assessing the rising visibility of women as political pundits.

135..... 4:00 p.m. – 5:15 p.m. Conf. Center A

Using Mass Media to Fulfill Personal and Public Needs:

Competitive Papers about Expectations

Sponsor: Mass Communication

Chair: **Barbara Kelly**, Hofstra University

Respondent: **Matthew J. Smith**, Wittenberg University

“An examination of the 2002 American Idol Television Series in Relation to Technology and Society and Television Aesthetics as a Theoretical Framework of Mass Audiences”

Sandra Zichermann, University of Toronto

“Internet Dating: My Place, Your Place, or Cyberspace?”

Donghun Chung, Ohio University

“Tapping in by Logging On: An Examination of Blogging as a Public Sphere of Discourse”

Linda Schifino, Duquesne University

This panel explores the ways that reality television, computer mediated communication, and weblogs fulfill human needs, create new relationships, and serve as a vehicle to promote public discourse.

136 4:00 p.m. – 5:15 p.m. Conf. Center D

Greater Expectations in Community College Teaching and Research

Sponsor: Community College

Chair: **Don M. Boileau**, George Mason University

Respondent: **Nancy J. Willets**, Cape Cod Community College

“Core Competencies in Community College Teaching: Innovations in the Teaching with Technology Course”

Star Muir, George Mason University

“Working with Military Bases to Develop Leadership Cases”

Jim Van Zummeren, Marine Corps University

“Using the Community College Concept to Develop Educational Sites in the Philippines”

Shaun Lane, George Mason University

“Helping Seminaries Learn Rhetoric to Improve the Ministry”

Wally Jensen, Gettysburg College

This program features students and faculty from the George Mason University program to train community college instructors. Dr. Muir has taught for two years the new required course about teaching with technology. The other three panelists are doctoral students who have completed their dissertations in the program. Each presents new ways for the community college to extend its course offerings.

137..... 4:00 p.m. – 5:15 p.m. Conf. Center E

*How-To's for Enhancing the Undergraduate Experience:
A Visual Display of NCA Student Organizations in the East!*

Sponsor: First Vice President

Chair: **Isa Engleberg**, NCA Past President

Participants: **Shannon Brogan**, NCA Student Clubs, Ohio University, Chillicothe
Lynn Cockett, Lambda Pi Eta - Delta Omega Chapter, Juniata College
Liz Van Lysal, NCA Student Organization Coordinator
Kristin Marshall, NCA Student Clubs, Clarion University
Sherry Morreale, NCA Director of External Affairs
Jeff Pierson, NCA Student Clubs and Lambda Pi Eta - Gamma Mu Chapter, Bridgewater College
John Pollock, Lambda Pi Eta - Alpha Xi Chapter. The College of New Jersey
Melany Trenary, Lambda Pi Eta - Delta Theta Chapter, Salisbury University
Arthur Vanlear, NCA Student Clubs, University of Connecticut
Roger Smitter, NCA Executive Director
Martha Watson, NCA President

Learn what NCA's three undergraduate student organizations are doing to advance the work of their home departments, students, and faculty. Faculty advisors and students from NCA Student Clubs and Lambda Pi Eta, NCA's honorary for students in four-year communication

programs, will participate in this interactive session and share what they have done on campus in recent years. Current chapter advisors and students as well as those interested in starting an honorary society or student club are welcome to join us.

138. 4:00 p.m. – 5:15 p.m. Grant Suite

Moving Nonverbal Communication into the 21st Century: A Multi-Disciplinary Approach

- Sponsor: Nonverbal Communication
- Chair: **Diane Ferreo-Paluzzi**, Iona College
- Participants: **Judith Grunwald**, Iona College
- Diane Ferreo-Paluzzi**, Iona College
- Loida Vicki Cedeno**, Iona College

This panel explores the general concept of nonverbal communication from several disciplinary views. It argues for more research in nonverbal communication and explores in what disciplines the research is most needed. Disciplines to be discussed include speech-language pathology, health communication, and mass communication.

139. 4:00 p.m. – 5:15 p.m. Oakmont

Going Public: Communication Scholars as Public Intellectuals

- Sponsor: Immediate Past President
- Discussant: **Mary L. Kahl**, State University of New York, New Paltz
- “Speaking Live On Television: The Substantive Voice vs. the Sound Bite”
Paula Youra, Lynchburg College
- “The Role of Communication in Building Respectful and Effective Workplace Environments”
Ronald J. Placone, Carnegie Mellon University
- “Professors and the Media: Classroom of Thousands,”
Kathleen E. Kendall, University of Maryland
- “Travels with Communication Scholars: From Cyprus to New York and Back”
Gary Gumpert, Communication Landscapers
Susan J. Drucker, Hofstra University
- “Media Commentary on the Maryland Governor Ehrlich vs. Baltimore Sun Controversy: Participant as Observer”
Richard E. Vatz, Towson University

This panel considers the processes and effects of “going public,” of applying our academic expertise in a variety of community contexts. What are the benefits and burdens for communication scholars who serve as public intellectuals?

140..... 4:00 p.m. – 5:15 p.m..... Oliver

Applied Communication Coffee Hour

Sponsor: Applied Communication
 Chair: **Lisa Millhous**, West Chester University

What’s hot in Applied Communication? Meet past and current chairs of the interest group and dialogue about strategies for moving the interest group forward. What emerging areas are of interest to Applied Communication scholars for future conventions? How do we encourage and involve graduate and undergraduate students in academic associations? Maintaining momentum between conventions and stimulating ideas for paper/panel submissions? Join us for invigorating conversation.

141..... 4:00 p.m. – 5:15 p.m..... Paneled/Oval

Teaching Effectiveness: Nature and Nurture Explanations

Sponsor: Instructional Communication
 Chair: **Ann Bainbridge Frymier**, Miami University

“To what extent is effective teaching a result of biology rather than learning?”

James C. McCroskey, West Virginia University

“To what extent is effective teaching a result of training and experience?”

Timothy P. Mottet, Texas State University-San Marcos

“What are appropriate methodologies for examining the nature and nurture contributions of teaching effectiveness?”

Ann Bainbridge Frymier, Miami University

This group of panelists will address the questions and engage the audience in a discussion of the nature and nurture explanations of effective teaching. The role of teacher training programs will be discussed in terms of both the nature and nurture explanations. Methodologies and directions for research to address these questions will also be discussed.

142..... 4:00 p.m. – 5:15 p.m..... Vandergrift

Conflict, Media, and Ritual in the Family Context

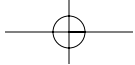
Sponsor: Interpersonal Communication
 Chair: **Diane Prusank**, University of Hartford
 Respondent: **Kristen Campbell**, Towson University

“Managing the Dialectical Tension of ‘Same’ and ‘Different’: An Exploratory Study of the Role of Ritual Communication in Multiracial Families”

Meredith Marko, University of Nebraska – Lincoln

“Parent-Adolescent Conflict: Exploring the Relationship Between Gender and Severity of Conflict in Adolescent Strategy Use”

Karen T. Erlandson, Albion College



“Family Communication in the Age of the Internet”
Traci L. Anderson, Bryant University
Tara L. Crowell, Richard Stockton College of New Jersey
Kevin Pearce, Bryant University

143..... 5:30 p.m. – 6:30 p.m. Grant Suite

2006 Convention Planners Meeting I

Presiding: **Ronald L. Jackson**, Pennsylvania State University

All primary program planners and Interest Group representatives responsible for planning the 2006 convention in Philadelphia, PA, are cordially invited to attend the first planning session.

144..... 5:30 p.m. – 6:30 p.m..... Parkview West

ECA Resolutions Committee Meeting I

Chair: **Nancy J. Willetts**, Cape Cod Community College

145..... 5:30 p.m. – 6:00 p.m. Conf. Center A

Newcomers Reception

Hosts: **Susan Drucker**, Hofstra University
Gary Gumpert, Communication Landscapers, Inc.

All participants who are attending their first ECA convention are invited to this welcoming reception.

146..... 6:00 p.m. – 7:00 p.m. Sternwheeler

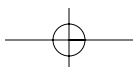
Eastern Communication Association Reception

Eastern Communication Association members and guests are invited to join friends and colleagues for an informal reception, located in the Sternwheeler Room on the William Penn Level of the hotel. (Cash Bar Available)

147..... 8:00 p.m. – 9:00 p.m. Carnegie I

12-Step Group Meeting

All members of 12-Step groups are invited to attend this meeting.



Friday, April 29, 2005

Convention Events, Programs, and Activities

201 8:00 a.m. – 5:00 p.m. Conference Level Corridor

ECA Convention Registration

Members and guests of the Eastern Communication Association are invited to register for the 96th annual convention on the Conference Level of the hotel. Convention programs and conference information packets are available to those who pre-registered for the convention. Programs and materials for on-site registration, including ECA membership forms, are also available.

202..... 8:15 a.m. – 9:15 a.m.

Interest Group and Affiliated Association Business Meeting

Argumentation and Forensics.....	Conf. Center C
Communication and Law	Conf. Center B
Community College	Paneled/Oval
Health Communication	Vandergrift
Instructional Practices	Conf. Center D
Interpretation/Performance/Theatre.....	Oliver
Kenneth Burke	Conf. Center E
Mass Communication	Conf. Center A
Nonverbal Communication.....	Carnegie I
Political Communication.....	Phipps
Voices of Diversity	Allegheny

The annual convention provides an opportunity for individual interest groups and affiliate associations to conduct their annual business and to make preliminary plans for the next ECA convention. Anyone may attend any of these business meetings and participate in planning sessions. **However, only current ECA members may be nominated for a position as Interest Group Representative to the ECA Executive Council or may be nominated to serve as an ECA Interest Group Chair.**

The interest groups listed below are charged with electing a representative to the ECA Executive Council at this convention. The term of office for individuals so elected begins at the mid-point of the 2006 convention and extends through to the mid-point of the 2008 convention.

- Applied Communication
- Argumentation and Forensics
- Communication & Law
- Community College
- Kenneth Burke
- Theory and Methodology

203..... 9:00 p.m. – 5:00 p.m..... Frick
ECA Exhibits Hall

Members and guests of the Eastern Communication Association are invited to visit the Exhibits Hall, located in the Frick Room on the Conference Level of the hotel. Coffee and tea will be served here during ECA Coffee Cafés on Friday and Saturday.

204 9:30 a.m. – 10:45 a.m..... Allegheny
Roundtable on Internet Legal Issues

- Chair: **Brian M. O’Connell**, Central Connecticut State University
 Participants: **Susan Drucker**, Hofstra University
Donald Fishman, Boston College
Thomas Flynn, Slippery Rock University
Gary Gumpert, Communication Landscapers
Sandra L. Herndon, Ithaca College
Craig Dudczak, Syracuse University
Paul Siegel, Gallaudet University
Adam Earnhardt, Kent State 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. All members of the Communication & Law Interest Group are invited to attend and participate in this roundtable discussion.

205 9:30 a.m. – 10:45 a.m..... Carnegie I
Com100: Transitioning from the Maiden Voyage

- Chair: **Kathleen M. Torrens**, University of Rhode Island
 Participants: **Crystal Fonseca**, Lecturer
Jennifer J. Martin, Graduate Instructor
Tracy Scudder, Graduate Instructor
Nancy Burns-Fusaro, Instructor
Joanne Mundorf, Lecturer

In Fall 2003, the Department of Communication Studies at the University of Rhode Island introduced its basic course, Com100. The course fulfills general education and diversity requirements and enrolls approximately 1,500 students per semester. The maiden voyage team navigated issues ranging from a standardized hybrid curriculum, training first-time teachers, and adapting approaches for experienced teachers. The purpose of this conversation is to maximize our voyage forward and invite input from our audience.

206 9:30 a.m. – 10:45 a.m. Conf. Center A

*Technical Speaking in Mathematics:
The Development of a Primary Public Speaking Course for Students of Mathematics*

Chair: **Susan M. Wiezorek**, University of Pittsburgh at Johnstown
 Participants: **Steven Curran**, University of Pittsburgh at Johnstown
Michael Ferencak, University of Pittsburgh at Johnstown
John Thompson, University of Pittsburgh at Johnstown

In response to recent university-wide trends in General Education for Speaking in Content Areas, this modified symposium focuses on the Primary Public Speaking Course as it applies to more advanced students and professionals in Mathematics. Still in its developmental stage, this team-taught, interdisciplinary course explores this unique application through speaker/listener role playing presentations, while analyzing the variety of expectations, needs, and adaptations necessary for effective speaking to a range of technically adept audiences.

207 9:30 a.m. – 10:45 a.m. Conf. Center B

Social Uses of Personal Media

Sponsor: Human Information Technologies
 Chair: **Rudy Pugliese**, Rochester Institute of Technology
 Respondent: **Rudy Pugliese**, Rochester Institute of Technology

“You Can Hear Me Now? The Effect of Cellular Phones on the Friendship Formation Strategies Used by College Freshman”
Jonathan Bove, Rochester Institute of Technology

“Reaching Consumers: What’s the Most Effective Medium?”
Wenli Gao, Rochester Institute of Technology

“The Remediation of the News”
Yana Tserukhava, Rochester Institute of Technology

“Building and Breaking Social Networks in Education”
Valarie Randleman, Rochester Institute of Technology

The merging of cell phones and computers is making media more personalized than ever. This panel presents a series of papers that discuss how media can be used as personal preferences and for personalized messages.

208 9:30 a.m. – 10:45 a.m. Conf. Center C

Rhetorical Issues in Contemporary Presidential Discourse

Sponsor: Rhetoric and Public Address
 Chair: **Andrea McClanahan**, East Stroudsburg University
 Respondent: **Alfred G. Mueller II**, Pennsylvania State Mont Alto

“Making the Case for War: A Rhetorical Analysis of President Bush’s Speech to the United Nations General Assembly”
Aaron Noland, Miami University, Ohio

“President George W. Bush and the Message of Fear”

Saman T. Khan, Rutgers University

“Presidential Leadership in an Era of Technological Change”

Delia B. Conti, Pennsylvania State McKeesport

“The Rhetoric of Political Recantation and the Presidential Maintenance of Rhetorical Equilibrium during the 2004 Presidential Debates”

Sol Obotetukudo, Clarion University

209 9:30 a.m. – 10:45 a.m..... Conf. Center D

How-To's for Using NCA's Archives of Journals to Enhance Research and Instruction

Sponsor: First Vice President

Chair: **Roger Smitter**, NCA Executive Director

Participants: **Isa Engelberg**, NCA Past President

Sherry Morreale, NCA Director of External Affairs

Joe Tragert, EBSCO Publishing

Martha Watson, NCA President

NCA's new database publishing venture with EBSCO has made research more accessible to savvy users. All of NCA's scholarly journals back to 1914, as well as other communication journals and publications, are now available on-line in a searchable database. How can you most efficiently find just the right sources for a research project? How can you use the archives and reference database in your courses and syllabi to enhance instruction? Come learn how to use these archives easily and creatively as a critical resource for enhancing research and teaching.

210 9:30 a.m. – 10:45 a.m. Conf. Center E

Dancing as Therapeutic Communication

Sponsor: Applied Communication

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

Performance: **Lois Einhorn**, Binghamton University

This program is performance and application of expressive dance to illustrate how this combination of verbal and nonverbal messages can be used for healing, transformation, empowerment, and inspiration. The performance will explain how music is selected, the process of choreography, and the impact dancing can have on women who have been abused. Lois Einhorn is the 2004 recipient of the Heroine of Forgiveness, Reconciliation, and Peace award from the Worldwide Forgiveness Alliance.

211 9:30 a.m. – 10:45 a.m..... Oliver

Race As/And Symbolic Action: Studies of Kenneth Burke and Ralph Ellison

Sponsor: Kenneth Burke Interest Group

Chair: **Bryan Crable**, Villanova University

Respondent: **Bryan Crable**, Villanova University

“Equipment for Living with Racism: A Burke/Ellison Analysis of Electric Literature” *

Margot MacKay, Villanova University

“Synecdoche as Stereotype: Burke and Ellison on Race, Representation, and Guilt” *

Elizabeth Solly, Villanova University

“The Impact of Folklore and Myth on Ellison’s Writings: Burkean Equipment for Living” *

Erin Arizzi, Villanova University

These papers take as their starting-point the relationship between Burke and another significant figure in 20th century literature and criticism, Ralph Ellison. Though the two men were friends for nearly 50 years—and though Ellison studied Burke’s ideas thoroughly—the two also had many points of theoretical divergence specifically focused on issues of race and racism. These papers attempt to explore some of these differences, as well as points of contact.

**Debut Paper*

212 9:30 a.m. – 10:45 a.m. Paneled/Oval

***Communicating Greater Expectations Through Performance Studies:
An Exploration of Bulimia, Black Baptist Sermons, and Women’s History Month***

Sponsor: Interpretations, Performance, and Theatre

Chair: **Mary Mino**, Pennsylvania State University

“‘Honey, Don’t Eat That!’ The Role of Other Characters in Bulimic Women’s Personal Narratives A Performance of Identity Analysis”

Julie-Ann Scott, University of Maine

“The Black Baptist Sermon and African American Vernacular English: Combining Positive Discourse Strategies” *

Jacqueline Smith, Syracuse University

“Performance Art and Women’s History Month”

Dina Dabhany-Miraglia, Queensborough Community College, CUNY

These papers explore performance studies as it relates to three specific societal issues. Panelists will analyze five narrative performances of bulimic identity; describe the significance and history present in African America Vernacular English used in the Black Baptist Church; and contrast early Women’s History Month performances with the more elaborated performances that are common today.

**Debut Paper*

213 9:30 a.m. – 10:45 a.m. Phipps

Communicating Greater Expectations in the Nonverbal Communication Classroom

Co-Sponsors: Instructional Communication Interest Group and
The Nonverbal Communication Interest Group

Chair: **Mary C. Toale**, Baldwin-Wallace College

-
- Participants: **Shannon M. Brogan**, Ohio University, Chillicothe
Kristen L. Campbell, Towson University
John G. Cole, West Virginia University
Marian L. Houser, Texas State University-San Marcos
Jennifer L. Knapp, Lycoming College
Kathleen M. Long, West Virginia Wesleyan College
Timothy P. Mottet, Texas State University-San Marcos
Angela L. Planisek, Baldwin-Wallace College
Kelly A. Rocca, St. John's University
Candice Thomas-Maddox, Ohio University, Lancaster
Mary C. Toale, Baldwin-Wallace College
Sally M. Vogl-Bauer, University of Wisconsin, Whitewater
Jason S. Wrench, Ohio University, Eastern

This panel will discuss ways in which instructors communicate greater expectations in the nonverbal communication classroom. Through a variety of techniques, the panelists describe classroom activities and assessment tools for the nonverbal communication classroom.

214 9:30 a.m. – 10:45 a.m. Vandergrift

Experiencing Invisibility in USAmerica

- Sponsor: Voices of Diversity
 Chair: **Sharnine Herbert**, Shippensburg State University
 Respondent: **William J. Starosta**, Howard University
- “Hidden in Plain Sight: A Look at the Experience of Bahá'is”
Deborah Clark Vance, McDaniel College
- “Encountering Minority Invisibility in Professional America”
Wei Sun, Bowie State University
- “The Ironic Invisibility: Fatness”
A. Jared Critchfield, George Washington University
- “Stop Before You Hurt the Kids: Eating Disorders, Mothering, and Systemic Complexity” *
Lorin Basden Arnold, Rowan University
Erica Doran, CUNY

This, the top-reviewed panel of the Voices of Diversity Interest Group, proposes that certain categories of persons get rendered “invisible” within the larger USAmerican context.

**VOD top-rated paper*

215 11:00 a.m. – 12:00 p.m. Monongahela

2005 ECA Keynote Address

Keynote Speaker: **Arthur Leonard Caplan**, University of Pennsylvania
 “Ethics and Media Coverage of the Stem Cell Debate”

Arthur L. Caplan is the Emmanuel and Robert Hart Professor of Bioethics, Chair of the Department of Medical Ethics and the Director of the Center for Bioethics at the University of Pennsylvania in Philadelphia. He is the author or editor of twenty-five books and over 500 papers in refereed journals of medicine, science, philosophy, bioethics and health policy.

He writes a regular column on bioethics for MSNBC.com. He is a frequent guest and commentator on National Public Radio, CNN, MSNBC, the New York Times, Washington Post, Philadelphia Inquirer and many other media outlets. He has served on a number of national and international committees including as the Chair of the Advisory Committee to the United Nations on Human Cloning, the Chair of the Advisory Committee to the Department of Health and Human Services on Blood Safety and Availability, a member of the Presidential Advisory Committee on Gulf War Illnesses.

Caplan is the recipient of many awards and honors including the McGovern Medal of the American Medical Writers Association, Person of the Year-2001 from USA Today, one of the fifty most influential people in American health care by Modern Health Care magazine and one of the ten most influential people in America in biotechnology by the National Journal. He holds six honorary degrees from colleges and medical schools. He is a fellow of the Hastings Center, the NY Academy of Medicine, the College of Physicians of Philadelphia and the American Association for the Advancement of Science.

216 12:15 p.m. – 1:30 p.m. Allegheny

Case Studies of Applied Communication

Sponsor: Applied Communication
 Chair: **Ronald C. Arnett**, Duquesne University
 Respondent: **Janet Reynolds Bodenman**, Bloomsburg University

“Listening to Members: A Case Study of a Focus Group Program in a Regional Co-Op”

Sandra L. Herndon, Ithaca College

“Self-Disclosure and Its Effect on Small Business Outcome”

Tad A. Fry, Baldwin-Wallace College

“Reducing Fear Among Former Prison Inmates: Examining a Bridge-To-Community Curriculum”

Linda Ann Janus, Duquesne University

“Communicating Greater Expectations of Civic Engagement: A Study of Deliberative Dialogue and Community Participation”

Kelly R. Taber, West Virginia University

Maria Brann, West Virginia University

“Motivating Information Technology Professionals to Actively Participate in a Personal Communication Development Program: A Case Study”

Don Swanson, Monmouth University

217 12:15 p.m. – 1:30 p.m. Carnegie I

*Roundtable: Computer-Mediated Communication by the Books:
Textbook Authors Reflect on the Field of CMC*

Sponsor: Human Information Technologies

Chair: **Matthew J. Smith**

Participants: **Joan E. Aitken**, University of Missouri-Kansas City,
Susan B. Barnes, Rochester Institute of Technology
P. David Marshall, Northeastern University
Matthew J. Smith, Wittenberg University

218 12:15 p.m. – 1:30 p.m. Conf. Center A

*Communicating Greater Expectations as a Discipline:
Considering Meaning and Influence of NCA’s Credos in Teaching and Scholarship*

Sponsor: Communication Law & Ethics

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

Respondent: **Donald Fishman**, Boston College

Participants: **Isa Engleberg**, Past President, NCA
Roger Smitter, Executive Director, NCA
Susan Drucker, Hofstra University
Gary Gumpert, Communication Landscapers

The National Communication Association is a non-profit organization of researchers, educators, students, and practitioners, whose academic interests span all forms of human communication. The organization articulates its core principles in a collection of known as “CREDOS” This panel considers three CREDOS: for “Free and Responsible Communication in a Democratic Society,” “Ethical Communication,” and “Free and Responsible Use of Electronic Communication Technology,” exploring the meaning and implications these documents hold for communication scholarship and pedagogy.

219 12:15 p.m. – 1:30 p.m. Conf. Center B

Focus on Citizen Response: Reflections on DebateWatch 2004

Sponsor: Immediate Past President

Chair: **Judith S. Trent**, University of Cincinnati

Participants: **Valerie A. Endress**, Rhode Island College
Kay F. Israel, Rhode Island College
Mary L. Kahl, SUNY, New Paltz
Michael C. Leff, University of Memphis
Janette Kenner Muir, George Mason University

Over 150 colleges and universities nationwide participated in DebateWatch, a voter-education

program designed to gauge citizen response to the televised presidential debates in 2004. Each of the panelists will present a summary of the design and results of their institution's DebateWatch program. Following the opening presentations, panelists will discuss, in roundtable fashion, issues such as trends in participant responses, related focus-group research, and the impact of youth and community involvement that the DebateWatch program engenders.

220 12:15 p.m. – 1:30 p.m. Conf. Center C

Women Photographers Across Time

Sponsor: Mass Communication

Chair: **Cynthia M. Lont**, George Mason University

“Mabel Therese Bonney: A Woman Comes to the Frontlines”

Allison Urquieta, George Mason University

“Dorothea Lange: Photographer of the Great Depression”

Jenifer Mayes, George Mason University

“Margaret Bourke-White: First Photographer to Enter German Death Camps”

Mark DeBullet, George Mason University

“Joan Elizabeth Biren (JEB): Photographing Lesbian Life”

Katt Baum, George Mason University

Part of media history is identifying those who created media but whose contributions have been lost or ignored. The above panelists, through photographs and historical analysis, identify four women photographers who documented important historical events. Bourke-White and Lange are well known, while Bonney and Biren's contributions have been lost or ignored. All four photographers' work reveals important historical events photographed from a non-mainstream point of view or events ignored by mainstream media.

221 12:15 p.m. – 1:30 p.m. Conf. Center D

*Communication Quarterly's Golden Anniversary & Silver Anniversary:
A Celebration of Excellence in Scholarship*

Sponsor: First Vice President and Publication Committee

Chair: **Jerry L. Allen**, University of New Haven

Participants: **Michael H. Prosser**, Rochester Institute of Technology, Editor 1986-1970
Thomas W. Benson, Pennsylvania State University, Editor 1976-1978
Lawrence R. Wheeless, University of North Texas, Editor 1979-1981
James W. Chesebro, Ball State University, Editor 1985-1987
Linda C. Lederman, Rutgers University, Editor 1991-1993
Virginia P. Richmond, West Virginia University, Editor 1991-1993
Raymie E. McKerrow, Ohio University, Editor 1994-1996
Melanie Booth-Butterfield, West Virginia University, Editor 1997
John A. Courtright, University of Delaware, Editor 1998-2000
Dale A. Bertelsen, Bloomsburg University, Editor 2001-2003
Jerry L. Allen, University of New Haven, Editor 2004-2006

ECA began publishing *Today's Speech* in 1953 with Robert Oliver as its editor. In 1975, *Today's Speech* became *Communication Quarterly* with Thomas Benson as its editor. This panel celebrates the 50th anniversary of ECA publishing a journal, and the 25th anniversary of its publication as *Communication Quarterly*. Editors from different eras will discuss the evolution of the field of communication as reflected on the pages of *Today's Speech* and *Communication Quarterly*. Panel members will discuss the unique problems of editing a top-tier journal, and what they see as future directions for *Communication Quarterly* and scholarly publication in communication.

222 12:15 p.m. – 1:30 p.m. Oliver

Remembering Theodore O. Windt, Jr.

- Sponsor: First Vice President
- Chair: **Judith S. Trent**, University of Cincinnati
- Participants: **Dan F. Hahn**, Emeritus, Queens College
- Jean Jones**, Edinboro University of Pennsylvania
- James W. Chesebro**, Indiana State University
- Deborah Borisoff**, New York University

In the late 1960s, Ted Windt was instrumental in formalizing political communication in the discipline. His career spanned more than three decades. He spent 30 years at the University of Pittsburgh focusing primarily in Presidential Rhetoric. It has been estimated that over 20,000 Pitt students have enrolled in his classes. Panelists identify and acknowledge Ted Windt's contributions to political communication, as a mentor, as a colleague, and as a friend.

223 12:15 p.m. – 1:30 p.m. Paneled/Oval

Top Papers in Voices of Diversity

- Sponsor: Voices of Diversity
- Chair: **William J. Starosta**, Howard University
- Respondent: **S. Diane McFarland**, SUNY, Buffalo

“An Individual’s Experience: A Socio-Cultural Critique of Communication Apprehension Research”

Gordon Alley-Young, Kingsborough Community College—CUNY

“I have friends who are like this, but I don’t personally identify with them’: Real, Live Gay People Respond to their Fictional Television Counterparts”

Lyn J. Freymiller, The Pennsylvania State University

“The Voice of American Indians: Cherokee History Reconstructed with Standpoint Theory”

Angela Tanner, Ottawa, Ontario

“The Influence of Religiosity on Stances towards Same-Sex Marriage at St. David’s Church in Massachusetts: An Exploratory Study”

Matthew R. D’Aprile, University of Massachusetts at Amherst

These papers were considered the top papers for the Voices of Diversity Interest Group.

224 12:15 p.m. – 1:30 p.m. Phipps

SPOTLIGHT PANEL: Building a Center for Political Communication from the Ground Up: Discussion by Directors of University and College Centers or Institutes for Political Communication

- Chair: **Mari Boor Tonn**, University of Maryland
Dyanne Bystrom, Director, Carrie Chapman Catt Center for Women and Politics, Iowa State
Trevor Parry-Giles, Board Member, Center for Political and Civic Leadership, University of Maryland
Mary Dixon, Assistant Director, Annette Strauss Institute for Politics, University of Texas
Anne Broderick Botteri, Executive Director, New Hampshire Institute for Politics, Saint Anselm College

The program features representatives from varied university and college Centers or Institutes for Political Communication. Panelists will discuss and answer questions on issues such as developing missions for their particular center, how to obtain funding sources if considering beginning a center, the types of programming and research sponsored by their center, and various benefits and constraints such centers might impose.

225 12:15 p.m. – 1:30 p.m. Vandergrift

SPOTLIGHT PANEL: Evolving Research in Computer-Mediated Communication

- Participants: **Scott Caplan**, University of Delaware
George Barnett, University at Buffalo, SUNY
Teresa M. Harrison, University at Albany, SUNY
Jennifer Stromer-Galley, University at Albany, SUNY

Research in computer-mediated communication (CMC) must address a number of different forms of change related to diverse aspects of the phenomenon. For one thing, the nature of CMC technology, such as synchronous chat and game environments as well as the Internet itself, changes constantly as new capabilities are introduced and diffused, enabling new forms of social organization, interaction, and norms for appropriate behavior. Further, as users of CMC become more knowledgeable and experienced, patterns of social behavior change, such as relative frequencies of and preferences for the use of online versus face-to-face communication to accomplish particular goals. Finally, new social and technical systems for sharing information and collaboration also change as systems are designed, tested, implemented, and evaluated making issues of commitment and sustainability more prominent over time. The speakers on this panel discuss their research on the Internet, online social interaction, online interpersonal communication, and community information systems in light of the myriad factors that change the phenomena they study.

226..... 1:45 p.m. – 2:45 p.m..... Frick

ECA Coffee Café

Sponsor: To be announced

ECA members and guests are cordially invited to enjoy a break for coffee or tea in the ECA Exhibition Room.

227..... 1:45 p.m. – 2:45 p.m..... Paneled/Oval

Undergraduate Student Poster Session

Chair: **Wendy Samter**, Bryant University

“Japanese and African Tattoos and Piercings: The American Enculturation of Foreign Bodily Modifications”

Lora Haass, Marist College

Katherine Schulz, Marist College

Stephanie Tasy, Marist College

Alexandra Risucci, Marist College

Priscilla Gallegos, Marist College

“Media, Society, and Consumption: Exploring a Symbiotic Relationship”

David Ardito, Ramapo College

“Children and Television Programming: Old Story, Recent Issues”

Gayle Romanelli, Ramapo College

“Revealing Identity through Communication: A Classroom Study on Adolescents Suffering from Chronic Illness”

Angela B. Condor, Juniata College

“Cross-Sex Friendships: Pure Innocence or Fatal Attraction”

Sarah Taylor, Lynchburg College

“Infidelity: The Cause and Effect of the Role that Infidelity Plays in Relationships”

Lyndsey Bostic, Radford University

Christy Frye, Radford University

Nikki Holloman, Radford University

Vanessa Leyton, Radford University

Collette Reddington, Radford University

“Geek v. Greek: Perceptions of Sexual Behavior Based on Group Membership”

Stacy Brewer, Radford University

Amanda Centracchio, Radford University

Trayanna Dickens, Radford University

Lindsey Drew, Radford University

Kelli Mitchem, Radford University

“Lewd Media Messages: A Survey of the Media’s Effects on Society”

Geoff Grow, SUNY Geneseo

“Student Perceptions of Teacher Misbehaviors: A Research Study”

Robin L. McClave, Towson University

“The Complexities of Grandparent and Grandchild Relationships and Conflict”

Kimberly Thompson, SUNY, Geneseo

“Homosexuality on Reality TV: An Obscured Perception”

Natalie Orozco, Marymount Manhattan College

“Eleanor Roosevelt and the Struggle for Human Rights: A Rhetorical Criticism”

Cameron Leel, West Virginia Wesleyan College

“An Analysis of Diana, Princess of Wales: ‘Women and Mental Health’”

Kristen Schoeneberger, West Virginia Wesleyan College

“Censorship and Free Speech Post 9/11”

Heidi Burger, West Virginia Wesleyan College

“Expectancy and Self Presentation: An Examination from Four Theoretical Perspectives”

Carolyn Hurley, SUNY, Geneseo

“Biracial Child Development”

Lacey Johnson, Canisius College

“Strategy and Issue Framing: An Exploratory Analysis of Topics and Frames in Campaign 2004 Print News”

Matthew Calderone, The College of New Jersey

Anthony Territola, The College of New Jersey

“Analyzing the Roles of the CRTC and MuchMusic in the Construction of Canadian National Identity and Culture”

Sarah Shmuel, SUNY, Geneseo

“*Will e³ Grace*: Gay Males and Their Female Best Friends”

Laura Zanzal, Marist College

“A Semiotic Analysis of Stereotypical Print Advertisements throughout the Ages: Male and Female Undergarments”

Linda DeNotaris, Marist College

“‘This is America’: How Social Values of the 1960’s Are Portrayed in *Catch Me If You Can*”

Chris Brenner, Marist College

“A Stereotypical Family Guy: A Study of Stereotypes in the Adult-Oriented Cartoon, *Family Guy*”

Ryan Cowdrey, Marist College

Mark Perugini, Marist College

228..... 2:15 p.m. – 3:15 p.m.

Interest Group and Affiliated Association Business Meeting

- American Soc. For the History of Rhetoric Conf. Center D
- Applied Communication Carnegie I
- Human Information Technologies Conf. Center A
- Intercultural Communication Conf. Center C
- Interpersonal Communication..... Vandergrift
- Lambda Pi Eta..... Conf. Center E
- Media Ecology Oliver
- Organizational Communication Phipps
- Rhetoric and Public Address..... Allegheny
- Theory and Methodology Conf. Center B

The annual convention provides an opportunity for individual interest groups and affiliate associations to conduct their annual business and to make preliminary plans for the next ECA convention. Anyone may attend any of these business meetings and participate in planning sessions. **However, only current ECA members may be nominated for a position as Interest Group Representative to the ECA Executive Council or may be nominated to serve as an ECA Interest Group Chair.**

The interest groups listed below are charged with electing a representative to the ECA Executive Council at this convention. The term of office for individuals so elected begins at the mid-point of the 2006 convention and extends through to the mid-point of the 2008 convention.

- Applied Communication
- Argumentation and Forensics
- Communication & Law
- Community College
- Kenneth Burke
- Theory and Methodology

229..... 3:30 p.m. – 4:45 p.m..... Allegheny

Communication Perspectives on the 2004 Presidential Campaign

- Sponsor: Political Communication
- Chair: **Robert V. Friedenberg**, Miami University of Ohio
 - “The Early Campaigns”
 - Judith S. Trent**, University of Cincinnati
 - “Candidate Strategies”
 - Craig Allen Smith**, North Carolina State University
 - “The Debates”
 - Robert V. Friedenberg**, Miami University of Ohio
 - “Network News Coverage of the Campaigns”
 - John Tedesco**, Virginia Tech University

This panel will examine many of the critical communication activities of the 2004 presidential campaign. Speakers will examine communication activities during the early surfacing period,

overall communication strategies during the debates, and the ways networks communicated the campaign to the public.

230..... 3:30 p.m. – 4:45 p.m. Carnegie I

“Table Talk”: Anticipating the Changing Role of Speech Communication, Performance Studies, and Theatre in a New Millennium of Liberal Arts Education

Sponsor: Interpretations, Performance, and Theatre
 Chair: **Gerald Lee Ratliff**, SUNY Potsdam
Roberta Crisson, Kutztown University
Christopher Hariasz, Kent State University
Mary Mino, Pennsylvania State University, DuBois
Gerald Lee Ratliff, SUNY, Potsdam

This roundtable dialogue explores the changing role of speech communication, performance studies, and theatre in a liberal arts context. Panelists address issues and implications of curriculum development, institutional expectations, state mandates and discipline specific demands related to undergraduate liberal arts education.

231..... 3:30 p.m. – 4:45 p.m. Conf. Center A

Classical Rhetoric and the Art of Transformation

Sponsor: American Association for the History of Rhetoric
 Chair: **Nathan Crick**, University of Pittsburgh
 Respondent: **John Poulakos**, University of Pittsburgh
 “Play as Pataphysics: The Gorgianic Logismos and the Art of Possibility”
David Tell, Pennsylvania State University
 “The Failure of Resistance: In Search of a Sophistic Embrace of Plato”
Omri Ceren, University of Southern California
 “Aptitude and Aspiration: Isocratic Paideia and the Problem of Physis”
Charles Swadley, Oklahoma Baptist University
 “Rhetoric in the Tragic Age of the Greeks: The Presocratics on Language and Being”
Nathan Crick, University of Pittsburgh

232..... 3:30 p.m. – 4:45 p.m. Conf. Center B

Examining Closeness “and” Distance in Relationships

Sponsor: Interpersonal Communication
 Chair: **Megan R. Dillow**, Pennsylvania State University
 Respondent: **Linda Sampson**, Southern Connecticut State University
 “Satisfaction between Close Relationship Partners with Acquired Disabilities”
Katie Neary Dunleavy,* West Virginia University*
Melanie Booth-Butterfield, West Virginia University

“The Feminine Talk and the Masculine Walk: The Role of Gender in Strategy Selection during Relationship Disengagement”

Sandra Fetterman,* The University of Maine, Orono

“Phenomenological Distance in Interpersonal Relationships”**

Laurie J. Moroco, Thiel College

“Visitors’ and Nonvisitors’ Perceptions and Expectations of Prison Guards”**

Frances Huber,* Pennsylvania State University

* *Student author*

** *Debut paper*

233..... 3:30 p.m. – 4:45 p.m. Conf. Center C

Communication and Democracy: Reflections on the Civil Rights Movement

Sponsor: Voices of Diversity

Chair: **Todd Allen**, Geneva College

Respondent: **Deborah Atwater**, Pennsylvania State University

“Free Speech, Democracy and Social Change: The Civil Rights Movement”

Pat Arneson, Duquesne University

“Social Change, The Civil Rights Movement and Postmodernism”

Dave D’Angelo, Duquesne University

“Birth of a New Nation’: Dr. Martin Luther King’s Address to the First MIA Mass Meeting”

Todd Allen, Geneva College

“A White Preacher’s Memoir: The Montgomery Bus Boycott”

Reverend Robert Graetz

The panelists address diverse aspects of the Civil Rights Movement of the 1950s and 60s. They reflect on how this period shaped their academic sojourn. The Rev. Robert Graetz, a close associate of Dr. King, will also be present to make a presentation.

234..... 3:30 p.m. – 4:45 p.m. Conf. Center D

Competitive Papers in Communication Law and Ethics

Sponsor: Communication Law & Ethics

Chair: **Jeffrey St. John**, Ohio University

Respondent: **Susan Drucker**, Hofstra University

“Communicating Greater Expectations through Photojournalism: A Dual-Theoretical Examination Using the Golden Mean and Theory of Obligation”

Adam Earnhardt, Kent State University

“Issues of Hyperlinks and Copyright for Information Location Tools: An Analysis Based on Church v. Google”

Sumitra Srinivasan, Georgia State University

“Subverting Democracy?: Analyzing the Rhetorical Functions and Motives of the *USA Patriot Act*”

Valerie Swarts, Slippery Rock University

235..... 3:30 p.m. – 4:45 p.m. Conf. Center E

Dancing, Laughing, and Protesting Between Intercultural Spaces

Sponsor: Intercultural Communication

Chair: **Maurice Hall**, Villanova University

Respondent: **Ronald Jackson**, Pennsylvania State University

“Let Us Dance To Our Development Beat”

L. Majalia Mjomba, Ohio University

“No Stadium In Chinatown: A Cross-Cultural Comparison of the U.S. Mainstream and Chinese Immigrant News Coverage”

Dandan Lie, Temple University

“Race, Humor, and Ideology: Chappelle’s Show”

R. Pierre Rodgers, George Mason University

Shawnte’ N. Stevenson, University of Baltimore

Grant C. Cos, Rochester Institute of Technology

236..... 3:30 p.m. – 4:45 p.m. Oliver

Significant Neglected or Lesser Known Works of Kenneth Burke

Sponsor: Kenneth Burke Interest Group

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

Participants: **Floyd D. Anderson**, SUNY College, Brockport

Kara L. Shultz, Bloomsburg University

Matthew T. Althouse, SUNY College, Brockport

Elvera B. Berry, Roberts Wesleyan College

Robert G. Westerfelhaus, College of Charleston

Each panelist will identify a neglected or lesser known work of Kenneth Burke and briefly explain why it is a “significant” work. After the presentations the dialogue will be open to the audience for an interactive session.

237..... 3:30 p.m. – 4:45 p.m. Paneled/Oval

A SYMPOSIUM: Communicating Greater Expectations by Supporting the Needs of Part-Time Faculty

Sponsor: Community College

Chair: **Gary W. Eckles**, Thomas Nelson Community College

Respondent: **Valerie Goff Whitecap**, Carlow University and Upper St. Clair School District

Participants: **Catherine M. Blackburn**, Brookdale Community College

Dina Dahbany-Miraglia, Queensborough Community College

Shirlee A. Levin, College of Southern Maryland
Tobi Mackler, Montgomery County Community College

These experienced full-time and part-time teachers will present their ideas for attracting, assisting, and retaining part-time faculty. The chair will then invite audience participation in an open forum discussion of the symposium topic.

238. 3:30 p.m. – 4:45 p.m. Phipps

Top Competitive Papers in Instructional Communication

- Sponsor: Instructional Communication
 Chair: **Candice Thomas-Maddox**, Ohio University, Lancaster
 Respondent: **Marian L. Houser**, Texas State University-San Marcos
- “The Effect of Teacher Misbehaviors on Teacher Credibility and Affect for Teacher”
Sara Banfield, West Virginia University
Virginia P. Richmond, West Virginia University
James C. McCroskey, West Virginia University
- “Student Perceptions of Instructor Power as a Predictor of Classroom Justice”
Michelle L. Paulsel, West Virginia University
Rebecca M. Chory-Assad, West Virginia University
Katie N. Dunleavy, West Virginia University
- “Teachers’ Rhetorical and Relational Goals in Teaching”
Ann Bainbridge Frymier, Miami University

This panel features the top three competitive papers from the Instructional Communication Interest Group for this year. The research presented by the members of this panel illustrates the communication of greater expectations in today’s classrooms.

239. 3:30 p.m. – 4:45 p.m. Vandergrift

Greater Expectations in Media Research: Top Three Papers in Mass Communication

- Sponsor: Mass Communication
 Chair: **Cary Wecht Horvath**, Youngstown State University
 Respondent: **Cynthia M. Lont**, George Mason University
- “Queering Capitalism: (Re)presenting Male Homosexuality in *Queer Eye for the Straight Guy*”
E. Michele Ramsey Pennsylvania State Berks-Lehigh Valley College
Gladys Santiago, Pennsylvania State Berks-Lehigh Valley College
- “What are We Learning from Television?: Processing Strategy, Viewing Motives, and Consumer Decision-Making Strategies”
Rebecca M. L. Curnalia, Kent State University
- “Advertising as a Funding Source for Television: Seven Effects”
Matthew P. McAllister, Pennsylvania State University

240 5:00 p.m. – 6:15 p.m. Conf. Center E
ECA Nominating Committee Meeting I

241 5:00 p.m. – 6:15 p.m. Conf. Center A
Validity Studies of Communication Measures

- Sponsor: Theory and Methodology
 Chair: **Matthew M. Martin**, West Virginia University
- “The Talkaholic Scale”
Sara Banfield, West Virginia University
 - “The Cognitive Flexibility Scale”
Jacob Cayanus, West Virginia University
 - “Student Communication Motives Scale”
Alan Goodboy, West Virginia University
 - “The Decision-Making Collaboration Scale”
Katie Dunleavy, West Virginia University
 - “The Emotional Support Scale”
Christy Rittenour, West Virginia University

These individuals completed an exhaustive literature review of a given communication measure. In doing so, they identified the current information available involving the reliability and validity of the measure. Individuals then conducted an additional study to further establish, or question, the validity of the measures.

242..... 5:00 p.m. – 6:15 p.m. Conf. Center B
Popular Manifestations of Technoscience: The Impact of Computers on Discourses of Human Agency

- Sponsor: Rhetoric and Public Address
 Chair: **John Lyne**, University of Pittsburgh
 Respondent: **John Lyne**, University of Pittsburgh
- “Our Posthuman Future, the Oppressed Cyborg, and the Real Damage of Discursive Constructions of ‘Humanness’”
Damien Pfister, University of Pittsburgh
 - “The Only Objective Football Fan: The BCS and the Rhetoric of Digitally Deciding the National Champion”
Marcus Paroske, University of Pittsburgh
 - “They Trust Humans, Don’t They?: Cinematic Representations of Computer Agency in *2001: A Space Odyssey* and *Terminator 2*”
Ron Von Burg, University of Pittsburgh
 - “The Boundary of Humanity is Love: The Art and Politics of AI.”
Eli Brennan, University of Pittsburgh
 - “Intuition and Subjectivity: The Gap Between AI and Us”
Omri Ceren, University of Southern California

243..... 5:00 p.m. – 6:15 p.m. Conf. Center C

Frames of Formation: Constituting Expectations in Politics

Sponsor: Political Communication

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

“Greater Expectations for Democracy: The Rhetoric of Blogging and The Potential for Online Deliberation”

James Janack, Syracuse University

“Civic Expectations of Democratic Participation: The Voter Initiative Problem”

Todd Kelshaw, Montclair State University

“Expectancies of Order: The Rise of Policy Neoconservatism”

Jeffrey St. John, Ohio University

This panel advances three political frameworks through which speech, action, and institutions are constituted in public contexts. Panelists focus on how politics become made through open and concealed rhetorical, institutional, and cultural processes and posit a view of framework formation as a two-way process.

244..... 5:00 p.m. – 6:15 p.m. Conf. Center D

Organizational Issues Concerning Knowledge Management, Creativity, Control, and Ethics

Sponsor: Organizational Communication

Chair: **Doreen Jowi**, Ohio University

Respondent: **Steven Koehn**, Ohio University-Eastern

“Managing Today’s Knowledge for Tomorrow’s Use: A Case Study of Knowledge Management within a Student Organization”

Corey Jay Liberman,* Rutgers University

“Cultural and Identity Influences on Creativity in Organizations: A Feminist Perspective”

Amanda Goodwin, Pennsylvania State University

“Prison Regulations: Maintaining Control through Communication”

Frances Huber,* Pennsylvania State University

“Communication Ethics in the Organizational Communication Curriculum”

Leeanne Bell, * Duquesne University

* *Student author*

245..... 5:00 p.m. – 6:15 p.m. Paneled/Oval

A ROUNDTABLE DISCUSSION: G.I.E.T.S. (Great Ideas for Teaching Speech)

Sponsor: Community College

Chair: **Alberta Arnold**, Fiorello H. LaGuardia Community College

Participants: **Todd Allen**, Geneva College

Chris Bates, University of Maine at Augusta

Daniel Brantley, College of Southern Maryland
Catherine M. Blackburn, Brookdale Community College, Monmouth
Dina Dahbany-Miraglia, Queensborough Community College, CUNY
Lisa Heller, Cape Cod Community College
Bonnie S. Jefferson, Boston College
Thomas E. Jewell, Bergen Community College
Shirlee A. Levin, College of Southern Maryland
Gary Richmond, LaGuardia Community College
Rita Rosenthal, Boston College
Michelle Simpson, College of Southern Maryland
Sherrie Wallington, Howard University
Pei Wen Lee, LaGuardia Community College
Cheryl Wilson, Harrisburg Area Community College

These faculty members will share their great teaching ideas for speech communication courses.

246..... 5:00 p.m. – 6:15 p.m..... Phipps

*Expectations as Double-Edged Sword for Teaching Sensitive Topics:
 Existing Expectations as Barriers and New Expectations as Pedagogical Tools*

Sponsor: Instructional Communication
 Chair: **Bei Cai**, Kent State University, Stark Campus
 Respondent: **Radhika Gajjala**, Bowling Green State University

“What, so what, now what: Addressing students’ sensitivities and expectations in discussions of culture”

Patricia S. Hill, University of Akron

“What did you just say?! Performing spectacular ambivalence with fundamentalist students”

Andrew Rudd, Malone College

“Understanding negative and positive expectations: A case study”

Cory Young, University of West Michigan

“Performing sensitive topics: Classroom expectations, perceptions and choice”

Deidra Donmoyer, University of Toledo

“Negotiating existing expectations and creating change-enhancing expectations in the teaching of sensitive topics in the basic courses”

Bei Cai, Kent State University Stark Campus

Teaching sensitive topics such as race, gender, class, sexual orientation and imperialism is not only risky but also challenging. Pre-existing expectations that students have for their professors, for themselves and for the subject matters can become learning “barriers.” At the same time, the creation of new expectations can be a powerful pedagogical tool to enhance students’ cognitive, affective and behavioral learning. This panel explores the pedagogical impact of expectations both as learning barriers and as learning tools. The format of the panel is dialogical, interactive and participatory, informed by multiple theoretical and methodological perspectives from scholars/teachers with diverse ethnic, racial, gender and national standpoints.

247..... 5:00 p.m. – 6:15 p.m. Sternwheeler

'Best Practices': Interactive Classroom Activities and Exercises to Promote Active Student Learning

Sponsor: Interpretations, Performance, and Theatre
 Chair: **Gerald Lee Ratliff**, SUNY, Potsdam
 Participants: **Joan O'Mara**, University of Hartford
Susan Tomasovic, George Mason University
Louise Tyo, SUNY, Potsdam

248..... 5:00 p.m. – 6:15 p.m. Vandergrift

SPOTLIGHT PANEL:
Great History, Greater Expectations?
Communication at Penn State University

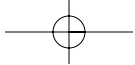
Participants: **Rosa Eberly**, Pennsylvania State University
Ron Jackson, Pennsylvania State University
Chris Johnstone, Pennsylvania State University
Denise Solomon, Pennsylvania State University
James Price Dillard, Pennsylvania State University

Contemporary communication departments have multifaceted identities. Their functions, roles and visions are characteristically different depending upon the institution's goals and directions. In this panel, representatives of the Department of Communication Arts and Sciences at Pennsylvania State University will cast some light on each of those facets. First, the identity of the faculty member as scholar, teacher, mentor, and citizen will be examined. An aspect of identity encompasses the Department as whole; we will explore how the variegated scholarly agendas pursued by the faculty share an essential foundation on core questions about communication. Panelists will describe the micro-cultures that are responsible for fostering diversity and appreciating the unique concerns of constituent groups. A fourth facet reflects the Department's disciplinary identity; on this point, panelists will consider how this necessitates thinking about the ways in which the Department promotes and facilitates interdisciplinary relationships within the college, university, and academic community. Ultimately, communication scholars serve a broader role in advancing civic engagement and enhancing the quality of public discourse – to illustrate how a communication program can serve this end, we will discuss the development of citizenry in contexts ranging from the basic course to the responsibilities of communication scholars on the world's stage.

249..... 6:30 p.m. – 7:45 p.m. Allegheny

President's Reception

Members and guests of the Eastern Communication Association are invited to attend this reception honoring Donald Fishman, ECA President.



250..... 7:30 p.m. – 9:00 p.m. Conf. Center B

Public Relations Interest Group Organizing Session

Organizer: **Donna Flayhan**, SUNY, New Paltz

Those ECA members interested in the formation of a new Interest Group devoted to the study of and pedagogy about public relations are invited to join Donna Flayhan to discuss these exciting possibilities.

251..... 8:00 p.m. – 9:00 p.m. Carnegie I

12-Step Group Meeting

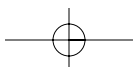
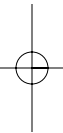
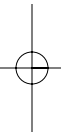
All members of 12-Step groups are invited to attend this meeting

252 8:30 p.m. – 10:00 p.m..... Sternwheeler

Wine and Spots

Sponsor: Political Communication

Join members of the ECA Political Communication Interest Group and guests for an enjoyable evening of wine and appetizers. The assembly will review recent political advertisements, and engage in animated discussion.



Saturday, April 30, 2005

Convention Events, Programs, and Activities

301..... 8:00 a.m. – 5:00 p.m..... Conference Level Corridor

ECA Convention Registration

Members and guests of the Eastern Communication Association are invited to register for the 96th annual convention on the Conference Level of the hotel. Convention programs and conference information packets are available to those who pre-registered for the convention. Programs and materials for on-site registration, including ECA membership forms, are also available.

ECA 2005 Short Courses

(Courses 1 – 3 held on Thursday; Course 4 held on Saturday;
Course 5 held on Sunday)

302 8:30 a.m. – 10:45 a.m. Conf. Center E

Changing Channels: Fostering Democratic Discourse at a College Television Station

Short Course Four

Instructors: **Elizabeth R. Bernat**, SUNY, Plattsburgh
Jonathan R. Slater, SUNY, Plattsburgh
Lori Walters-Kramer, SUNY, Plattsburgh

This short course will address the mission, roles and uses of a student-run, campus television station, beyond a training ground for media skill development. Course facilitators examine the questions: How might your campus television station meaningfully interconnect student producers with student viewers and extramural audiences? How might the station become a site that fuses principles of both mass and speech communication? As they participate in station operations, how might students better learn the relationship between media and civic discourse, connecting their paraprofessional experiences to such larger issues as social responsibility and democratic speech? Are students using the station as a laboratory for reconciling concerns of gatekeeping, media bias, and marketplace pressures, with basic production, editing and operational techniques? The course facilitators have drawn from an ongoing series of dialogues and service-learning experiences in their own department to craft a model of a community-oriented campus television station. Attendees will learn about this model and be encouraged to discuss their own practices and perspectives.

Pre-registration required
Short Course Fee: \$15.00

303..... 8:00 a.m. – 9:15 a.m..... Allegheny

Greater Expectations for Instructional Communication: Theory Development

- Sponsor: Instructional Communication
 Chair: **Scott A. Myers**, West Virginia University
 Respondents: **Ann Bainbridge Frymier**, Miami University
Richard L. West, University of Southern Maine
 “Teacher cognitive awareness theory”
Jacob L. Cayanus, West Virginia University
 “Communicative affective learning theory”
Alan K. Goodboy, West Virginia University
 “Student participation theory”
Michelle L. Paulsel, West Virginia University

One criticism leveled against instructional communication research is the atheoretical stance present in many instructional research projects (Waldeck, Kearney, & Plax, 2000). In response to this criticism, three doctoral students at West Virginia University will present an instructional communication theory they each developed. They also will suggest how the theory could be used in future instructional research endeavors.

304..... 8:00 a.m. – 9:15 a.m..... Churchill

Civic Expectations of a Discursively Demarcated Body Politic

- Sponsor: Communication Law and Ethics
 Chair: **Sandra Sarkela**, SUNY, Potsdam
 Respondent: **Sandra Sarkela**, SUNY, Potsdam
 “Perpetual Crisis: The Problematic Demarcation of the Future in the War on Terror”
Michael W. Barberich, University at Albany, SUNY
 “‘You Know What? I’m a Citizen Too!’: Expectations of Rifts between Common Citizens and Public Officeholders”
Todd Kelshaw, Montclair State University
 “The State of the Union 2002-2004: Local and Global Demarcations in Political Discourse”
Christine A. Lemesianou, Montclair State University
 “Justice Addorsed?: The Judge’s Two Bodies and the Rhetoric of Recusal”
Jeffrey St. John, Ohio University

305..... 8:00 a.m. – 9:15 a.m..... Conf. Center B

Applied Rhetoric: An Internet Portal for Rhetoricians

- Sponsor: Rhetoric and Public Address
 Presenter: **Steven Weiss**, Northern Kentucky University

Given its significant and long history as an intellectual discipline, rhetoric has surprisingly little presence on the Web. In this presentation, Steven Weiss will launch a new web portal for rhetoricians.

306..... 8:00 a.m. – 9:15 a.m..... Conf. Center C

Student Papers on Diversity

- Sponsor: Voices of Diversity
- Chair: **Joy Cypher**, Rowan College
- Respondent: **Deborah Borisoff**, New York University
- “Sex, Drugs and Teenagers: Subordinate Discourses and the Cancellation of *My-So Called Life*”
Anne Pusey, College of Charleston
- “Who’s The Boss?: The Women of *The Sopranos* Take A Stand”
Meghan Byrnes, College of Charleston
- “The Laws of Nature Require the Obliteration of the Unfit: Eugenicidal Logics in German and American Sterilization Law”
Benjamin R. Bates, Ohio University
- “Spanglish: Language, Identity, Rhetoric, or Slang?”
Denise Murphy-Gerber, Duquesne University

The panelists explore popular culture, language hybridization, and Eugenics in the US and Germany.

307..... 8:00 a.m. – 9:15 a.m. Conf. Center D

Communicating Greater Expectations in Organizations

- Sponsor: Theory and Methodology
- Chair: **Eileen Berlin Ray**, Cleveland State University
- “Benefits of Adopting an Institutional Approach for Organizational Rhetoric Studies in Labor Union Change Processes”
Amber Burkett Peplow, Wright State University
- “Latterday Buddhas and Would-be Billy Grahams: Examining the Influence of Popular Management Theory Gurus from a Diffusion of Innovations Perspective”
Sonya Pagel, Black Hills State University
Robert Westerfelhaus, College of Charleston
- “Who Am I and What Am I a Member of? The Impact of Multiple Targets of Identification on Organizational Communication Practices”
Corey Jay Liberman, Rutgers University
- “Research Uses of the Focus Group: A Historical and Evaluative Perspective”
Jacqueline M. Barnett, Bloomsburg University
- “Teaching Across the Circle: Employing Kolb’s Experiential Learning Model in Public Relations Education”^{*}
Robert J. Ristino, Roger Williams University

**Debut paper*

308..... 8:00 a.m. – 9:15 a.m..... Grant Suite

Teaching as an Ecological Activity

- Sponsor: Media Ecology Association
 Participants: **Brian Cogan**, Molloy College
Davis Foulger, Brooklyn College
Michael Grabowski, College of New Rochelle
Shawn Kildea, Rider University
Janet Sternberg, Fordham University
Laura Tropp, Manhattan Marymount College

This roundtable brings together a number of professors who utilize media ecology in their everyday classroom settings, putting theory into practice. They will discuss their classroom strategies, exercises, and techniques used in effectively promoting student awareness of symbolic environments and meaning-making processes.

309..... 8:00 a.m. – 9:15 a.m..... Oliver

Computer-Mediated Communication in Educational Settings

- Sponsor: Human Information Technologies
 Chair: **Susan A. Jasko**, California University of Pennsylvania
 Respondent: **Rudy Pugliese**, Rochester Institute of Technology
 “The Black Box: Origins of Flight Data Recording”
Laura Buscaglia, Rochester Institute of Technology
 “The Transportation-Communication Link: The Role of Communications Technologies in Railroad Operations”
Jessica DeWispelaere, Rochester Institute of Technology
 “Black Box Technology in Automobiles: Issues of Safety vs. Privacy”
Kristi Ziehl, Rochester Institute of Technology

310..... 8:00 a.m. – 9:15 a.m..... Shadyside

Television Realities in the 21st Century

- Sponsor: Mass Communication
 Chair: **Margaret Finucane**, John Carroll University
 Respondent: **Douglas Bruce**, John Carroll University
 “A feminist critique of women’s alliances”
Jennifer Wallace, John Carroll University
 “The influence of celebrity endorsements on women’s political identity”
Kevin Cosgriff-Hernandez, John Carroll University
 “The perversity of reality television: A critical review of Survivor”
Nicole Koharik, John Carroll University
 “The swan and body image: A cultural-value analysis”
Erika Thomas, Miami University

Panelists provide a critical analysis of the socio-political reality of television. The evolving genres, uses, and structures of oppression in twenty-first century television programming attempt to manipulate our social and political realities. Regardless of the lens used to examine women’s construction of identity, mediated images serve as a formative influence.

311..... 8:00 a.m. – 9:15 a.m..... Vandergrift

Preparing Students to Meet Greater Expectations in the Classroom

- Sponsor: Instructional Communication
 Chair: **Elizabeth Wilson**, Miami University
 Respondent: **Timothy P. Mottet**, Texas State University-San Marcos
- “Preparation Meeting Opportunity: How Do College Students Prepare for Public Speeches?”
Judy C. Pearson, North Dakota State University
Jeffrey T. Child, North Dakota State University
K. A. Gullicks, North Dakota State University
- “The Efficacy of Communication Training Programs: Are We Selling Our Efforts Short?”
Theodore A. Avtgis, West Virginia University
Andrew S. Rancer, The University of Akron
- “Student Listening Gains in the Basic Communication Course: A Comparison of Self-Report and Performance-Based Measures”
Danette Ifert Johnson, Ithaca College
Kathleen M. Long, West Virginia Wesleyan College

This competitive paper panel highlights research designed to help communication scholars and instructors understand how to better reach, understand, and meet the expectations and needs of students today.

312 9:30 a.m. – 10:45 a.m. Fox Chapel

ECA Nominating Committee Meeting II

313 9:30 a.m. – 10:45 a.m..... Allegheny

Mobilizing the Young Voter: Using Popular Culture to Counter Apathy in the 21st Century

- Sponsor: Political Communication
 Chair: **Sal Fallica**, New York University
- “Comic Elections: *The Daily Show* and the New Voter”
Brian Cogan, Molloy College
- “Appealing to the Young Non-Voter: Michael Moore’s Slacker Tour”
Michael Grabowski, College of New Rochelle
- “Make a Difference, Yo: A Case Study on Targeting Young People Through Political Advertising”
Tony Kelso, Iona College
- “Win an Ipod, Buy a T-Shirt, and Vote: New Election Marketing Tactics

for Mobilizing Young People”

Laura Tropp, Marymount Manhattan College

This program describes and analyzes the role of popular culture texts in engaging young people in political discourse and encouraging them to vote. Young people increasingly are spurning traditional news coverage and turning to alternative sources for information.

314 9:30 a.m. – 10:45 a.m. Churchill

Language, Culture and Ignored Cultures: Redefining our Expectations

Sponsor: Voices of Diversity

Chair: **Laura K. Dorsey**, Morgan State University

Respondent: **Diane A. Forbes**, Trinity University

“Greek Speak: The Language of the National Pan-Hellenic Council
Black Greek-Lettered Organizations (BGLO)”

Gwendolyn A. Burrell, Morgan State University

Shayla Moulton, Morgan State University

John Paul Stephens, Morgan State University

“‘Let the Church Say Amen!’: The History and Origins of the
Language Within the Black Church”

Ebony C. Saunders, Morgan State University

Chanei Hollis, Morgan State University

“‘Language without Voice?’ An Exploration of American Sign Language

Rachel S. Irving, Morgan State University

Debbie Brown, Morgan State University

Jordan Muse, Morgan State University

This **DEBUT** panel addresses the need for culturally diverse theoretical scholarship that links *communication, language* and *culture*. The panelists explore co-cultural language and communication strategies unique to diverse groups that lie outside the Eurocentric mainstream.

315 9:30 a.m. – 10:45 a.m. Conf. Center B

Selected Papers on Kenneth Burke

Sponsor: Kenneth Burke Interest Group

Chair: **Kara Shultz**, Bloomsberg University

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

“Controlling your Health through Anti-Aging Procedures:
A Cluster Analysis”

Meredith Marko, University of Nebraska-Lincoln

“Harry Potter and the Burkean Pentad: A Rhetorical Criticism”

Margot Mackay, Villanova University*

“The Rhetoric of Bush’s Doctrine: Simulating a Scapegoat”*

Jeffery Commarato, SUNY College at Brockport

These selected papers apply Burkean methods of criticism to political and popular culture discourse.

**Debut Paper*

316 9:30 a.m. – 10:45 a.m. Conf. Center C

SPOTLIGHT PANEL:
The Expanding Boundaries of Media Ecology: Crossing Epistemological Divides and Communication Levels

- Lance Strate**, Fordham University
- Catherine Waite Phelan**, Hamilton College
- Susan Barnes**, Rochester Institute of Technology
- R. Lance Holbert**, University of Delaware
- Janet Sternberg**, Fordham University

This session will focus on current trends in the study of media ecology. Media ecology has been part of the communication lexicon since the 1930s, but has just coalesced as a field during the past decade. The participants will discuss a broad range of research trends in this area of media research, while also touching upon various strengths and weaknesses in the field. The nature of the topics to be discussed by the panelists will lead to recognition of the fact that media ecology as a field crosses both epistemological divides and levels of communication. The significance of this contribution to communication as a discipline will also be a topic of discussion.

317 9:30 a.m. – 10:45 a.m. Conf. Center D

Media Literacy: Communicating and Fulfilling Greater Expectations

- Sponsor: Mass Communication
- Chair: **Thomas R. Flynn**, Slippery Rock University
- “If It Bleeds, It Leads: Deconstructing the Local TV Newscast”
Mark G. Zeltner, Slippery Rock University
- “The Rhetoric of Responsibility in ‘Cheaters’”
Joseph C. Harry, Slippery Rock University
- “The Promotion of Stereotypes in ‘Shark Tale’: A Symbolic Analysis”
Valerie R. Swarts, Slippery Rock University
Thomas D. Stewart, Slippery Rock University
- “After the Revolution: A Communication Age Consumer Survival Kit”
Mark J. Banks, Slippery Rock University
Mark E. Chase, Slippery Rock University
- “Media Literacy: Talking and Doing Diversity Through a Critical Pedagogy”
Christine Pease-Hernandez, Slippery Rock University

This panel addresses such issues of media literacy as the emphasis on visually and verbally exploitative content of local television newscasts, the ethically questionable claims promoted in a nationally syndicated weekly reality-television show, the perpetuation of negative stereotypes in a recent animated feature film, safeguards for consumers of technology, and the use of critical pedagogy to discuss diversity and social justice.

318 9:30 a.m. – 10:45 a.m. Grant Suite

SPOTLIGHT PANEL:
Communicating Greater Expectations:
West Virginia University Women Scholars Working Together

- Chair: **Matthew M. Martin**, West Virginia University
 Participants: **Melanie Booth-Butterfield**, West Virginia University
Melissa Wanzer, Canisius College
Maria Brann, West Virginia University
Kelly Regan Taber, West Virginia University
Rebecca Chory-Assad, West Virginia University
Michelle Paulsel, West Virginia University
Joan Gorham, West Virginia University
Diane Millette, University of Miami
Virginia Peck Richmond, West Virginia University
Kristin Valencic, West Virginia University

West Virginia University is the home of several of the top female scholars in the field of Communication Studies. Additionally, these scholars have worked with female students to help produce other strong female scholars in our field. The individuals listed above will not be presenting papers, but instead will address several issues and questions that focus on the role of women scholars mentoring and collaborating with women students and colleagues.

319 9:30 a.m. – 10:45 a.m. Monongahela

Examining Social Support Strategies Online and Face-to-Face: Are we better off today?

- Sponsor: Applied Communication
 Chair: **Mary Mino**, Pennsylvania State University, Dubois
- “From Sugar-free Recipes to Chocolate Jokes: Support Strategies Used in CMC and FtF Child Loss Support Groups”
Jacqueline M. Barnett, Bloomsburg University
- “Empty Arms, Broken Hearts: Communication Strategies Utilized by CMC and FtF Child Loss Support Groups”
Janet Reynolds Bodenman, Bloomsburg University
- “Anonymous Disclosures: A Look at Support Strategies Used in CMC on an HIV Bulletin Board”
Corinne Weisgerber, Texas A&M University at Prairie View
- “Losing Our Vision, Finding Our Voices, and Being Demonized: Community and Controversy in Lasik Eye Surgery Support Groups”
Mary Kenny Badami, Bloomsburg University

This panel showcases research comparing and contrasting online or computer mediated communication (CMC) and face-to-face (FtF) forms of social support. The panelists focus on the healthcare context by observing groups managing diabetes, those who have lost a child,

individuals who have HIV, and people who have experienced negative outcomes from LASIK eye surgery.

320 9:30 a.m. – 10:45 a.m..... Oliver

Lambda Pi Eta Undergraduate Top Papers

Sponsor: Lambda Pi Eta Affiliation
 Chair: **Shannon M. Brogan**, Ohio University-Chillicothe
 Respondent: **Jason S. Wrench**, Ohio University-Eastern

“Remarks to the United Nations Fourth World Conference on Women Plenary Session”*

Angela Gaitaniella, University of Pittsburgh at Greensburg

“Rape Rocks Colorado: A Rhetorical Criticism of the Defensive Tactics Employed by Colorado Officials”*

Phillip J. Falcocchio, University of Pittsburgh at Greensburg

“Bias: Applying the Libertarian and Communitarian Ideals to the Public’s Perceptions of Bias in National Newspapers”*

Amy L. Housley, Kent State University

“Defending The Passion”*

Kristin L. Klocek, University of Pittsburgh at Greensburg

“An Analysis of the Roles that Rituals Play in Western and Deaf Cultures”*

Molly D. Clevenger, Ohio University-Chillicothe

These papers are the top five submissions to the Lambda Pi Eta Undergraduate Affiliation for this year.

**Debut Papers*

321 9:30 a.m. – 10:45 a.m..... Paneled/Oval

Communicating Greater Expectations: The 2004 Presidential Debates

Sponsor: Argumentation and Forensics
 Chair: **Carl T. Hyden**, Morgan State University
 Participants: **Don Boileau**, George Mason University
Gary Eckles, Thomas Nelson Community College
Melanie Laliker, Bridgewater College
Jeffrey H. Pierson, Bridgewater College

The Commission for Presidential Debate has provided a forum for United States citizens to see the major candidates for President and, more recently, Vice President. This panel will review the 2004 Presidential Debates and discuss how they have evolved since the creation of the Commission.

322 9:30 a.m. – 10:45 a.m. Phipps

The Negotiation of Self and Social Body through the Constructs of Communication

Sponsor: Rhetoric and Public Address
 Chair: **Candace Todd**, Lynchburg College
 Respondent: **Candace Todd**, Lynchburg College

“Negotiating the Memories of Body through Quilting”

Sandra Kellogg, Syracuse University

Andrew Lee, Syracuse University

“The Rhetorical and Marxist Implications of Human Commodification Through Body Art: Does the Nike Swoosh Constitute Individual Expression or Corporate Pervasiveness?”

Gavin Humes, California State University, Long Beach

“Rhetorical Implications of Synchronous Internet Communication”

Douglas Schules, Syracuse University

“A Critical Exploration of Michael Moore’s Status as a Political Icon of the Left”

Diana Martinez, Syracuse University

323 9:30 a.m. – 10:45 a.m. Shadyside

Contemporary Constructions of Rape in the ‘New’ Rape-Revenge Film

Sponsor: Mass Communication
 Chair: **Patricia A. Fulfs**, University of Pittsburgh at Johnstown

“The Maturity of the Rape-Revenge Genre in an Era of Relaxing Standards of Obscenity: *Freeze Me* as Social Commentary and Dark Comedy”

James R. Alexander, University of Pittsburgh at Johnstown

“Reversing Social Perceptions of Rape: Rape-Revenge Films from the 1970s to *Irréversible*”

Patricia A. Fulfs, University of Pittsburgh at Johnstown

“Neo-Feminism and *Baise-Moi*: Reconfiguring the Rape-Revenge Genre”

Catherine S. Cox, University of Pittsburgh at Johnstown

This multi-disciplinary panel considers how contemporary rape-revenge films participate in the communicative process of constructing “rape” as a discursive, as well as physical, event. The papers explore how and why three recent independent films address the ongoing reality of rape as a social problem, often in marked contrast to their generic forebears from the 1970s, and argue that rape must be understood in connection with the social, political, and cultural conditions that produce and perpetuate it both on screen and off.

324 9:30 a.m. – 10:45 a.m. Vandergrift

New Perspectives in Instructional Communication: A Hypothetical Book Project from a Graduate Seminar in Instructional Communication

Sponsor: Instructional Communication

Chair: **Timothy P. Mottet**, Texas State University-San Marcos
 Respondent: **Ann Bainbridge Frymier**, Miami University
 Participants: **Nichole Murphy**, Texas State University-San Marcos
Jessica Parker, Texas State University-San Marcos
Marisa Saavedra, Texas State University-San Marcos
Rick Sabatino, Texas State University-San Marcos
Cory Cunningham, Texas State University-San Marcos

Graduate students enrolled in an instructional communication seminar were asked to write a book chapter for a hypothetical book project. This panel showcases five book chapters and provides researchers with new research topics or new ways of investigating familiar topics. Each chapter begins with a brief review of how the topic or construct is conceptualized, a rationale, and a review of the current research literature. The chapters conclude with a list of knowledge claims, directions for future research, and a list of references.

325..... 11:00 a.m. – 12:15 p.m..... Fox Chapel

2006 Convention Planners Meeting II

Presiding: **Ronald L. Jackson**, Pennsylvania State University

All primary program planners and Interest Group representatives responsible for planning the 2006 convention in Philadelphia, PA, are cordially invited to attend the second planning session. Those planners who attended the first meeting need not attend the second.

326..... 11:00 p.m. – 12:15 p.m. Paneled Oval

Graduate and Undergraduate Student Poster Session

Chair: **Wendy Samter**, Bryant University

“Review and Critique on Gender and Feminist Scholarship in Public Relations”

Hongmei Shen, University of Maryland

“A Report Establishing a Need for Communication Education within the Legal Education in Texas”

Robin Smith Mathis, Texas State University, San Marcos,

Mary F. Hoffman, Texas A & M University

“Bridging the Gender Gap: How Successful Women Have Made It in the Corporate Climate”

Ashley Brown, Canisius College

“I’m Jane Doe, and I Support this Message: Assessing the Effects of Political Candidate Self-Endorsements”

Stephen P. Andon, Florida State University

“A Comparison of Information Seeking Behaviors between American and Chinese Students at Ohio University”

Yuxia Qian, Ohio University

Rudi Sukandar, Ohio University

“Beyond Communication Apprehension: Incorporating the Experiences of Native American Students in the Basic Communication Course”

Ben Krueger, University of Maryland

“International Reporting in the Era of Globalization: A Comparison of Reports Covering SARS in China in Chinese and US Newspapers”

Weirui Wang, Virginia Tech University

“Ambiguities Identified: Kenneth Burke’s Rhetoric of Identification and Its Application in National Experiences”

Hong Zhu, Ithaca College

“Instructor Nonverbal Immediacy and Humor Orientation in a Non-Interactive Video Learning Environment: Do These Behaviors Matter to Students’ Affective Learning and Motivation?”

Renee L. Cowan, Texas State University, San Marcos

Daniel A. West, Texas State University, San Marcos

“The Right to Know: How Newspapers Deliver the News”

Hans Schmidt, Temple University

“The Impact of Biological Sex on Humor Assessment and the State-Trait Cheerfulness Index”

Olivia P. A. Hagood, Ohio University – Eastern

“‘Is Everyone Funny?’ A Look at Correlations Among Biological Sex, Humor Orientation and Eysenck Personality Questionnaire”

William Ballog, Ohio University – Eastern

“Do Family Communication Patterns Affect an Individual’s Verbal Aggressiveness and State Trait Cheerfulness Index?”

Angela M. Murad, Ohio University – Eastern

“Marital Communication: Relational Maintenance Strategies and Dealing with Dialectical Tensions in Marriages”

Emily Friden, Bloomsburg University

Karen Murnin, Bloomsburg University

“Coach-Athlete Relationship: A Research Study”

David J. Kreller, Towson University

“Applying Uses and Gratifications Theory to Reality Television: A Research Study Examining Gender Differences”

Ashley Stomber, Towson University

“Communication with Gays, Lesbians, and Bisexuals”

Lauren Harris, Radford University

R. Lauren Hodsdon, Radford University

Samuel Pope, Radford University

Erika Seichrist, Radford University

Katie Snidow, Radford University

“Perceptions of Interracial Dating”

Tiffany Capehart, Radford University

Bridgett DeMarcus, Radford University

Bobby Grant, Radford University
Katie Harmon, Radford University

“The Correlation between Effective Communication and Sexual Satisfaction in Intimate Relationships”

Nina Cimino, Canisius College
Sarah Harvey, Canisius College
Casey Simmons, Canisius College

“Initial Interactions in Romantic Relationships: Patterns of Information-Seeking Behavior and Self Disclosure”

Stephanie Moretz, Radford University
Lacie Yates, Radford University
Clif Jones, Radford University
Josh Farmer, Radford University
Heather Monaghan, Radford University

“Accounts: Reviewing Literature on Behavioral Explanations”
Maribeth Bretz, University of Maryland

327..... 11:30 a.m. – 12:45 p.m. Allegheny

Ethics e³ Technology: How We Traverse Cyberspace

Sponsor: First Vice President

“Situational Ethics: Downloading Music is Not the Same as Murder”
Catherine K. Wright, George Mason University

CMC in the Basic Course: Pedagogical Applications
Christine B. Smith, George Mason University

“Hiding in Cyberspace: Self Disclosure, Anonymity and Privacy on the Internet”
Elaine Cardenas, George Mason University

“Language, Self, and the Rhetorical Ethics of Spin: A Study in Perspective”
Joy E. A. Andrick, Regent University

For the most part, people traverse cyberspace with good intentions. However, sometimes the areas of what is considered unethical in a face-to-face setting is blurred when faced in a mediated setting. This panel will briefly discuss three such situations and will then engage the audience in an open discussion about ethics and technology.

328..... 11:30 a.m. – 12:45 p.m. Churchill

Informational and Interpersonal Interactivity

Sponsor: Human Information Technologies

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

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

“Exploring Online vs. Face-Face Relationships and the Role of Hyperpersonal Communication in their Development”
Lynne Kelly, University of Hartford

Robert L. Duran, University of Hartford

“Effects of Format and Frame on Readers’ Perceptions of Online News”

Denise Bortree, University of Florida

“Changing Expectations: Authorship and Anonymity on Blogs”

E. Johanna Hartelius, University of Texas at Austin

“Presentation of Self in Online Exchanges”

Susan B. Barnes, Rochester Institute of Technology

329..... 11:30 a.m. – 12:45 p.m..... Conf. Center B

Competitive Papers

Investigating Health Communication in Context

Sponsor: Health Communication

Chair: **Megan Dillow**, Pennsylvania State University

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

“Nationwide Newspaper Coverage of Alternative Medicine: A Community Structure Approach”

Jim Cooney, The College of New Jersey

Toni Peterson, The College of New Jersey

Dana Logandro, The College of New Jersey

John C. Pollock, The College of New Jersey

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

Victoria Orrego Dunleavy, University of Miami

“Ethics and Diet Pill Companies: An Oxymoron?”*

Mary.Graham McCullough, Miami University

“A Weighty Issue: Barriers to Exercise Participation”

Christie C. Bautista, Pennsylvania State University

“Ideologies of Physical Attractiveness/Body Image in Relation to Race: The Perceived Differences Among Black and White Women”

Lilly Johnson, Southern Illinois University at Carbondale

“Measuring Communication and Information Management Among Hispanic Cancer Patients”

Melinda Villagran, University of Texas at San Antonio

Dorothy Arlitt, Texas State University

This program investigates the specific contributions of health communication in contexts such as cancer, alternative medicine, excessive drinking behavior, and weight and body image.

**Debut paper*

330..... 11:30 a.m. – 12:45 p.m..... Conf. Center C

*Certification of Communication Undergraduate Programs:
A Dialogue and Discussion with Members of the Regional Associations*

Sponsor: First Vice President
Chair: **Martha Watson**, President, NCA

Members of the Eastern Communication Association are invited to review and engage in a discussion of a proposal for NCA to certify communication programs. Comments and suggestions will be considered for inclusion in a proposal to be considered by the NCA Legislative Assembly at the 2005 NCA convention.

331..... 11:30 a.m. – 12:45 p.m. Conf. Center D

*“The 3rd Time’s the Charm:” Evolving with a Course as You
Teach It Again, and Again, and Again*

Sponsor: First Vice President
Co-Chairs/Facilitators: **Linda Sampson**, Southern Connecticut State University
Elizabeth R. Bernat, Plattsburgh SUNY
Participants: **Elizabeth R. Bernat**, Plattsburgh SUNY
Shannon Brogan, Ohio University – Lancaster
Mary Eicholtz, Mount Union College
Linda Sampson, Southern Connecticut State University
Carol Stewart, Southern Connecticut State University
Lori Walters-Kramer, Plattsburgh SUNY

This roundtable discussion is designed especially for graduate students, teaching assistants, and novice faculty members who are, or anticipate, experiencing the growing pains of teaching. There are usually conference panels devoted to one’s first year of teaching or the first time teaching a new course, but what happens after that? Perhaps even more significant changes occur after not once, not twice, but your third time teaching a course as you move from trial-and-error to confidence. The discussants, each of whom has been out of their respective Ph.D. programs for approximately 5 years, know all too well the evolutionary process associated with teaching the same course multiple terms. And they all concur that “the third time is a charm.” The roundtable of discussants will address common (and some unusual) issues that arose when they used the successes and mistakes from one iteration of a course to inform the next iterations. Their experiences span introductory to upper-level courses, traditional pedagogy to service-learning, and full-time to adjunct teaching. Each will reflect on how the less evolved parts of themselves as teachers (e.g., rule enforcement; negotiated curricula) were transformed into stable and confident aspects of their pedagogy. Tips for transforming first- and second-time challenges into third-time successes will be provided in hard copy. There will be significant time for Q&A to address specific concerns and interests of audience members.

332..... 11:30 a.m. – 12:45 p.m..... Conf. Center E

Getting Beyond the ABC's to the M's and F's: Expecting Greater Gender Communication in the Classroom

Sponsor: Instructional Communication
 Chair: **Kristi Wilkerson**, West Virginia Independent Colleges and Universities, Inc.
 Participants: **Jennifer S. Kramer**, West Virginia Wesleyan College
Melanie K. Laliker, Bridgewater College
Terri L. Russ, Bridgewater College

This panel, formatted as a roundtable discussion, presents successful techniques for integrating discussions of gender and communication into the classroom. Following a brief overview of current gender communication research, the panel will turn to activity-based discussions that can later be incorporated into the classroom. The panel will conclude with a discussion of specific ways of engaging the broader campus in discussions of gender and communication.

333..... 11:30 a.m. – 12:45 p.m..... Fox Chapel

SPOTLIGHT PANEL
Advancing the Teaching and Utilization of Statistical Methods in the Communications Sciences

Panelist: **Andrew F. Hayes**, Ohio State University

Reflecting on experiences teaching statistical methods for over 10 years, Andrew Hayes will discuss the importance of, approaches to, joys, challenges, and compromises of teaching statistical methods to students in the social sciences. He will suggest a variety of ways in which the field of communication can improve and advance itself forward statistically. He will end by arguing that communication programs should offer their own statistical methods courses when possible rather than outsourcing to other departments, in spite of the political challenges this gives rise to at the level of university administration.

334..... 11:30 a.m. – 12:45 p.m. Grant Suite

Meet the Candidates for NCA Second Vice President

NCA candidates for Second Vice President, **Arthur P. Bochner**, University of South Florida, and **Pamela Cooper**, University of South Carolina, Beaufort, will be available for informal discussion with ECA members. They will address contemporary issues that confront our discipline, as well as answer members' questions.

335..... 11:30 a.m. – 12:45 p.m. Monongahela

Communicating Greater Expectations: Past Officers' Club Awardees

- Sponsor: Past Officers' Club
- Chair: **Deborah Borisoff**, New York University
- Participants: **Richard L. West**, University of Southern Maine, 1999 recipient
- Mari Boor Tonn**, University of Maryland, 2000 recipient
- Danette Ifert Johnson**, West Virginia Wesleyan College, 2001 recipient
- Matthew M. Martin**, West Virginia University, 2002 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.

336..... 11:30 a.m. – 12:45 p.m. Oliver

Greater Expectations in News Media Research: Competitive Papers

- Sponsor: Mass Communication
- Chair: **Michael Grabowski**, College of New Rochelle
- Respondent: **Steven Koehn**, Lycoming College

“Audience Emotive Norms to News Coverage of War”

Amy Graban Crawford, Youngstown State University

“Media Conglomerates and News Bias: Does Synergy Skew a News Broadcast?”

Wendy Maxian, Cleveland State University

“Framing Protest: A Comparative Study of The Chicago Tribune and The New York Times during the 1968 Democratic Convention”

Monica Brasted, SUNY College at Brockport

How do we receive and understand news coverage? This panel investigates the mediating influences of economic motivations of media conglomerates, emotions and self-concept, and the framing of news stories.

337..... 11:30 a.m. – 12:45 p.m. Paneled/Oval

Communicating Higher Expectations for Rhetoricians in the Academy

- Sponsor: Rhetoric and Public Address
- Moderator: **Alfred G. Mueller II**, Pennsylvania State, Mont Alto
- Participants: **Thomas Benson**, Pennsylvania State University
- Judith Trent**, University of Cincinnati
- Michael Leff**, University of Memphis

Although many panels have already delved into useful strategies and helpful hints for graduate students seeking their first jobs or new assistant professors seeking tenure, no panels have sought to lend comfort and assistance to those who are higher in the tenure stream. Advanced

assistant professors nearing their tenure decisions are left to wonder what new expectations will be placed upon them after promotion, while associate professors are left to fend for themselves in their attempts to move upward to full professor rank. Three noted full professors in the field of rhetoric and public address will seek to communicate to audience members what higher expectations one will find in academia and the profession at large as one climbs the tenure ladder. The panelists will each offer five minutes of general commentary based upon their own experiences and then will respond to questions from audience members.

338..... 11:30 a.m. – 12:45 p.m..... Phipps

Electronic Media and Greater Expectations: Exploring the Implications of Electronic Mediation for Communication

Sponsor: Media Ecology Association
 Chair: **Judith Lee**, Ohio University
 Respondent: **Lance Strate**, Fordham University

“The Narrative of the Weblog: Differences in Voice from TV and Print to Blogs”

Jason Rittenberg, Ohio University

“Bill Gates: America’s Number One Writing Teacher?”

Talinn Phillips, Ohio University

“Wiring Levinas: Finding a Place for Dialogic Ethics on the Internet”

Kris Stroup, Ohio University

Our increasing reliance on electronic mediation in various forms for both personal and professional communication poses both problems and opportunities for maximizing the quality of communication. This panel proposes to explore the effects of mediation in three different communication contexts – political organizing, word processing, and participation in ethical dialogic relationships.

339..... 11:30 a.m. – 12:45 p.m..... Shadyside

Greater Expectations for Our Political Process: How the 2004 Presidential Campaign Changed Politicking as We Know It

Sponsor: Political Communication
 Chair: **Paul Haridakis**, Kent State University
 Respondent: **Paul Haridakis**, Kent State University

“Great Expectations of Celebrities: Third-person Effects of Celebrity Endorsements”

Jennifer Brubaker, Kent State University

“The Rise and Fall of Howard Dean: Opening New Media Doors in the Race to the White House”

Gretchen Dworznik, Kent State University

“The Gratification of Online Giving: Online Campaign Contribution as a Secondary Motive of Political Web Use”

Mary Beth Earnhardt, Kent State University

“The Efficacy of Online Advocacy in 18 to 25 Year-Old College Students”
John S. W. Spinda, Kent State University

“Meetup.com: Grassroots Movement of the Future”
Jennifer Talbert, Kent State University

This panel analyzes on-line donations, celebrity endorsements, and the use of the internet in the 2004 presidential campaign.

340..... 11:30 a.m. – 12:45 p.m..... Vandergrift

*“Not on My Dime!” Part Two: Continuing the Conversation about
 Contested Knowledge in the Academy”*

Sponsor: Voices of Diversity
 Participants: **Olga Gershenson**, University of Massachusetts at Amherst
Pamela Kaylor, Ohio University, Lancaster
Celeste LaCroix, College of Charleston
Robert Westerfelhaus, College of Charleston
Ruma Sen, Ramapo College

Continuing a conversation begun in Boston, panelists identify challenges facing those developing minors and majors in African American, Asian, Hispanic, Lesbian/Gay/ Bisexual/Transgendered, and Women’s studies as well as other areas of concentrated study. Among the issues addressed: Who should make curricular decisions? What constitutes a legitimate area of academic inquiry? Who should decide? And, what does the future hold for such studies? Participation in this roundtable discussion by audience members is strongly encouraged.

341..... 1:00 p.m. – 2:15 p.m..... Allegheny

Expectations of Gender, Behavior, and Identity: Competitive Papers in Mass Communication

Sponsor: Mass Communication
 Chair: **Peter Galarneau Jr.**, West Virginia Wesleyan College
 Respondent: **Lewis Freeman**, Fordham University

“Exposure to Television Makeover Programs and Perceptions of Self”
Kelly N. Kubic, West Virginia University
Rebecca M. Chory-Assad, West Virginia University

“The Relationship between Video Game Play and Trait Verbal Aggressiveness”
Vincent Cicchirillo, West Virginia University
Rebecca M. Chory-Assad, West Virginia University

“Feminist Film Analysis: eXistenZ (1999)”
Cheryl Senko, Baldwin Wallace College

This panel investigates gender as a variable in a variety of media experiences including television makeover programs, video game play, and the portrayal of myths often associated with women.

342. 1:00 p.m. – 2:15 p.m. Churchill
Communicating Greater Expectations: The Impact of Forensics Competition on Future Careers

Sponsor: Argumentation and Forensics
 Chair: **Barbara F. Sims**, Alderson Broaddus College
 Participants: **Shannon N. Shreve**, Director of Development, Arthritis Foundation of Western Pennsylvania
Amy C. Yokum, Staffing Consultant, Medical Doctors Associates, Inc.
Cari K. Stewart, Human Resources/Compensation Analyst, University of Pittsburgh Medical Center
Tiffany C. Elliot, Assistant Director, West Virginia Christian University
Dorsey E. Shreve, III, CEO of Exypher Tech Industries and Network Administrator of Information Management Corporation
Sheena C. Holliday, Marketing/Sales, The Greenbrier

Just as ECA began enriching the public sphere with its concern for expanding knowledge by way of public speaking, argumentation and debate in 1910, forensics competition continues the tradition today. This panel of former forensics competitors will share the evolvement of their careers and the significant impact forensics has had on their choices and the successes.

343. 1:00 p.m. – 2:15 p.m. Conf. Center A
Emerging Research Interests in Intercultural Communication: Top Three Papers

Sponsor: Intercultural Communication
 Chair: **Jennifer Keane-Dawes**, Elizabeth City State University
 Respondent: **Maurice Hall**, Villanova University
 “Achieving Communicational Understanding In The NS-NNS Interactions”
Shiao-Yun Chiang, SUNY, Oneonta
 “An Exploratory Analysis of Japanese Friendships and Dialectic Tensions”
Toru Hanaki, Ohio University
 “The Noble Savage: Enlightenment Expectations of Imaginary Locals”
Kathleen Glenister Roberts, Duquesne University

344. 1:00 p.m. – 2:15 p.m. Conf. Center B
A Roundtable Discussion: Teaching Online: Do We Need Greater Expectations?

Sponsor: Community College
 Chair: **Shirlee A. Levin**, College of Southern Maryland
 Participants: **Anne Chamberlain**, Community College of Baltimore County, Dundalk
Steven L. Epstein, Suffolk Community College
Thomas Jewell, Bergen Community College
Nadine Poznanski, College of Southern Maryland
Michelle Simpson, College of Southern Maryland

A group of experienced faculty will discuss successes and challenges which they have faced teaching online communication courses. A discussion of future expectations will be included.

This session will be interactive. Anyone who has taught an online communication course is encouraged to attend and participate.

345..... 1:00 p.m. – 2:15 p.m. Conf. Center C

Top Papers in Organizational Communication

- Sponsor: Organizational Communication
- Chair: **Shannon M. Brogan**, Ohio University-Chillicothe
- Respondent: **Lynda McCroskey**, California State University, Long Beach
 - “The Relationship Between Sociality and Customer Satisfaction with the Service Organization”
Chas D. Koermer, Baldwin-Wallace College
 - “‘I Laughed so Hard My Side Hurts, or is that an Ulcer?’ The Relationship between Work Humor, Job Stress, and Burnout among Print Media Employees”
Kelly R. Taber, West Virginia University
Theodore A. Avtgis, West Virginia University
 - “The Sensemaking of Organizational Mission: A Conceptual Model and Extension”
Robert Whitbred, University of Pittsburgh-Johnstown

These papers are the top three submissions to the Organizational Communication Interest Group for this year.

346..... 1:00 p.m. – 2:15 p.m. Conf. Center D

Rhetoric in/and/of Community

- Sponsor: Rhetoric and Public Address
- Chair: **Sandra J. Sarkels**, SUNY, Potsdam
- Respondent: **Sandra J. Sarkels**, SUNY, Potsdam
 - “Ingenium for Third Country Nationals: Imagining EU Citizenship with Giambattista Vico”
Alessandra Beasley, University of Pittsburgh
 - “Headscarf Debates in France and Germany: A Clash of Imagined Cultures”
Jennifer Biedendorf, Pennsylvania State University
 - “The Voices of a Town Meeting – A Re-emerging Expectation for Civic Discourse?”
Annamarie Wyant Lang, Duquesne University

347..... 1:00 p.m. – 2:15 p.m. Grant Suite
Developing Discipline-Specific Communication Competencies: The Rowan University Experience

Sponsor: Instructional Communication
 Chair: **Craig Monroe**, Rowan University
 Participants: **Dianne Dorland**, Rowan University
 Julie Haynes, Rowan University
 Roberta Harvey, Rowan University
 Linda Head, Rowan University

This cross-disciplinary panel will discuss the collaborative processes through which the communication bank (writing and public speaking) of general education at Rowan University is delivered to students in the College of Engineering. Issues that the panel members will address are developing and implementing joint ownership of the program, assessment of students' learning, implications of such collaborative programs on faculty members' scholarship and professional growth, and implications from faculty experiences that can guide similar collaborative efforts with other disciplines.

348..... 1:00 p.m. – 2:15 p.m. Monongahela
Communication and Health: Top Three Papers in Applied Communication

Sponsor: Applied Communication
 Chair: **Lisa Millhous**, West Chester University
 Respondent: **Lisa Millhous**, West Chester University

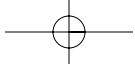
“Creating Persuasive Messages Advocating Organ Donation”*
 Keith Weber, West Virginia University
 Matthew M. Martin, West Virginia University

“An Investigation of Network Structure and Function on College Students' Drinking and Smoking”
 Clara Popa, Rowan University
 Nuchada Dumrongsiri, Kent State University
 Nichole Egbert, Kent State University
 Kathryn Sharp, Kent State University

“The Impact of Crisis Communication on Levels of Acute-Traumatic Stress Disorder As a Result of the 9-11 Terrorist Attacks on the US”
 Jason S. Wrench, Ohio University Eastern
 Angela Fiore, West Virginia University
 Constinia Charbonnette-Jordan, West Virginia University

These papers are the top three submissions to the Applied Communication Interest Group for this year.

**Top-ranked paper*



349..... 1:00 p.m. – 2:15 p.m..... Oliver

Top Papers in Political Communication

- Sponsor: Political Communication
- Chair: **Valerie Endress**, Rhode Island College
- Respondent: **Mari Boor Tonn**, University of Maryland
 - “The Future of Supreme Court Confirmations: Beyond Bork”
Trevor Parry Giles, University of Maryland
 - “The Power of Parallelism in Political Rhetoric”
Bryan Baldwin, University of Massachusetts
 - “Interactivity on State Legislative Websites: Great Expectations,
Few Realizations”
Paul Ferber, Rochester Institute of Technology
Franz Folz, Rochester Institute of Technology
Rudy Pugliese, Rochester Institute of Technology

These papers are the top three submissions to the Political Communication Interest Group for this year.

350..... 1:00 p.m. – 2:15 p.m..... Paneled/Oval

Meeting Mutual Expectations of Students and Teachers

- Sponsor: Instructional Communication
- Chair: **Michelle L. Paulsel**, West Virginia University
- Respondent: **Mary Toale**, Baldwin-Wallace College
 - “The Effects of Teaching Philosophy on Perceived Instructor Credibility”
Maria Brann, West Virginia University
Scott A. Myers, West Virginia University
 - “A Closer Look at Teacher Clarity”
Lahnna I. Catalino, Wake Forest University
Robert Lemieux, McDaniel College
 - “Interability Communication in the Classroom: The Relationship
between Students with Disabilities and Ablebodied Teachers”^{*}
Travis Russ, Rutgers, The State University of New Jersey

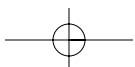
This competitive paper panel features research designed to examine the greater expectations that occur between teacher and student.

**Student Paper*

351..... 1:00 p.m. – 2:15 p.m..... Shadyside

Making it Work: Managing Motherhood and the Politics of Organizational Support

- Sponsor: Organizational Communication
- Chair: **Michele Rees Edwards**, Robert Morris University
- Respondent: **Bonnie Farley-Lucas**, Southern Connecticut State University



“Gendered Parenting: The Discourse of Work and the Construction of Motherhood”

Marie Garland, Ithaca College

“Rising Above Expectations: An Examination of Mentoring Influences on Women in Higher Education Administration”

Michele Rees Edwards, Robert Morris University

Ann Jabro, Robert Morris University

“‘Suffering for Our Games’: Women and Hegemonic Masculinity in the Hardcore Culture of Computer Game Design”

Tammy Shapiro, Ithaca College

352..... 1:00 p.m. – 2:15 p.m..... Vandergrift

Perspectives on African-American Communication

Sponsor: Voices of Diversity

Chair: **Deborah Atwater**, Pennsylvania State University

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

“What if the Brother Can’t Dance?: Barbershop and Generational Shifts in the Representation of Black Masculinity”

Timothy Brown, West Chester University

“Epistemologies of Doing: Practices of Identity and Production of Race in Virtual Environments”

Radhika Gajjala, Bowling Green State University

Melissa Altman, Bowling Green State University

Yahui Zhang, Bowling Green State University

“The Black Baptist Sermon and African American Vernacular English: Combining Positive Discourse Strategies”

Jacqueline Smith, Syracuse University

“A Rhetorical Analysis of Black Womanhood in NBC’s *The Apprentice*”

Donnetrice Allison, The Richard Stockton College of New Jersey

The panelists examine aspects of Black identity, sexuality, the production of race, and the projection of Black womanhood on network TV.

353..... 2:30 p.m. – 3:45 p.m..... Allegheny

SPOTLIGHT PANEL

*Educating Young Voters About
Communication Patterns In Political Primaries*

Panelist: **Kathleen E. Kendall**, University of Maryland

Kathleen E. Kendall has made a 22-minute educational video/DVD called “Primaries: Defining the Battle in New Hampshire” (Distributor: Films for the Humanities and Sciences). Designed for high school and college students, the production grows out of Kendall’s extensive

research on the presidential primaries, especially her book, *Communication in the Presidential Primaries* (Praeger, 2000). She worked with a professional camera crew and producer, and much of the video is set in the 2004 New Hampshire primary. The goals are to inform students about communication in the primaries and to engage their interest in the political process. Kendall will first discuss her experience adapting research findings to meet the demands of a visual medium, and then show the video and answer questions.

354. 2:30 p.m. – 3:45 p.m. Churchill

Communicating Greater Expectations: Forensics Beyond the Tournament

- Sponsor: Argumentation and Forensics
 Chair: **Jeffrey H. Pierson**, Bridgewater College
 Participants: **Todd Allen**, Geneva College
 Barbara F. Sims, Alderson-Broaddus College
 Helen Karchner, Ursinus College
 Dina Dahbany-Miraglia, Queensborough Community College, CUNY
 Carl T. Hyden, Morgan State University

People often judge the success of forensics programs by trophies won. There are other ways forensics programs help fulfill a mission statement. The panel will explore ways forensics is important beyond tournament success. Issues include service learning, campus debate and discussion events, use of readers' theatre to address campus issues (e.g., hate crimes, violence, etc.), public speaking events to stimulate action and learning diversity through travel. Panelists will suggest other ways forensics can communicate greater expectations beyond the tournament.

355. 2:30 p.m. – 3:45 p.m. Conf. Center A

Top Papers in Interpersonal Communication

- Sponsor: Interpersonal Communication
 Chair: **Elizabeth R. Bernat**, Plattsburgh State University of New York
 Respondent: **Candice Thomas-Maddox**, Ohio University–Lancaster

“Analysis and Improvement of the Measurement of Interpersonal Attraction and Homophily”

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

“Adolescents’ Perceptions of Interparental Conflict and the Impact on Their Aggressive Communication Traits”

- Christine Rittenour**,* West Virginia University
Scott A. Myers, West Virginia University

“Cell Phones, Interpersonal Communication Motives, and Social Support”

- Jacob Cayanus**, West Virginia University
Thomas Wagner, Xavier University
Matthew Martin, West Virginia University

These papers are the top three submissions to the Interpersonal Communication Interest Group for this year.

**Student author*

356. 2:30 p.m. – 3:45 p.m. Conf. Center B

The Ethics of Negotiating with Publishers: Payola or Pedagogy?

Sponsor: Community College
 Leaders: **Catherine M. Blackburn**, Brookdale Community College
Isa N. Engleberg, Prince George’s Community College
Richard L. West, University of Southern Maine

This program will explore the processes that college faculty encounter when selecting new texts. Do texts demands differ in community colleges versus four-year colleges and universities? How much does the issue of academic freedom impact upon textbook choices? Are extra “perks” offered by publishers a negotiating tool or an ethical bind? The program leaders will discuss and direct audience participation on all perspectives of this complicated process.

357. 2:30 p.m. – 3:45 p.m. Conf. Center C

Greater Expectations for Deeper Dialogue: Interracial marriage

Sponsor: Voices of Diversity
 Chair: **Joan O’Mara**, University of Hartford
 Respondent: **Christopher Lynch**, Kean University

“Greater Expectations between Black and White Partners: Interviews with Black-White Interracial Couples”

Anita Foeman, West Chester University
Terry Nance, Villanova University

“Greater Expectations in North-South Marriage: A Visit to Ecuador”

Deloris Arevelo-Rafter, Temple University

“Greater Expectations Explored in a West-Middle East Marriage”

Janet Yedes, Kean University

As the number of interracial relationships increases, a variety of approaches to examining these has emerged. The panelists consider the positives, challenges and changes in the context of multiculturalism.

358. 2:30 p.m. – 3:45 p.m. Conf. Center D

Communicating Greater Expectations in Rhetorical History

Sponsor: Rhetoric and Public Address
 Chair: **Trevor Parry-Giles**, University of Maryland
 Respondent: **Trevor Parry-Giles**, University of Maryland

“Getting the Farmers out of the Mud: Gifford Pinchot’s Lost Speeches about Paving Rural Roads”

Catherine Hastings, Susquehanna University

“From <Safety> to <Security>: A Rhetorical Analysis of Eisenhower’s Ideographic Constructions of the Interstate Highway System, 1953-1960”

Alfred G. Mueller II, Pennsylvania State, Mont Alto

“The Most Important Topic on Earth’: The Construction of <Peace> in John F. Kennedy’s 1963 American University Commencement Address”
James J. Kimble, George Mason University

“Inheritance and Legacy: Revisiting Clinton’s First Inaugural Address”
Gina Ercolini, Pennsylvania State University

359..... 2:30 p.m. – 3:45 p.m. Conf. Center E

ECA Resolutions Committee Meeting II

Chair: **Nancy J. Willetts**, Cape Cod Community College

360..... 2:30 p.m. – 3:45 p.m. Grant Suite

Queer Eye for that Burke Guy: Sexual Identification and Separation in a Gay-Themed Television Show

- Sponsor: Kenneth Burke Interest Group
- Chair: **Brian McGee**, College of Charleston
- Respondent: **Robert Westerfelhaus**, College of Charleston
- Participants: **Scott Gessford**, Augustana College
- Pamela Kaylor**, Ohio University-Lancaster
- Celeste Lacroix**, College of Charleston
- E. Michele Ramsey**, Pennsylvania State Berks-Lehigh Valley College
- Robert Westerfelhaus**, College of Charleston

Bravo’s *Queer Eye for the Straight Guy* has attracted a large and loyal viewing audience. This panel examines *Queer Eye* from a Burkean perspective and explores how the show makes rhetorical use of identification and separation to help negotiate the social tension that still exists between the mainstream’s heteronormativity and queer sexuality.

361..... 2:30 p.m. – 3:45 p.m. Monongahela

Top Competitive Papers in Health Communication

- Sponsor: Health Communication
- Chair: **Janice Krieger**, Pennsylvania State University
- Respondent: **Kami Silk**, Michigan State University

“Nurses’ Perceptions of Physicians’ Communication: The Relationship Between Communication Practices, Satisfaction, and Collaboration.”*
Melissa Bekelja Wanzer, Canisius College
Jill Kelly, Canisius College

“College Students’ Sexual Health: Investigating the Role of Peer Communication.”**
Christine E. Rittenour, West Virginia University
Melanie Booth-Butterfield, West Virginia University

“Nationwide Newspaper Coverage of a Medicare Prescription Drug Benefit: A Community Structure Approach”***
Caitlin Gaughan, The College of New Jersey

Stephanie Gratale, The College of New Jersey
Samantha Griffiths, The College of New Jersey

“The Relationships of Perceived Health Professionals’ Communication Traits and Credibility with Perceived Patient Confidentiality”

Michelle Paulsel, West Virginia University
Virginia P. Richmond, West Virginia University
James C. McCroskey, West Virginia University
Jacob L. Cayanus, West Virginia University

“Measuring Communication and Information Management Among Hispanic Cancer Patients”

Melinda Villagran, University of Texas at San Antonio
Dorothy Arlitt, Texas State University

This program showcases the top competitive papers submitted to the health communication division.

**Top Ranked Paper*

** *Top Ranked Graduate Paper*

*** *Top Ranked Undergraduate Paper*

362..... 2:30 p.m. – 3:45 p.m. Oliver

Remembering Ted Windt

Sponsor: Political Communication
 Chair: **Craig Allen Smith**, North Carolina State University
 Participants: **John Lyne**, University of Pittsburgh
Gerald Shuster, Robert Morris University
Delia Conti, Pennsylvania State University, McKeesport
Lisa Corrigan, University of Maryland
Bonnie S. Jefferson, Boston College

This panel will honor the life, scholarship, and teaching of Theodore Windt, a prolific author and classroom legend at the University of Pittsburgh. Panelists will offer their personal remembrances as well as articulate Windt’s influence on their research and teaching. Audience participation is welcome.

363..... 2:30 p.m. – 3:45 p.m. Paneled/Oval

*Symposium on Coordinated Departmental Activities:
 Building Students’ Professional Experience and Enhance Retention and Involvement*

Sponsor: First Vice President
 Chair: **Rudy Pugliese**, Rochester Institute of Technology
 “Newsletters and eNewsletters: Departmental Media for Students as Recipients and Creators”
Bruce A. Austin, Rochester Institute of Technology
 “Building Communication Networks through Lambda Pi Eta and Peer Mentoring”
Susan Barnes, Rochester Institute of Technology

“The Role of the Public Speaking Contest in a Department of Communication”

Grant C. Cos, Rochester Institute of Technology

“Presentation of Self in Online Exchanges”

Susan B. Barnes, Rochester Institute of Technology

Keith B. Jenkins, Rochester Institute of Technology

“Highlighting Student Scholarship: Building a Regional Conference for Undergraduate Research in Communication”

Patrick Scanlon, Rochester Institute of Technology

This session focuses on Communication Department-initiated activities designed to afford communication majors’ professional portfolio opportunities and to enhance student morale, engagement and retention. Participants will discuss the development and initiation of a regional undergraduate research conference, enhancements and advising for peer mentors and honors students, directing a University-wide public speaking contest, and reaching out to selected constituencies via printed newsletters and eNewsletters. Following panelists’ presentations, panel attendees are invited to share information on activities at their own Departments.

364. 2:30 p.m. – 3:45 p.m. Phipps

Treasure in the Trash? Sifting through “Inadequate” Rhetoric

Sponsor: Rhetoric and Public Address

Chair: **Todd S. Frobish**, Fayetteville State University

Respondent: **Mary L. Kahl**, SUNY, New Paltz

“Nixon’s Cambodia ‘Incursion’ Address: A Study in Rhetorical Inadequacy”

Nola J. Heidlebaugh, SUNY, Oswego

“Art and Effect: Sorting Out Rhetorical Inadequacy”

Michael J. Hostetler, St. John’s University

“Ten Senses of Rhetorical Inadequacy: Multiple Audiences and Judging Inadequacy in Epideictic Oratory”

Brian R. McGee, College of Charleston

“Prescription for Failure: Mixing Epideictic Elements in a Deliberative Speech”

Lloyd Rohler, University of North Carolina, Wilmington

Richard Olsen, University of North Carolina, Wilmington

365. 2:30 p.m. – 3:45 p.m. Shadyside

Communicating Greater Expectations for Democracy?

Competitive Papers in Mass Communication

Sponsor: Mass Communication

Chair: **Monica Brasted**, SUNY, College at Brockport

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

“Old Wine, New Bottles- Channels for Political Discourse in 2004”

Lillian Beeson, University of Pittsburgh, Greensburg

“Lessons From Afar: Benin’s Multi-layered History, and How it and the Print Media Define Freedom for West Africa and (indirectly) for the West”
Stephen J. Urbanski, Duquesne University

“U.S. Media’s ‘Neoliberalization’ of Social Policy: The Case of Poverty and Welfare”
Maria A. Simone, Temple University

These studies focus on media as they relate to democracy in the U.S and around the world. The panel includes discussion about the impact of blogs, talk show hosts, cinema, and rumors spread by special interest groups like the 527s. The greater expectation is that understanding may lead to a more inclusive, participatory and democratic media system.

366..... 2:30 p.m. – 3:45 p.m..... Vandergrift

The Ecology of Urban Communication

Sponsor: Media Ecology Association
Participants: **Gary Gumpert**, Communication Landscapers
Susan Drucker, Hofstra University
Eric Gordon, Emerson College
Barbara M. Kelly, Hofstra University
S. Diane McFarland, Buffalo State College

The physical environment constitutes and facilitates, through its construction and arrangement, a domain of social interaction. It is, by definition a communication environment. Media refers to the electronic and typographical, auditory and/or visual connection and dissemination of data. It, by definition, constitutes a concurrent communication environment. The two environments comprise the total communication environment. Cities, urban environments, are defined by both their physical and media environments. This panel seeks to explore the totality of that environment and its ecological nature.

367..... 4:00 p.m. – 5:15 p.m. Conf. Center A

ECA General Business Meeting

Presiding: **Donald Fishman**, Boston College

All members and guests of the Eastern Communication Association are cordially invited to attend the General Business Meeting of the 96th annual convention. Reports about Association governance will be presented. Annual awards for service, scholarship and teaching will be given, including citations for the ECA Distinguished Service Award, the ECA Past Presidents’ Award, the Everett Lee Hunt Award, and the Donald Ecroyd and Caroline Drumond Ecroyd Award. Top paper awards will also be presented.

368..... 5:45 p.m. – 7:00 p.m. Paneled/Oval

First Vice President's Reception

ECA First Vice President **John A. Courtright** cordially invites you to a reception honoring the exceptional work of this year's interest group planners and convention planners. For their superb effort, join him in thanking **Janie Harden Fritz**, ECA Second Vice President, **Annette Holba**, Local Arrangement Coordinator, **Richard West**, Short Courses Chair, **Wendy Samter**, Poster Sessions Coordinator, **Lance Holbert**, Spotlight Series Chair, **S. Diane McFarland**, Director of Marketing, and **Shirlee Levin**, Basic Course Conference Director.

369..... 8:00 p.m. – 9:00 p.m. Carnegie I

12-Step Group Meeting

All members of 12-Step groups are invited to attend this meeting.

Sunday, May 1, 2005

Convention Events, Programs, and Activities

401..... 8:00 a.m. – 9:15 a.m. a.m..... Conf. Level Corridor

ECA Convention Registration

Members and guests of the Eastern Communication Association are invited to register for the 94th annual convention in the West, located on the Lower Ballroom level of the hotel. Convention programs and conference information packets are available to those who pre-registered for the convention. Programs and materials for on-site registration, including ECA membership forms, are available, as well.

ECA 2005 Short Courses

(Courses 1 – 3 held on Thursday; Course 4 held on Saturday;
Course 5 held on Sunday)

402..... 8:00 a.m. – 9:15 a.m. a.m..... Vandergrift

The Rhetoric of American Women

Short Course Three

Instructor: **Anne Mattina**, Stonehill College

This course will cover a basic overview of the history of American women's participation in public discourse. Recent trends in scholarship in the field—with a particular emphasis on women of color and working class women—will be discussed. Finally, using models provided,

we will craft a sample syllabus for participants' future use. The course will be interactive. Bibliographies and other resources will be provided.

Pre-registration Required
 Short Course Fee: \$15.00

403..... 8:00 a.m. – 9:15 a.m. Allegheny

***Twenty Years After Geraldine Ferraro, Are Women
 Communicating Greater Expectations in Politics?***

Sponsor: Political Communication

Chair: **Nichola D. Gutgold**, Pennsylvania State Berks-Lehigh College

“If Barbie Can Do It, So Can You! The Portrayal of a Woman President in the Press”

Nichola D. Gutfold, Pennsylvania State Berks-Lehigh College

“‘To Make the Way Easier for Her’: The 1964 Presidential Nominating Campaign of Margaret Chase Smith”

Lindsay Hayes, University of Maryland

“Doris ‘Granny D’ Haddock: Her Evolution from Concerned Citizen and Activist to Political Candidate”

Kristin L. Marshall, Clarion University

“‘Tried as by Fire’: The Life of Victoria Claflin Woodhull”

Leslie Reynard, Southern Illinois University, Edwardsville

“A Woman’s Place Is in the House . . . and the Senate’: The Supporting Role of Wives in the U.S. Presidency as Counter-feminism”

Kara Shultz, Bloomsburg University

“Unbought and Unbossed: African American Women Presidential Candidates and Their Portrayals in the Media”

Frances Ward-Johnson, Elon University

This panel explores the experiences of several women who have vied for the presidency of the United States and treats issues of women’s political leadership.

404..... 8:00 a.m. – 9:15 a.m. Conf. Center D

***If I Had Only Known Then, What I Know Now: A Roundtable Discussion
 on the Transition from Graduate School to a Tenure-Track Position***

Sponsor: Instructional Communication

Chair: **Elizabeth Bernat**, Plattsburgh State University of New York

Participants: **Andrea M. McClanahan**, East Stroudsburg Univ. of Pennsylvania

Shannon M. Brogan, Ohio University, Chillicothe

Jason S. Wrench, Ohio University, Eastern

Bruce Wickelgren, Suffolk University

Kristen L. Campbell, Towson University

This panel and its participants have come together to address the struggles of transitioning from

graduate school to tenure track positions. The panelists will address a wide variety of issues associated with being a first year faculty such as balancing research, teaching and service, navigating the politics in the university system, and creating a support system. The panelists will offer advice to individuals scheduled to enter the profession as tenure track faculty in the near future as well as useful advice for individuals in departments hiring new faculty.

405..... 8:00 a.m. – 9:15 a.m. Laughlin

Communicating Greater Expectations for the Future of Interdisciplinary Health Communication Scholarship: A Roundtable Discussion

- Sponsor: Health Communication
- Chair: **Lori B. Daniel**, Pennsylvania State University
- Participants: **Nichole Egbert**, Kent State University
- Lynn Koch**, Kent State University
- Harriet Coeling**, Kent State University
- Khadidiatou Ndiaye**, Pennsylvania State University
- Christie Bautista**, Pennsylvania State University
- Margaret J. Pitts** Pennsylvania State University

This roundtable discussion will focus on the possibilities and pitfalls of interdisciplinary health communication scholarship. The faculty panelists will share examples from an interdisciplinary project in which they studied issues related to right-hemisphere stroke survivors and their caregivers. Topics such as research funding, international collaboration, cultural sensitivity, and participant recruitment will be discussed.

406..... 8:00 a.m. – 9:15 a.m. Oliver

Communicating Greater Expectations with Each Other

- Sponsor: Theory and Methodology
- Chair: **Emily Langan**, Eastern University
- Respondent: **Emily Landan**, Eastern University
- “When Communicating Isn’t Cutting It: The proposed Link between Communication Theory and Women Who Self-mutilate”
Elizabeth A. Wilson, Miami University
- “In Search of a Viable Argument: Message Manipulation in Cognitive Response Models of Persuasion”
Rebecca M. L. Curnalia, Kent State University
- “Exchange and Ethical Foundations: How Ought a Theory to Act?”
Cory Williams, Duquesne University
- “More Evidence on the Bi-dimensionality of the Verbal Aggressiveness Scale: Relationships with Hostility and Self-Monitoring”
Rebecca M. Chory-Assad, West Virginia University
Vincent Cicchirillo, West Virginia University
- “An Empirical Study of College Student’s Self-perceptions of Their Communicative Abilities as it Influences Communicative Choices Relative to Social Capital”
Jill Harrison-Rexrode, Radford University

407 9:30 a.m. – 10:45 a.m. Allegheny

Roundtable Discussion of Meeting Greater Expectations of Political Knowledge and Media Savvy in the Classroom: Helping Students Learn How to Be Informed Critical Thinkers Through the Internet

Sponsor: Political Communication

Chair: **Ann J. Atkinson**, Keene State College

Elizabeth Bookser Barkley, College of Mount St. Joseph

Kelly Crowley, Duquesne University

Elesha Ruminski, College of Mount St. Joseph

Linda Schifino, Duquesne University

Cem Zeytinoglu, Shippensburg University

This roundtable will exchange teaching assignments and activities linking students to the internet as a research tool and medium for discussing political communication. Topics will include how to discuss global citizenship, political satire, media economics issues, the politics of visual communication, political campaigns, and the Iraq war.

408 9:30 a.m. – 10:45 a.m. Conf. Center A

What Not to Expect: The Influence of Student Expectations on Classroom Climate

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

Respondent: **Candice Thomas-Maddox**, Ohio University-Lancaster

“What Not to Use: Students’ Perceptions of Instructor Use of Instructional Strategies”

Courtney Vail Fletcher, West Virginia University

Matthew Luke Sutton, West Virginia University

Elycia M. Taylor, West Virginia University

“What Not to Do: Students’ Perceptions of Instructor Misbehaviors and Humor”

Meaghan Bryce Cox, West Virginia University

Lorenzo R. Drummond, West Virginia University

Mary Beth Held, West Virginia University

“What Not to Wear: Students’ Perceptions of Instructor Attire”

Renelda L. Colvin, West Virginia University

Abigail C. Greer, West Virginia University

Vanessa R. McNeely, West Virginia University

Jaclyn L. Slone, West Virginia University

“What Not to Say: Students’ Perceptions of Instructor Self-Disclosure”

V. E. Bennett, West Virginia University

Jocelyn E. Forcucci, West Virginia University

Jason A. Lewis, West Virginia University

Instructional communication researchers have identified several instructor communicative behaviors which are known to significantly impact instructor-student relationships, student perceptions of instructors, and student outcomes such as learning and satisfaction. The purpose of this panel is to examine further four instructor communicative behaviors and how these behaviors affect student expectations of classroom climate.

409 9:30 a.m. – 10:45 a.m. Conf. Center B

Rhetorically Communicating Greater Expectations

Sponsor: Theory and Methodology

Chair: **Barbara Sims**, Alderson-Broadus College

“Toward a Method of Rhetorical History”
Benjamin R. Bates, Ohio University

“Symbolic Strata: Surface and Underlying Meaning”
Joan E. Aitken, University of Missouri-Kansas City
Leonard J. Shedletsky, University of Southern Maine

“Communicating Greater Expectations: Deliberation, Negotiation, and
 Heuretic Engagement”
Susan Gilpin, Carnegie Mellon University

“Hermeneutics: A Philosophical Reflection on Interpretation”*
Reshmi Sen, Duquesne University
Jill Dishart, Duquesne University

**Debut paper*

410 9:30 a.m. – 10:45 a.m. Conf. Center C

The Sublime and the Constitution of Society

Sponsor: American Association for the History of Rhetoric

Chair: **Jon Leon Torn**, Pennsylvania State University

Respondent: **Roger Stahl**, University of Georgia

“The Noble Savage, the Primitive Sublime: Rousseau, Vico, and
 the Pre-Social”
Ned O’Gorman, Pennsylvania State University

“The Sublime Spectator: Joseph Addison’s Divine Public”
Jon Leon Torn, Pennsylvania State University

“Devotional Poetics and the Indian Sublime”
Kate Morrissey, Pennsylvania State University

“Rhetorical Transformations in the Aesthetic Sublime: Vesperbild,
 Pietà, and Ecstasies”
Michael Tumolo, Pennsylvania State University
Jennifer Biedendorf, Pennsylvania State University

The concept of the sublime haunts attempts to account for the social as a purely humanist undertaking when it attempts to claim for society a transcendent ideal not easily realizable through formal or rational means. This panel takes a comparative approach by examining this conflict between the transcendental and the secular at various sites within the ongoing global history of rhetoric.

411 9:30 a.m. – 10:45 a.m. Conf. Center D

Expectations and Implications: In Terms of Burke

- Sponsor: Kenneth Burke Interest Group
 Chair: **Elvera Berry**, Roberts Wesleyan College
 Respondent: **Donna M. Kowal**, SUNY, College at Brockport
- “More than Words on a Page: Hemingway, Burke and Reader Expectations”*
Katie Jacobs, Roberts Wesleyan College
- “Head of the Class: Expectations of Higher Education”*
Nathan Claes, Roberts Wesleyan College
- “Cultural Terminology: The Rhetoric of Racial and Ethnic Identification”*
Diane Meldrim, Roberts Wesleyan College
- “The War on Terror: A Burkean War of Rhetoric”*
Keya Gordon, Roberts Wesleyan College
- “Selling Implications: A Burkean Analysis of Advertising Terms”*
Annie Laurie Nichols, Roberts Wesleyan College

Whether the “text” represents literature, education, personal identity, international affairs, or business, it is rooted in expectations and implications. Presenters engage in a Burkean examination of terms and texts to reveal implied assumptions, values and attitudes.

**Debut Paper*

412 9:30 a.m. – 10:45 a.m. Conf. Center E

*Roundtable on Teaching in a Time of Permanent War:
 Communicating Greater Expectations to Our Students*

- Sponsors: Communication Law & Ethics and Instructional Practices
 Chair: **Gary Gumpert**, Communication Landscapers
 Participants: **Nancy Willets**, Cape Cod Community College
Shirlee Levin, College of Southern Maryland
Dina Dahbany-Miraglia, CUNY, Queensborough Comm College
Catherine Waite Phelan, Hamilton College
Susan Drucker, Hofstra University
Sandra Sarkela, SUNY, Potsdam

Communication scholars have expressed concerns as to the effects that a permanent war on terror is having on the civil liberties of Americans. This panel explores the nature and implications of this challenge in terms of free speech and privacy protections, and seeks to identify and develop effective and appropriate teaching strategies to help our students grasp the significance of this political crisis to their rights as citizens and to the rights of all Americans. All members of the Eastern Communication Association are invited to attend and participate in this roundtable discussion.

413 9:30 a.m. – 10:45 a.m. Laughlin
Pedagogy in Cyberspace: A Roundtable Discussion on the Evolving Online Teaching Environment

Sponsor: Instructional Communication
 Chair: **Missy Alexander**, Marist College
 Participants: **Missy Alexander**, Marist College
Pixy Ferris, Marist College
Jeannette Kindred, Marist College
Shannon Roper, Marist College

This roundtable will address an ongoing discussion of the evolution of online teaching and learning. Participants will offer observations about the distinctions between enhanced and fully online courses; the relationship between the technology, the content and teaching methods; distinctions between undergraduate and graduate courses online; the ups and downs of online office hours; and the ever present issue of time.

414 9:30 a.m. – 10:45 a.m. Oliver
*Entertainment Media as Communicators of Expectations:
 Results of Undergraduate Student Research*

Sponsor: Mass Communication
 Chair: **Rebecca M. Chory-Assad**, West Virginia University
 Respondent: **Ken Lachlan**, Boston College

This panel features undergraduate Communication Studies majors at West Virginia University presenting empirical research on the entertainment media’s portrayals and effects of exposure to portrayals. Students will discuss their results and provide their perspectives on the research process and how it has affected the way they think about entertainment media. Rebecca M. Chory-Assad, the students’ instructor, will discuss the instructional implications and issues involved in having undergraduates conduct mass communication research.

415 11:00 a.m. – 12:15 p.m. Conf. Center B
Using Reality TV to Teach Organizational Communication

Sponsor: Organizational Communication
 Chair: **Matthew Smith**, Wittenberg University

“Reality television: Drawing relationships to the organizational communication classroom”
Kristen Campbell, Towson University

“The Apprentice – Season one”
Candice Thomas-Maddox, Ohio University, Lancaster

“The Apprentice – Season two”
Shannon M. Brogan, Ohio University, Chillicothe
Amy Mears, Ohio University, Chillicothe

“Blow Dry – Season one”
Jason S. Wrench, Ohio University, Eastern

“Survivor”

Jennifer L. Knapp, Lycoming College

“Queer Eye for the Straight Guy”

Susan J. Chistopher, Ohio University

With the proliferation of reality TV programs based in organizational settings, the modern organizational communication instructor can draw upon these sources as a unique instructional vehicle. Audience participants will receive an episode guide from each panel member demonstrating how a specific season of a reality TV show (e.g., *The Apprentice*, *Blow Dry*, *The Casino*, etc.) can be used to teach basic organizational communication concepts.

416..... 11:00 a.m. – 12:15 p.m..... Conf. Center C

*A Funny Thing Happened on the Way to This Panel:
The Varying Role of Humor Across Media Forms*

Sponsor: Media Ecology Association

Chair: **Marc Leverette**, Rutgers University

Respondent: **Sal Fallica**, New York University

“Cannot Find Weapons of Mass Destruction: Or How I Learned to Stop Worrying and Love the Google Bomb”

Shawn McIntosh, Columbia University

“What’s Bigger Than a Belly Laugh?: Humor in Large Format Films”

Mary Nucci, Rutgers University

“There’s Nothing Funny About the Philosophical Underpinnings of Pedagogy: Or Is There?”

Shawn Kildea, Rider University

“Eric Cartman’s Not Archie Bunker – He’s Paul de Man: *South Park* and the Deconstructive Possibilities of Televisual Discourse”

Marc Leverette, Rutgers University

417..... 11:00 a.m. – 12:15 p.m. Conf. Center D

*Forging alternate discourses: Communicating gender expectations through
an exploration of multiple identities, culture and conflict*

Sponsor: Voices of Diversity

Chair: **Diane A. Forbes**, Trinity University

Respondent: **Ronald L. Jackson, II**, Pennsylvania State University

“From Margin to Center–African Women as Subject in African Cinema”

Denise C. Jones, Trinity University

“Gender Relations in the Black Community: The Effects of Sexism and Internalized Racism”

Evelyn S. Tyndell, Trinity University

“The Deconstruction and Reconstruction of the Black Male Athlete’s stereotypes”

Sherry Tucker, Trinity University

“Gender Socialization and Lesbian Culture: An Exploration of the (Re)production of Lesbian Cultural Identity”

Tracey Melchoir, Trinity University

The panelists focus on gender, identity, culture and conflict as related to co-cultural status. The treatments center on contested identities for African women, Black athletes, lesbians and the internalization of racism.

418..... 11:00 a.m. – 12:15 p.m..... **Oliver**

Communicating Greater Expectations Online: Connections, Content, Copyright, and Cognition

Sponsor: Human Information Technologies

Chair: **Sue Hilton**, Clarion University of Pennsylvania

“The plight of the cyber groupie: Defining the undefined chat room in computer-mediated group communication”

Adam Earnhardt, Kent State University

“Intellectual Property, Copyright, and Internet Policy”

Mary Beth Earnhardt, Kent State University

“Does Multimedia Instruction that Reduces Cognitive Load While Integrating a Multiple Intelligence/Learning Style Design Model Improve Instruction?”

David Sentner, Clarion University of Pennsylvania

“The Development of Higher Education Website Content: Application of the Quality Function Deployment”

Jason Strohm, Clarion University of Pennsylvania

419..... 11:00 a.m. – 12:15 p.m..... **Laughlin**

ECA Finance Committee II

Presiding: **John A. Courtright**, University of Delaware

Members of the ECA Finance Committee are invited to attend this second meeting of the convention.

420 12:30 p.m. – 2:00 p.m..... **Phipps**

ECA Executive Council Meeting II

Presiding: **John A. Courtright**, University of Delaware

All appointed and elected members of the 2005 ECA Executive Council are invited to attend this second meeting of the convention.

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